

GOSSAPP

P I T C H D E C K



Meet Linda Molini

Fashionista and aspiring marketing professional

She's 21, studying @ Brown University and is a part of 3Delta.

She's addicted to Instagram, Pinterest and Snapchat.

She's using multiple chat apps to stay in touch.

She loves shopping, going out and her modern dance classes.

Most of all, she loves gossing with friends over a cup of coffee about:

#exBoyfriend and his **#newUglyGirlfriend**

#KylieJenner and her new **#kylie_lip_kit**

#brangelina and the fact that **#BRADisSINGLE**

#triDELTA and their **#3Dchristmasparty**

#dance and her 2nd place at the **#danceComp**

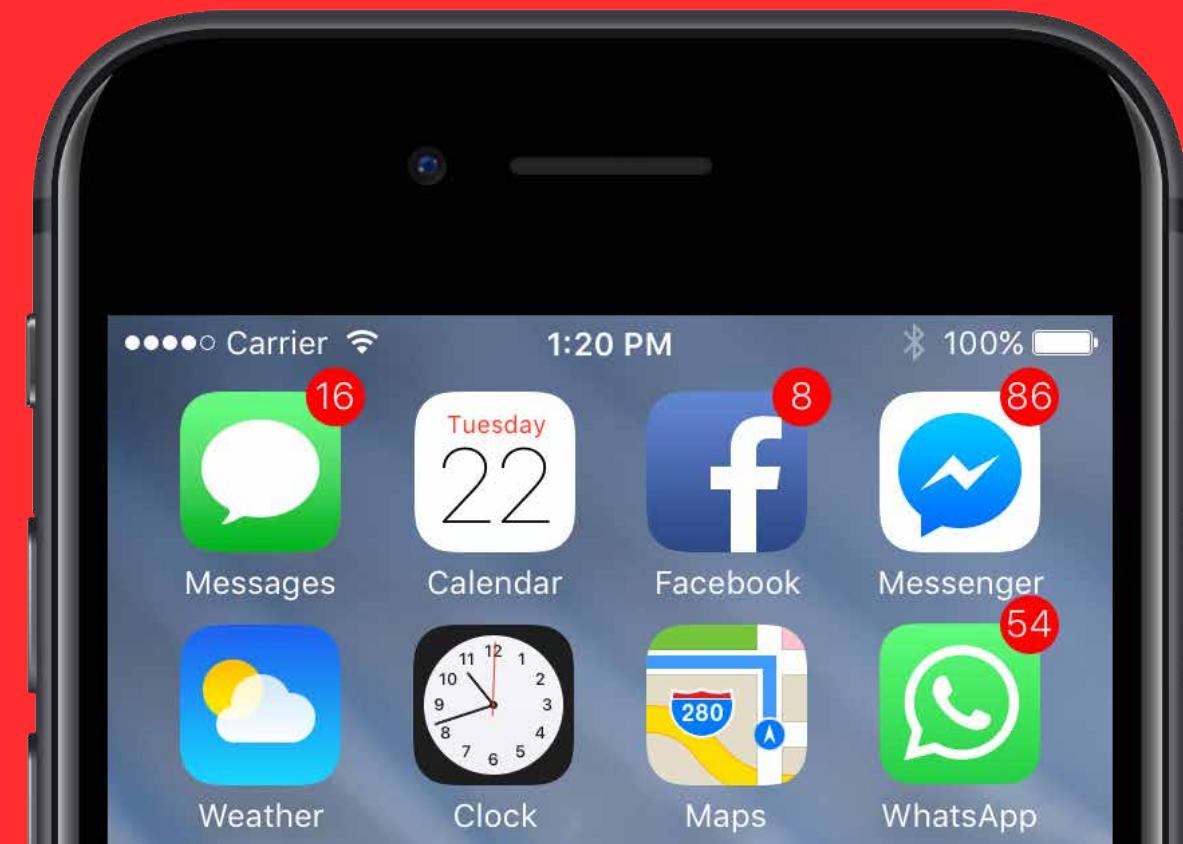
#careergoals and best new viral **#doritosSBcampaign**

#uni and the **#finals**

After 2 hours of lectures ...

She's overloaded with notifications

Linda gets tons of messages which she has to skim over in order to find the relevant ones.



MESSAGE OVERLOAD
is real

She'd like to share a funny video she previously received

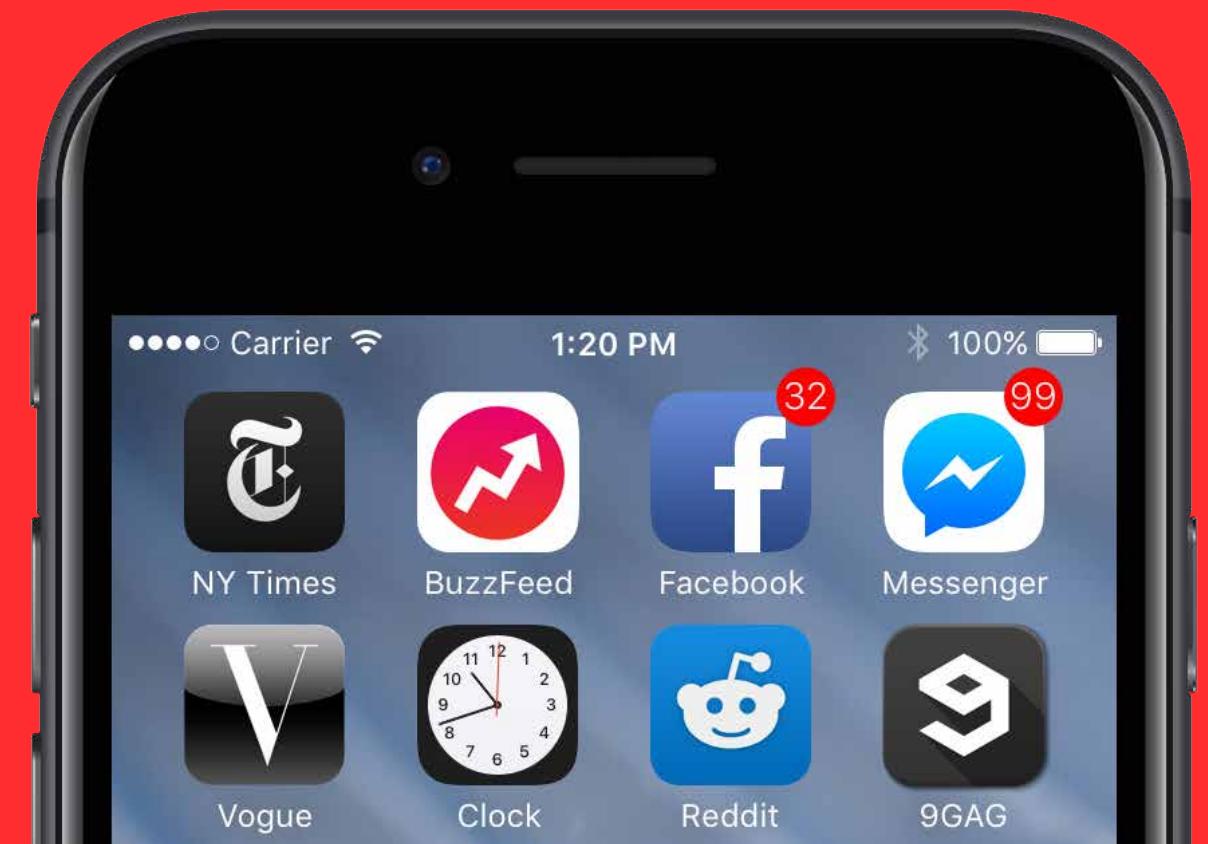
She wants to find a funny video that one of her friends shared with her, but she's not sure when and where it was shared. Now, she has to go through tons of conversations until she finds it.



