**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:**

We are creating a new social media app where every photo and video that a user takes has to be taken in-app. This ensures that everything posted to the app has not been edited or manipulated in any way. Users could follow other users, and have direct messages with their friends. There are two content feeds: one is a list of posts that our recommendation algorithm determines that a user will like, and the other is a list of posts from people that the user is following.

**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 will be moving to Purdue on August 20th to continue my studies. We will probably be based in either San Francisco or New York City after YC.

**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?**

**How far along are you?**

We have released a beta version and got a lot of feedback. We are working on some features, and are planning on releasing the official app within the next couple of weeks.

**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 have been 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 100 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’ll get an embarrassingly low number of likes when compared to my friends. Also, I have watched as some of my 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. 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 led to people who have downloaded Instagram to leave the platform. 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 other people. For example, if user A gets 100 likes on their post, and their friend gets 200 likes on their post, then user A feels like their 100 likes is not worth as much. On Entropy, we offer validation in the form of new comments and new followers. The difference is that we don’t quantify either of these forms of validation, so it’s impossible for users to compare themselves to others. Additionally, we are forcing every user to upload their posts in-app, so they are not able to edit or filter their content. We believe that this will create a unique experience where every piece of content on Entropy...

**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 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 realized that when users upload posts to social media platforms, they get anxious about the number of likes they will get. Additionally, we realized that people have left 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 personalize ads.

**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?**

Facebook/Google ads, 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, posting content is relatively easy, so users will be more likely to post more content. 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.**

**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.**

**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.