**Company Name:**

Entropy

**Company url:**

https://www.appentropy.com/

**If you have a demo, what's the url? Demo can be anything that shows us how the product works. Usually that's a video or screen recording:**

**Describe what your company does in 50 characters or less:**

A social media app with no filters or editing.

**What is your company going to make? Please describe your product and what it does or will do:**

Social media platforms are a phenomenal tool. But now more than ever when you open up an app you are greeted with stress anxiety and a toxic environment. “Influencers” showcasing their perfect lives in front of the camera with the goal of the post to make you feel like you wish you were in their shoes when in reality it's all for show. Then there are the ones who take perfect...

**Where do you live now, and where would the company be based after YC:**

We live on Long Island, in New York State. However, I am currently living near Purdue University to continue my studies this semester. My partner attends school in NYC. After Y combinator we plan to be based in either NYC or San Francisco.

**Contact Info:**

**1 minute unlisted (not private) YouTube video introducing the founders:**

[**https://youtu.be/jrPF6n0hsXA**](https://youtu.be/jrPF6n0hsXA)

[**https://youtu.be/-4gI6rDJQCE**](https://youtu.be/-4gI6rDJQCE)

**How many founders?**

2

**What category best applies to your company?**

Social media

**How far along are you?**

We have just released our initial version. We are currently listening to feedback to see if there are any performance issues or bugs. We are planning on beginning our first wave of marketing soon.

**How long have each of you been working on this? How much of that has been full-time?**

**Explain:**

Both of us have been working on this since August 2020. However, for the first several months, the two of us were primarily learning the skills necessary for building the app (me learning software and my partner learning UI/UX design). We started building the app in November, but we have only been doing this part time because of school. Ever since school ended in May, the two of us have been working on this almost full time.

**Are people using your product?**

We are currently are doing an open beta and have just over 150 downloads mostly friends and family giving us feedback

**Do you have revenue?**

No.

**If you are applying with the same idea as a previous batch, did anything change? If you applied with a different idea, why did you pivot and what did you learn from the last idea?**

**Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you're making?**

This is something that we wanted for ourselves. I personally have never posted on apps like Instagram and TikTok because I was afraid that I would get an embarrassingly low number of likes when compared to my friends. Both of us have watched as friends have either not posted to Instagram because they are afraid people won’t like it or remove posts from Instagram because it wasn’t getting enough likes. First getting stressed out about what pictures look the best and what would perform the best and then stressing out after it was posted to see how well it was doing. Trying to post a picture with friends shouldn’t cause you stress and anxiety. It should be fun for you. Additionally, we have all heard about how social media is making people, young girls especially, self conscious about their bodies because of the unrealistic beauty standard perpetuated by social media. All of these reasons have left bad tastes in the mouths of a large number of users. We want to create a social media platform where people can have fun and share cool experiences with their friends, without having to deal with the same added stress that comes with other social media platforms.

**What's new about what you're making? What substitutes do people resort to because it doesn't exist yet (or they don't know about it)?**

Part of the appeal of social media is that when a user posts an image or a video, they get validation from other people on the app. With major social media platforms, this validation comes in the form of number of likes and number of followers, along with comments. The problem with this method is that it becomes easy for users to feel like their validation is inadequate when they compare themselves with others. People should post because they want to, not for validation from people that you’ve barely spoken to in years. That's why we removed likes on Entropy. Additionally, we are forcing every user to upload their posts in-app, so they are not able to edit or manipulate their content. We believe that this will create a unique experience where every piece of content on Entropy is 100% genuine.

**Who are your competitors, and who might become competitors? Who do you fear most?**

Instagram, TikTok, Snapshot, and basically any social media app out there. We are targeting a niche group of people that no longer enjoy or have left these social media sites or don’t feel comfortable taking full advantage of these platforms for various reasons. These reasons are that traditional social media reinforces an unrealistic beauty standard, creates a platform where content creators prioritize getting likes over expressing themselves, and leads to people getting anxious over the feedback they get for their new post. Entropy removes the ability for users to edit their content, and the number of likes and comments are not displayed. Therefore, it is unlikely that our target market will leave us to go to our competitors.

**What do you understand about your business that other companies in it just don't get?**

A lot of people think that in order to build a successful social media app, they have to build a better version of TikTok or Instagram in order to attract people already on those platforms. After talking to our friends, we realized that there are people out there who are not looking for a better version of what already exists, but they are looking for something completely different. We found that when users upload posts to social media platforms, they get anxious about how the post is going to do. Additionally, we learned that people no longer want to use these platforms because they feel inadequate when they compare their own lives with fake portrayals of other people's lives. Based on the social media apps out there, it doesn’t look like other people understand that this niche of users exists.

**How do or will you make money? How much could you make?**

We are planning on running ads on our App. We have a “recommendations page” that feeds content to users, and we have an algorithm for determining what type of content each user enjoys. We will use this information to send targeted ads to users.

**How will you get users? If your idea is the type that faces a chicken-and-egg problem in the sense that it won't be attractive to users till it has a lot of users (e.g. a marketplace, a dating site, an ad network), how will you overcome that?**

Running ads on various social media platforms, such as Facebook, Tiktok, and Instagram., reaching out to social media influencers to see if they are interested in promoting our app, and good old fashioned word of mouth. We are creating a social media app, so part of the appeal of the app is the other people on the app. However, the feedback people get is more qualitative (comments) than quantitative (not displaying number of likes). Therefore, we will not need a significant user base to make users feel validated for the content they post. Additionally, due to the casual and fun nature of Entropy, users will be posting content more relatively often. We’ve noticed that our initial users are already posting content on Entropy significantly more frequently than on other social media sites, such as Instagram. This means that we don’t need a lot of users to ensure that there is a continuous feed of new content for users to enjoy.

**Have you incorporated, or formed any legal entity (like an LLC) yet?**

Yes recently we formed an LLC under the name “Entropy App LLC”

**Have you taken any investment yet?**

**If you have not formed the company yet, describe the planned equity ownership breakdown among the founders, employees and any other proposed stockholders. If there are multiple founders, be sure to give the proposed equity ownership of each founder.**

**Please provide any other relevant information about the structure or formation of the**

**company.**

Currently, only the two of us are working on Entropy right now. We both have 50% ownership of the company.

**Are any of the founders covered by noncompetes or intellectual property agreements that**

**overlap with your project? If so, please explain.**

No

**Is there anything else we should know about your company?**

**If you had any other ideas you considered applying with, please list them. One may be something we've been waiting for. Often when we fund people it's to do something they list here and not in the main application.**

**Please tell us something surprising or amusing that one of you has discovered.**

App development takes a lot longer than we thought it would.

**What convinced you to apply to Y Combinator? Did someone encourage you to apply?**

After doing some research, we have decided that the opportunities offered by Y Combinator are too valuable to not apply to.

**How did you hear about Y Combinator?**

The subreddit r/startup.