FINDING SHARED CONTENT
is time consuming

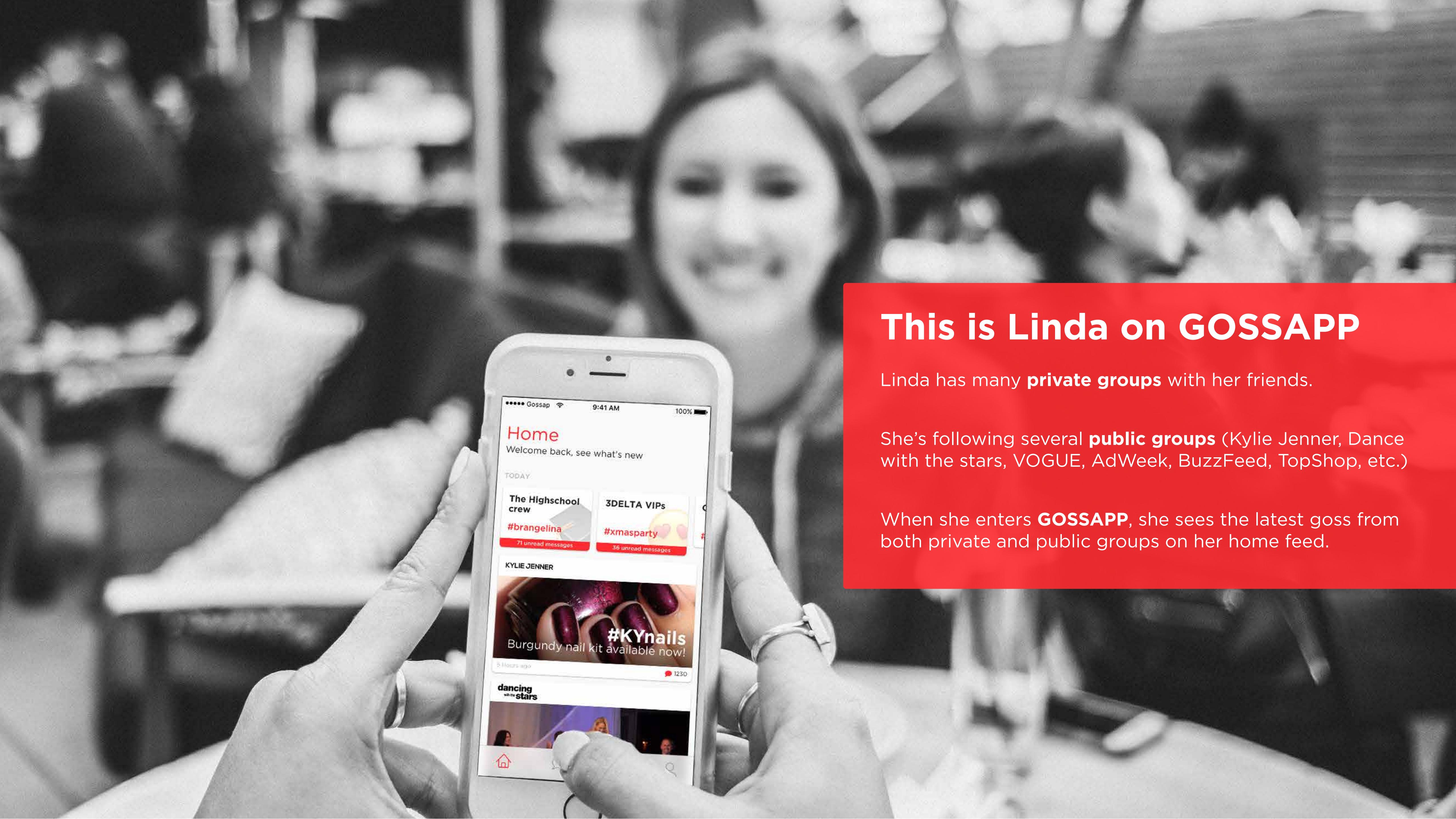
She wants to check the latest goss she's interested in

In order to be up to date, she needs to check out tons of different sources, different websites, social media, blogs and apps.



TOO MANY APPS
for browsing hot content

What would it look like if Linda was using **GOSSAPP?**



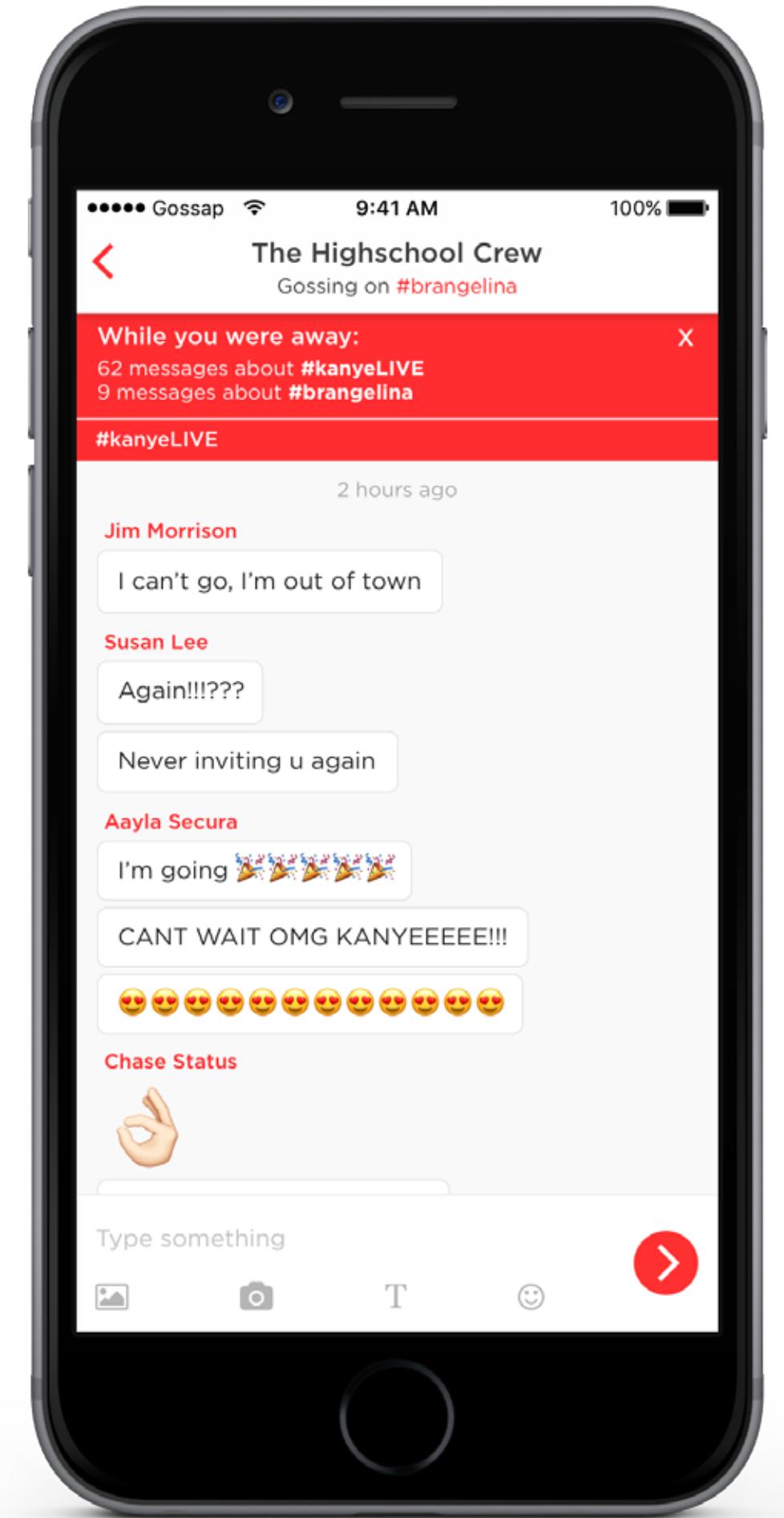
This is Linda on GOSSAPP

Linda has many **private groups** with her friends.

She's following several **public groups** (Kylie Jenner, Dance with the stars, VOGUE, AdWeek, BuzzFeed, TopShop, etc.)

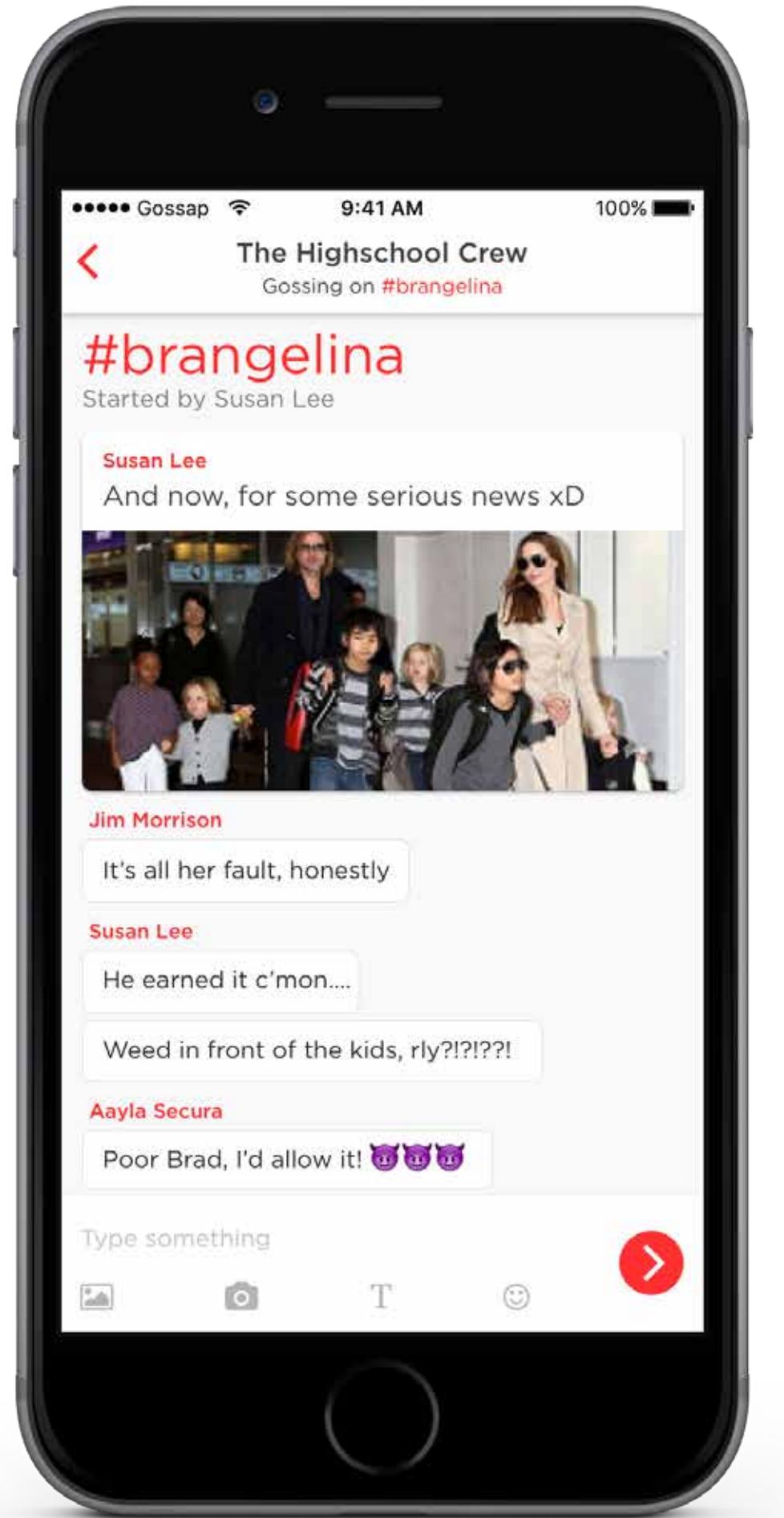
When she enters **GOSSAPP**, she sees the latest goss from both private and public groups on her home feed.

This is Linda's favourite private group. She received tons of messages categorized into 2 topics. Since she's not a fan of Kanye, she'll skip the **#kanyeLIVE** topic by tapping on **#brangelina**

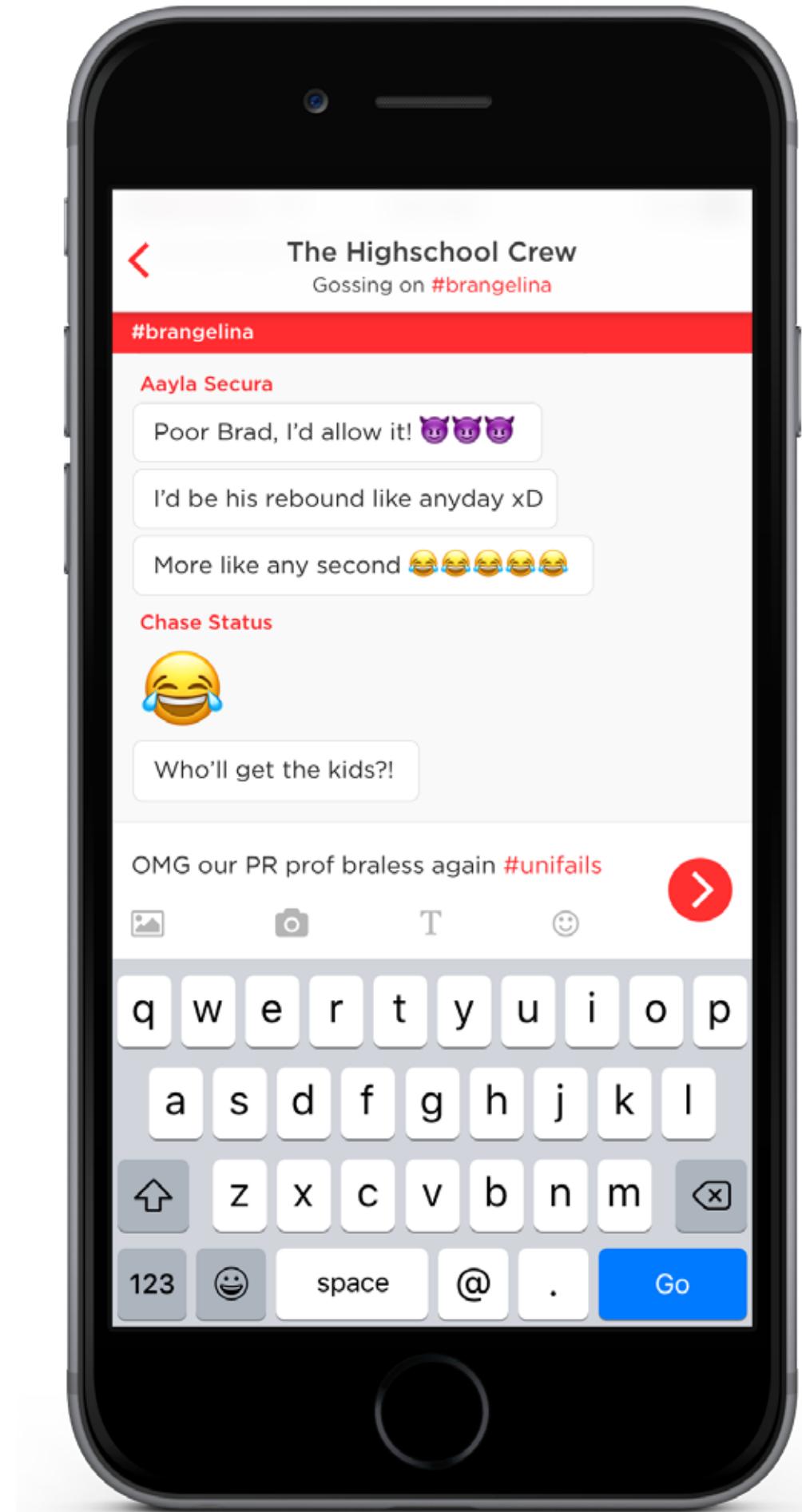
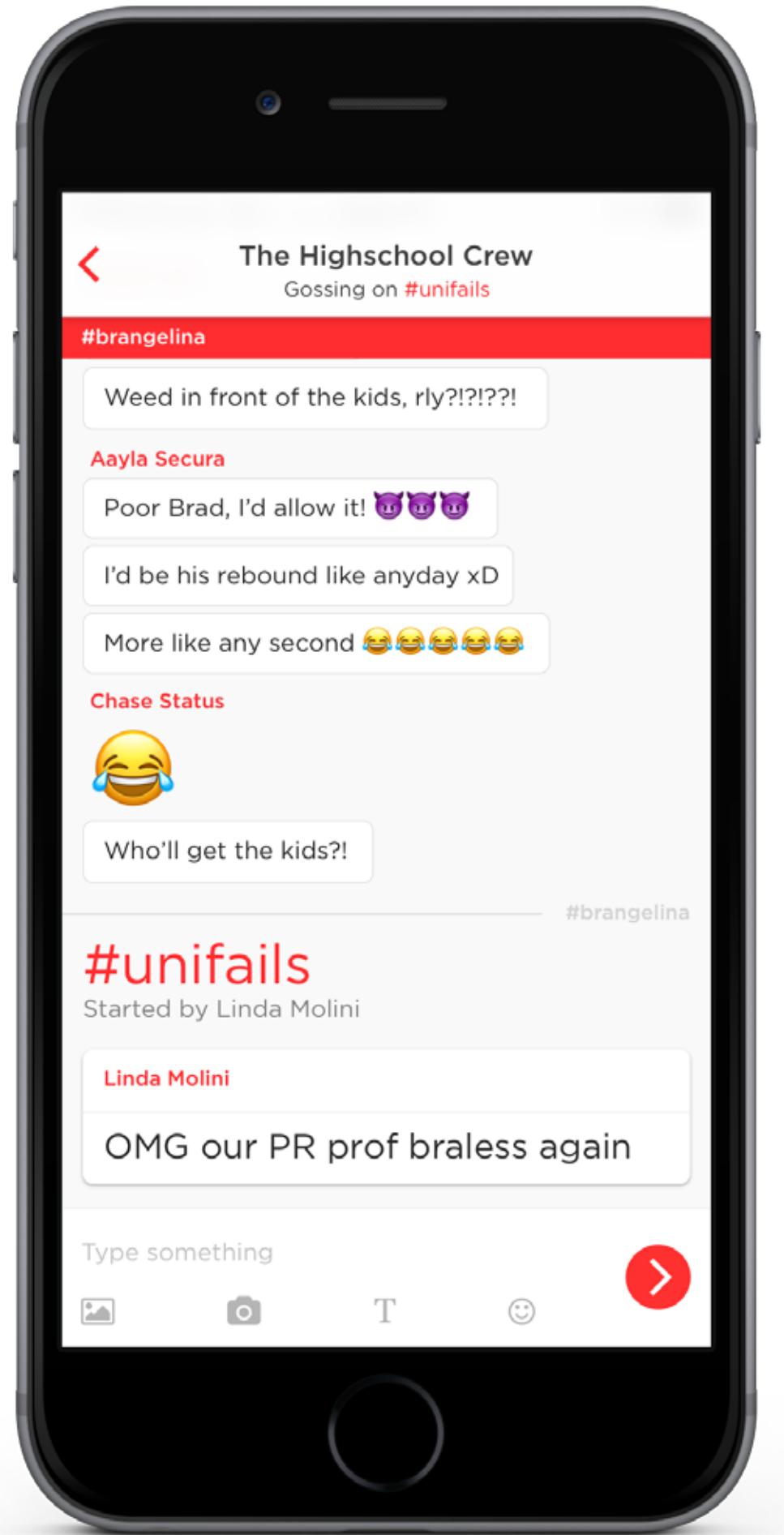


CONVERSATION VIEW

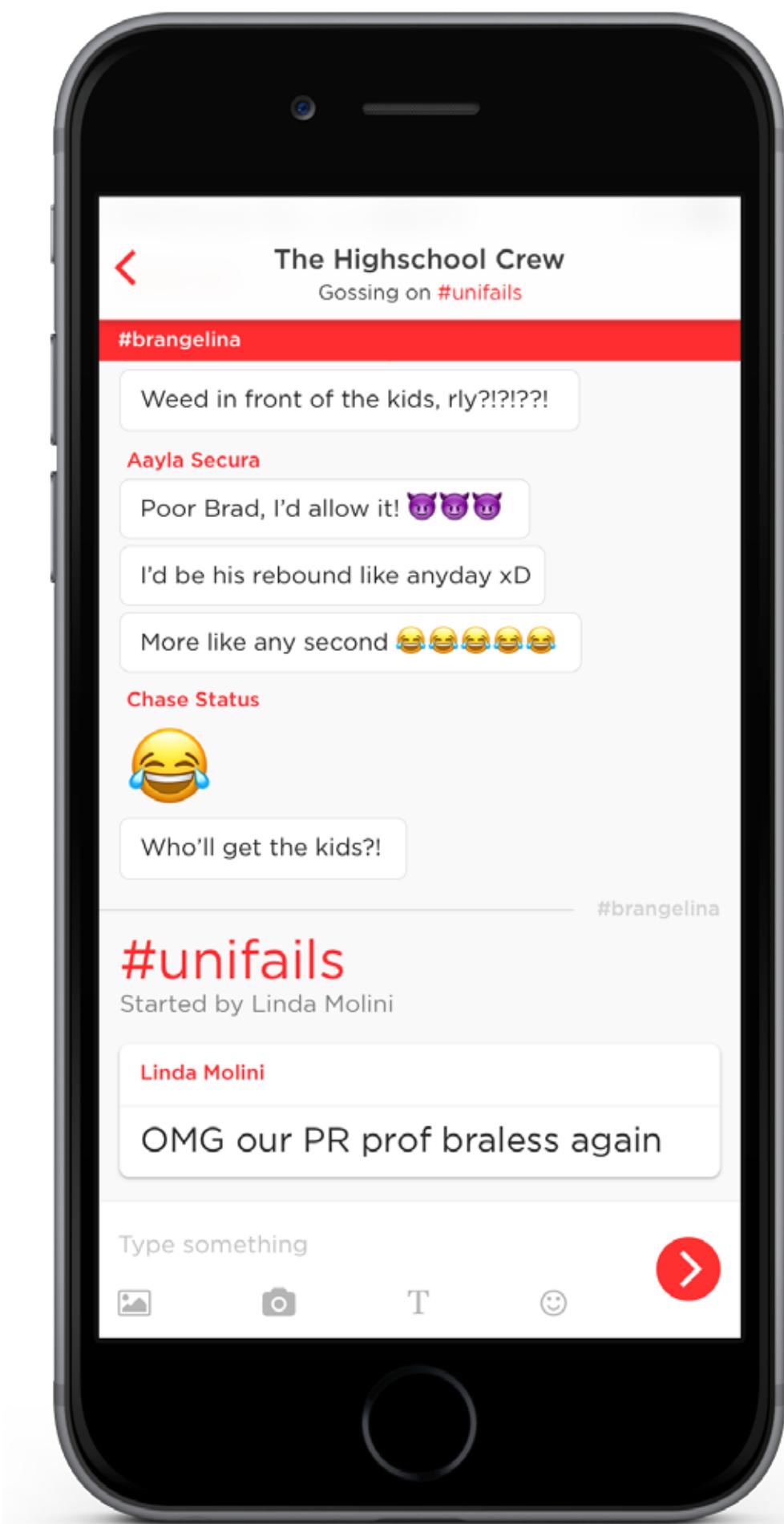
This will scroll the conversation view all the way until the first unread message about **#brangelina**

CONVERSATION VIEW
CONTINUED

After reading all messages about **#brangelina**, and since she just came from an overly exciting lecture, Linda starts gossing about a new topic - **#unifails**.

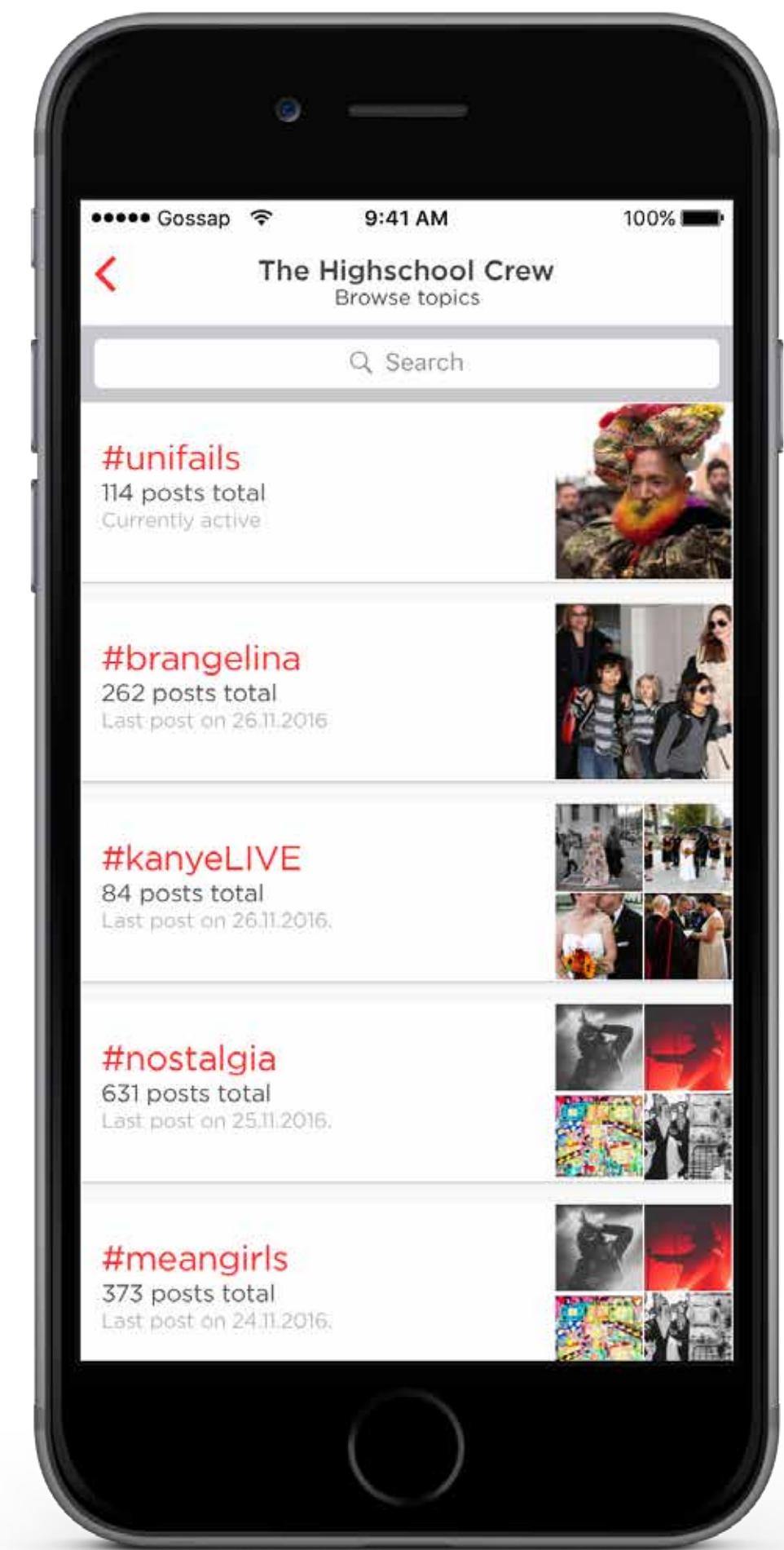
CONVERSATION VIEW
STARTING A NEW TOPICCONVERSATION VIEW
NEW TOPIC

Remember that video Linda was supposed to find for Xtina? By swiping the conversation view to the left, Linda can browse through all the topics within this group.

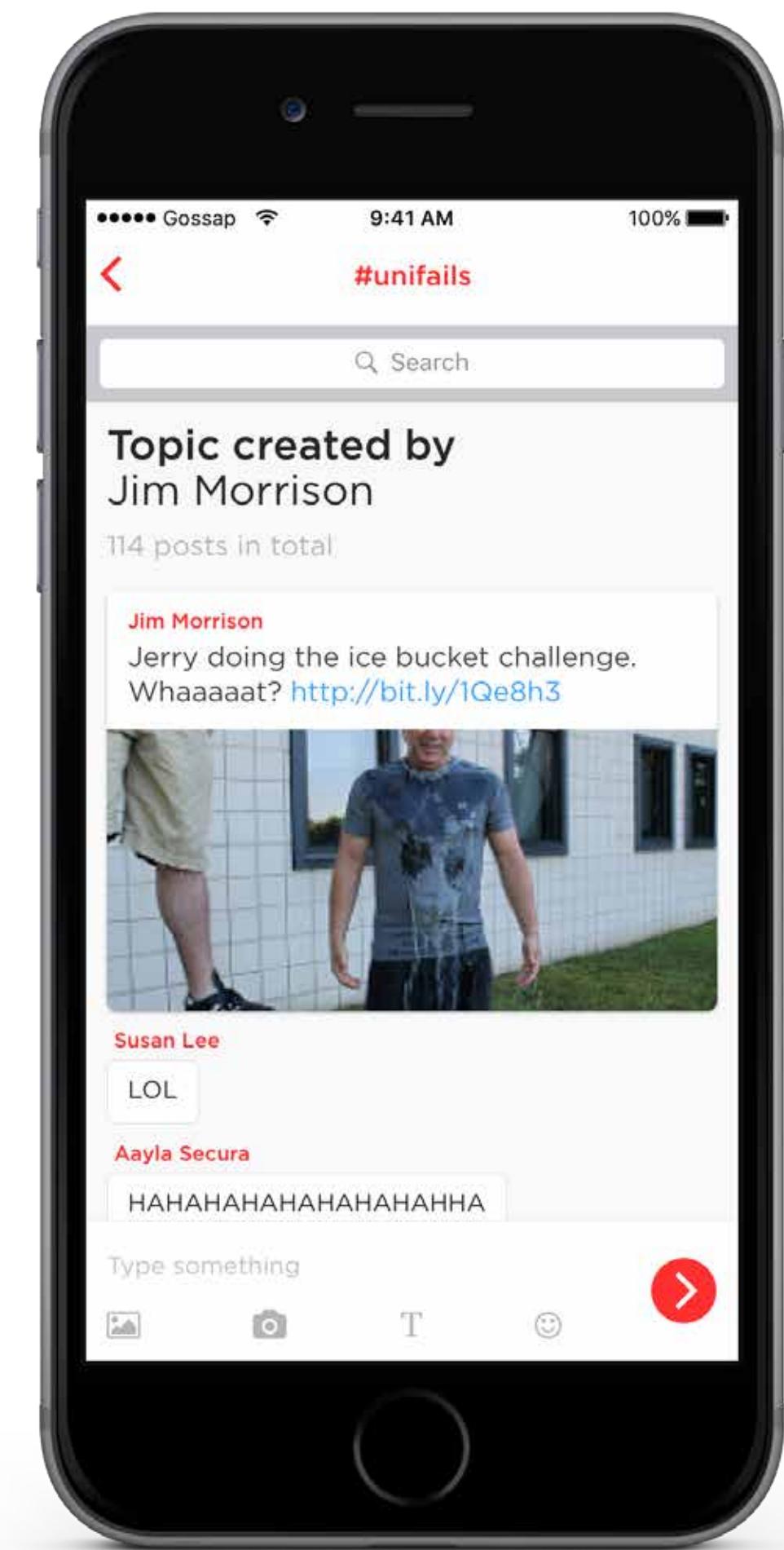


CONVERSATION VIEW
CONTINUED

She can now easily find the link for the video she was searching for by searching all topics, or searching within a specific topic

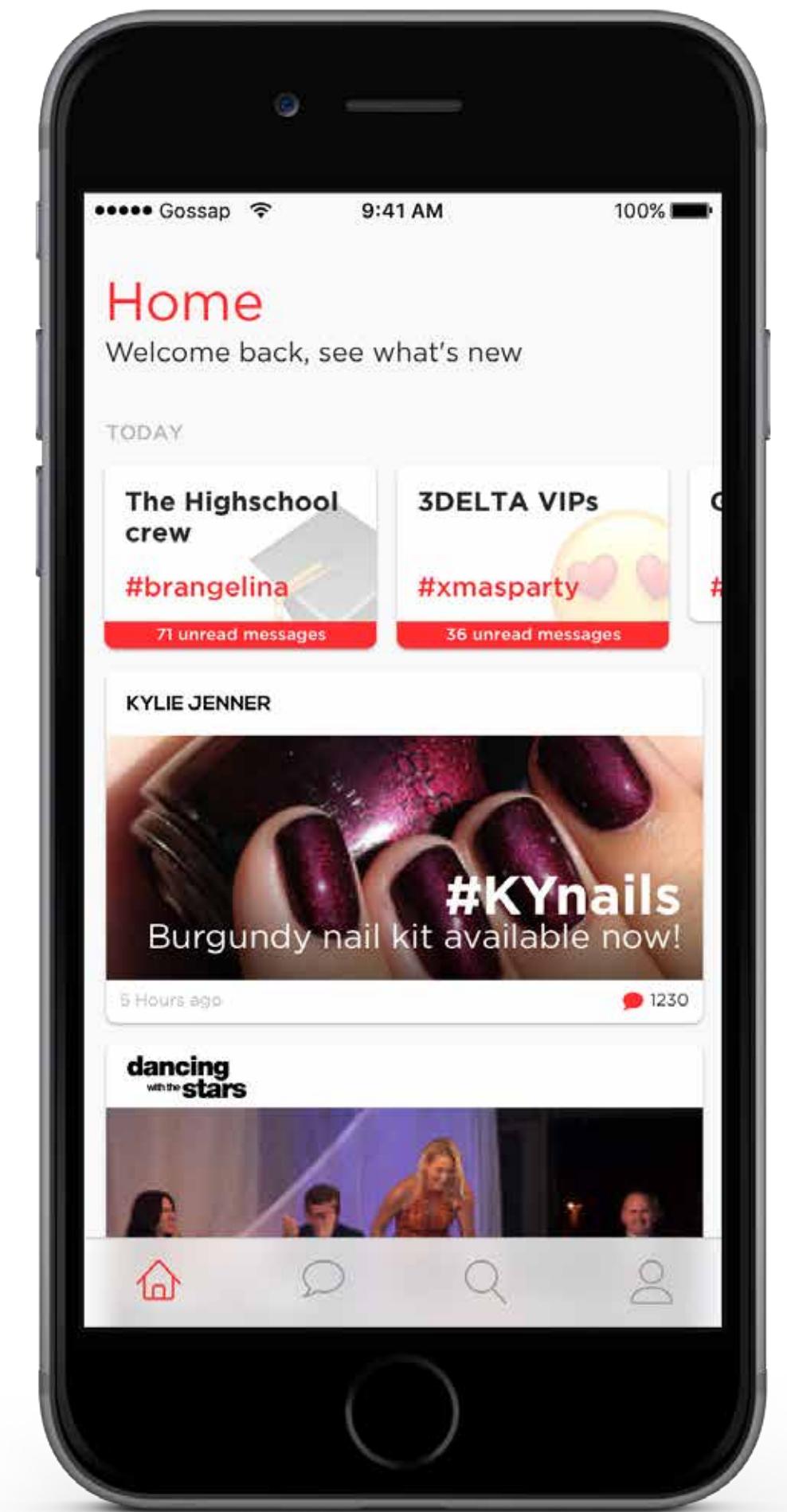


BROWSE TOPICS VIEW
IN A PRIVATE GROUP



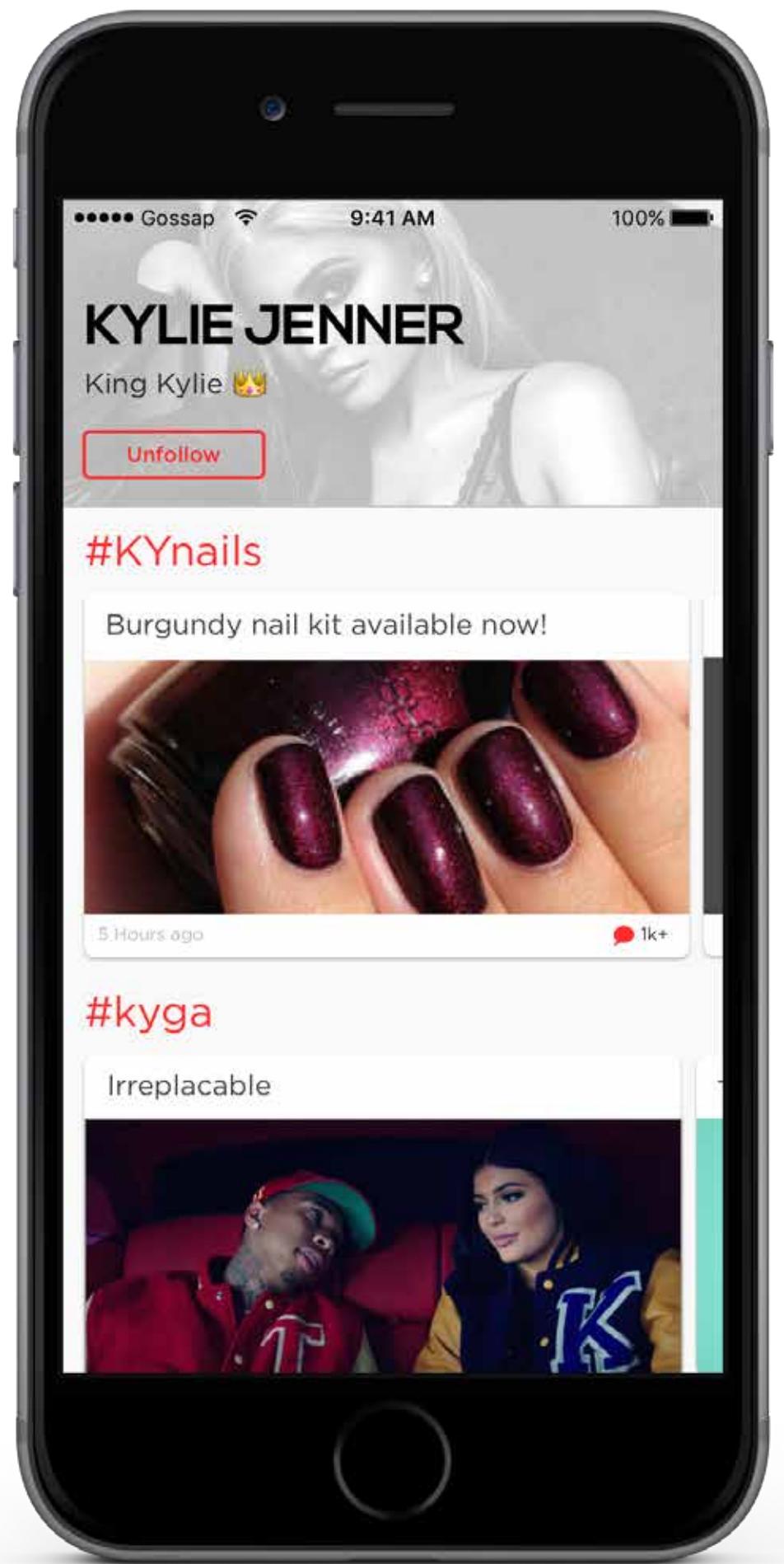
TOPIC OVERVIEW
FOR #UNIFAILS

After catching up with her friends, she wants to catch up with the latest public gossip as well. On her home feed, Linda sees the latest post by Kylie Jenner in **#KYnails** topic.



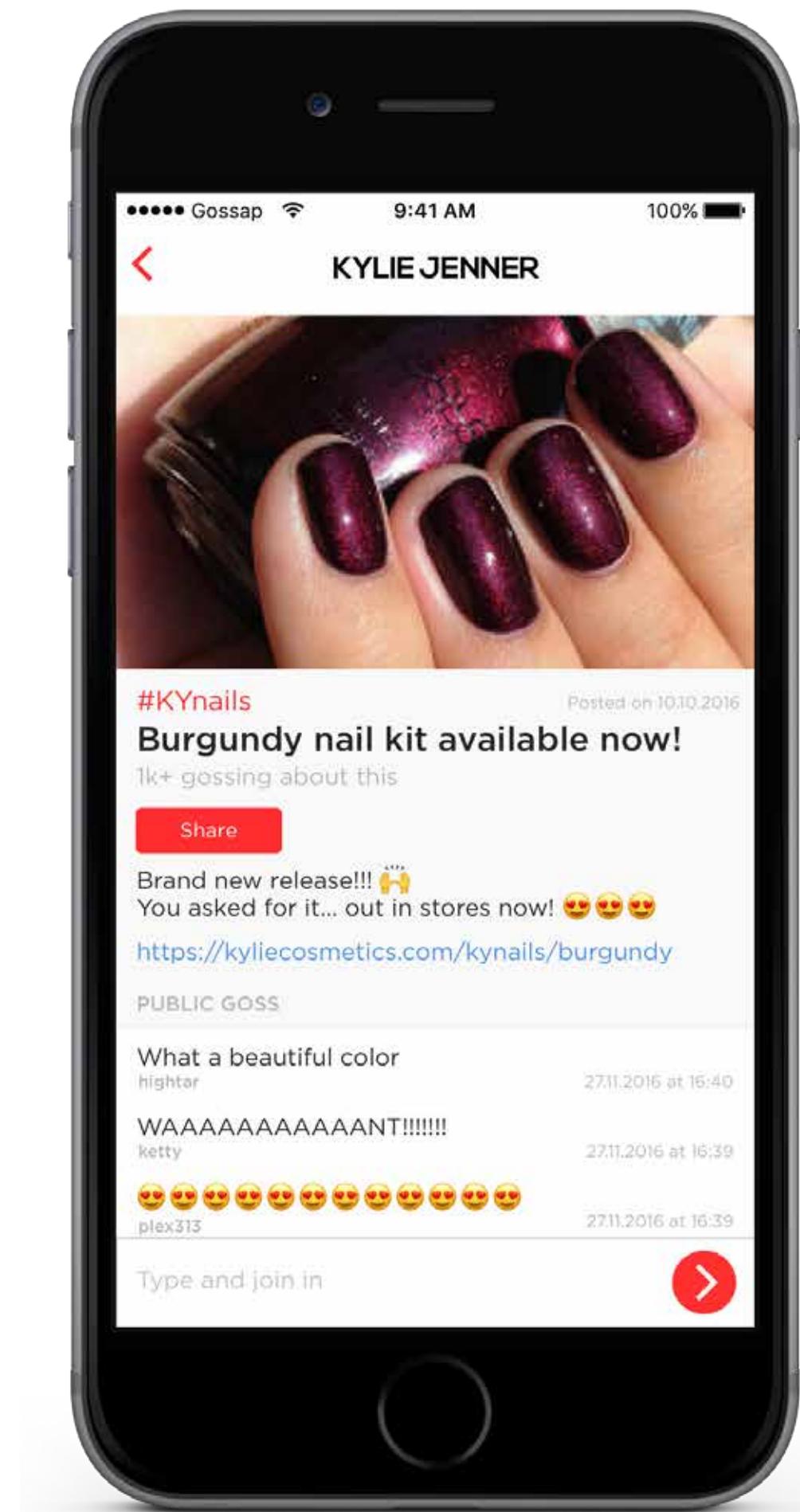
HOME FEED

Since burgundy is her favorite color, she enters Kylie's public group and there she sees an overview of all Kylie's topics.

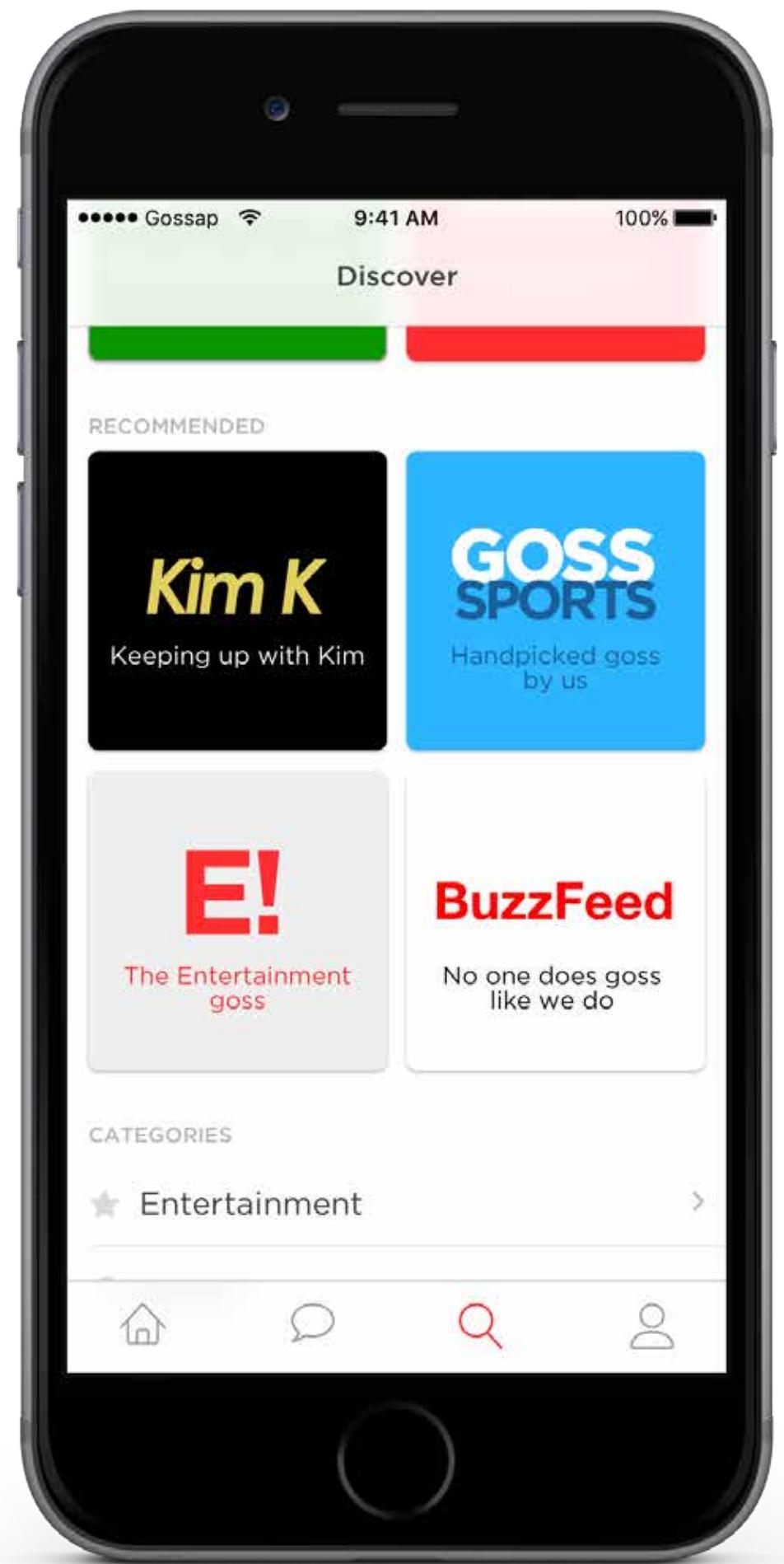


PUBLIC GROUP

She proceeds to the burgundy nail kit post she was interested in, and can start gossing about it with followers of Kylie's public group.

PUBLIC GROUP
POST VIEW

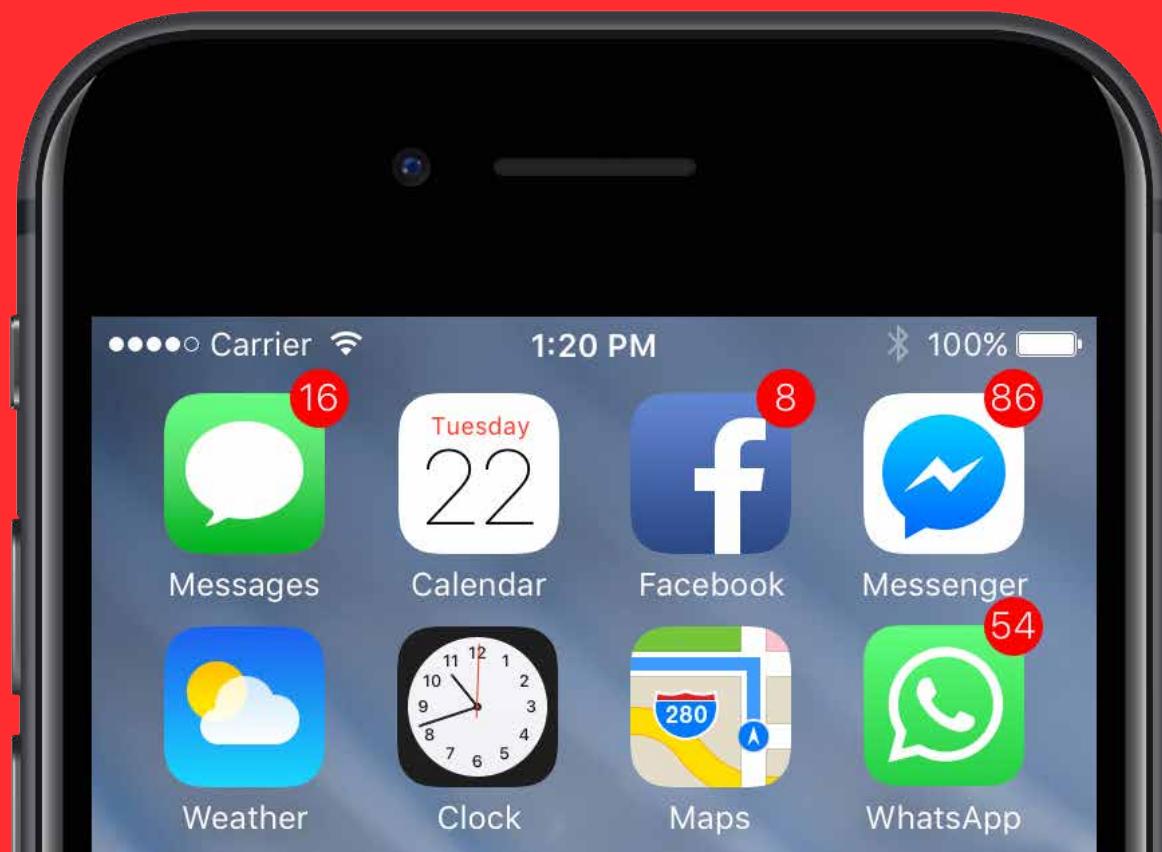
After checking out Kylie's post, Linda goes to the Explore area to see which other public groups are trending. She notices BuzzFeed's group in her recommendations and decides to follow it.



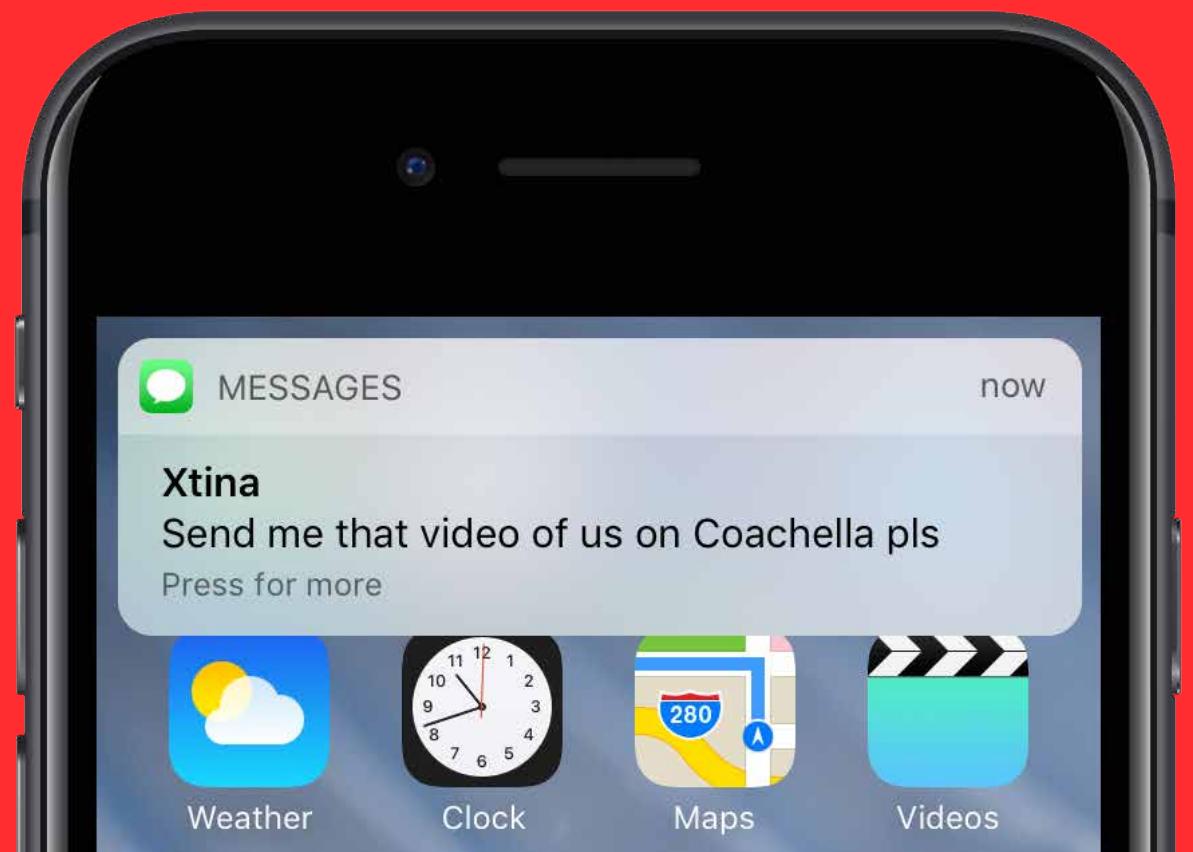
DISCOVER VIEW

Remember Linda's problems?

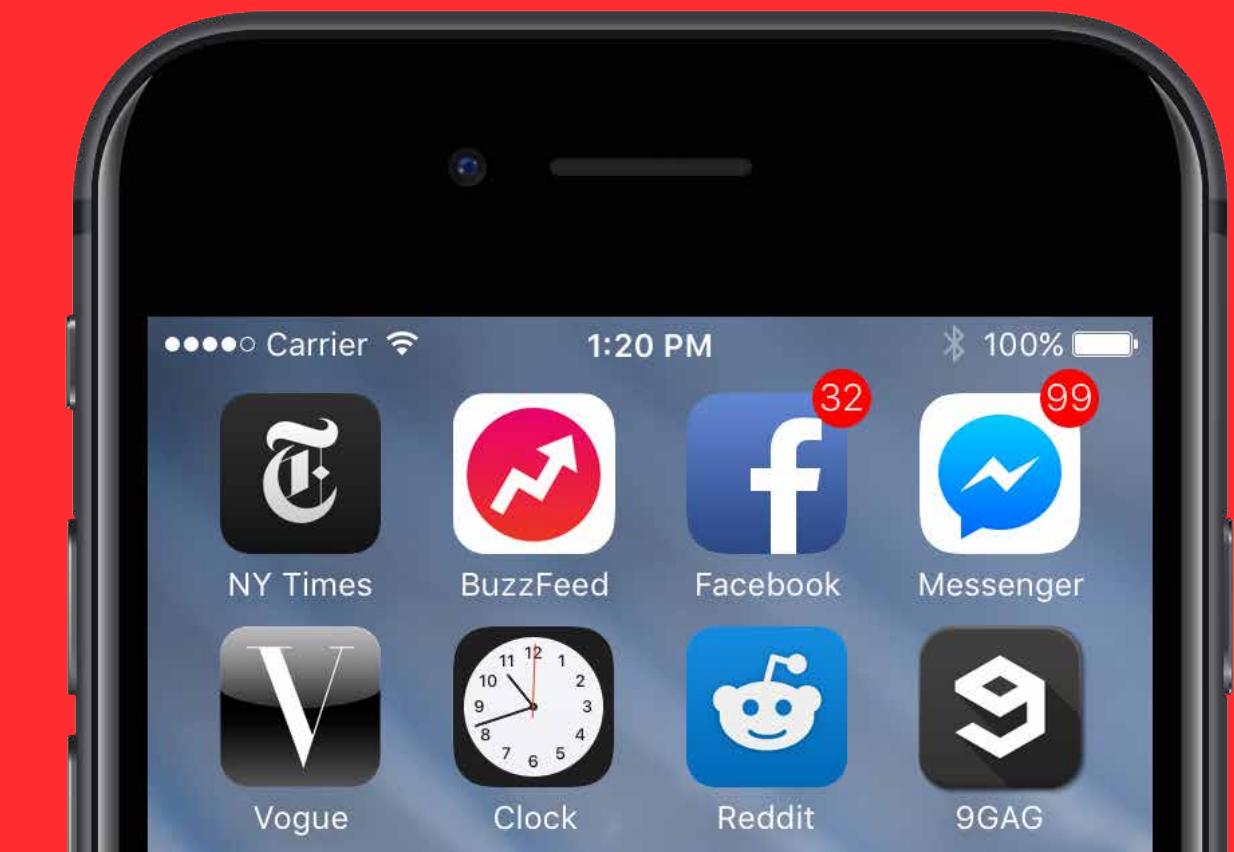
MESSAGE OVERLOAD



FINDING SHARED CONTENT



TOO MANY APPS



Since all messages within a conversation are categorized by topic (hashtags), Linda can skip the content she's not interested in.

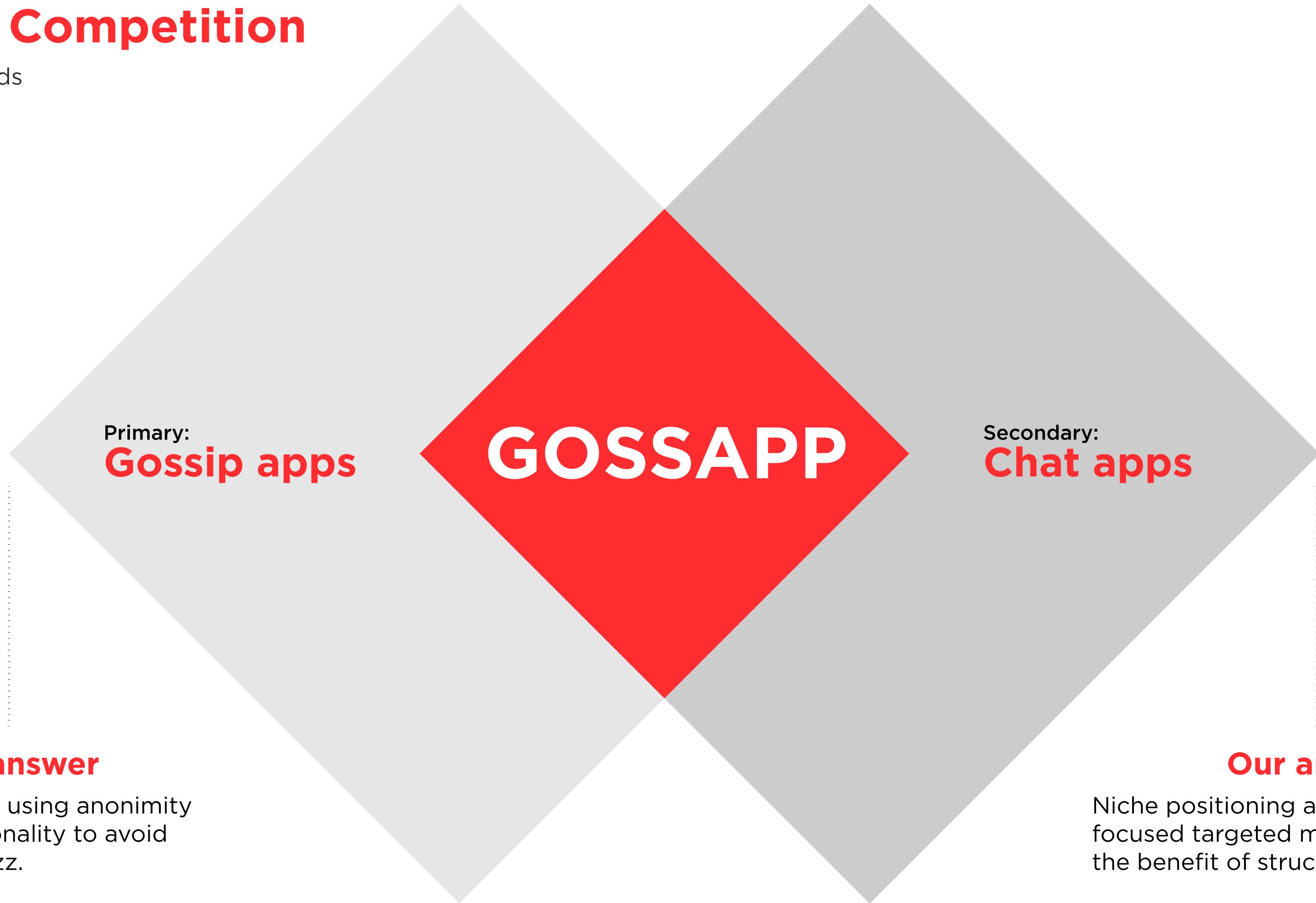
Message categorization allows Linda to easily search and find previously shared content that will save her time.

Public groups keep Linda informed about all the hot content (entertainment, sports, business, etc.) she might be interested in.

And she did it all within **GOSSAPP**

Fighting Competition

Best of both worlds



Primary Competition

Gossip apps



Rumr



无秘 - 匿名的朋友圈



Yik Yak



Whisper



After School



Secret.ly



Gossip



Blindspot

FACTS

Investments value:
\$1M – 75M

User base:
1.5M – 14M

Key feature:
Anonymity

CONCLUSION

Investors recognize
the potential of
gossip apps

The market
potential is real

Anonymity causes
cyber bullying

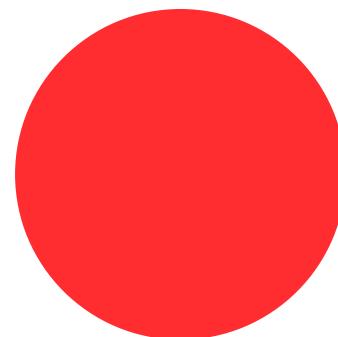
OUR ANSWER

**Move real world gossip to mobile & avoid
anonymity**

#GOSSAPP

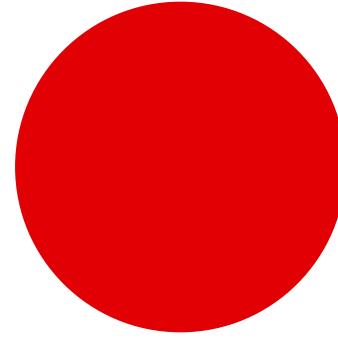
Marketing Strategy

Let the word spread



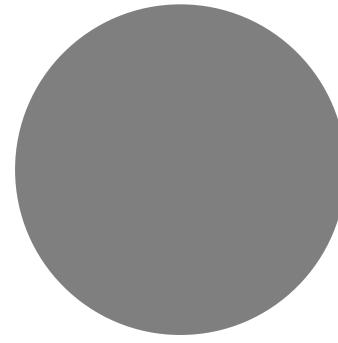
Social Media

Engage users via Instagram, Facebook, Snapchat, YouTube, Twitter, Pinterest



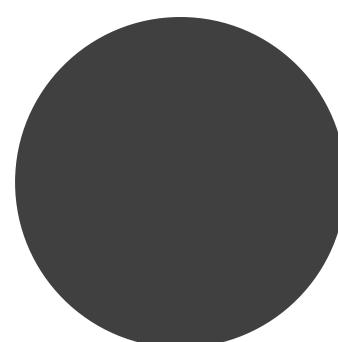
Viral Campaign

Launch a viral video campaign after the **GOSSAPP** rollout in May in the USA & Canada



Bloggers Engagement

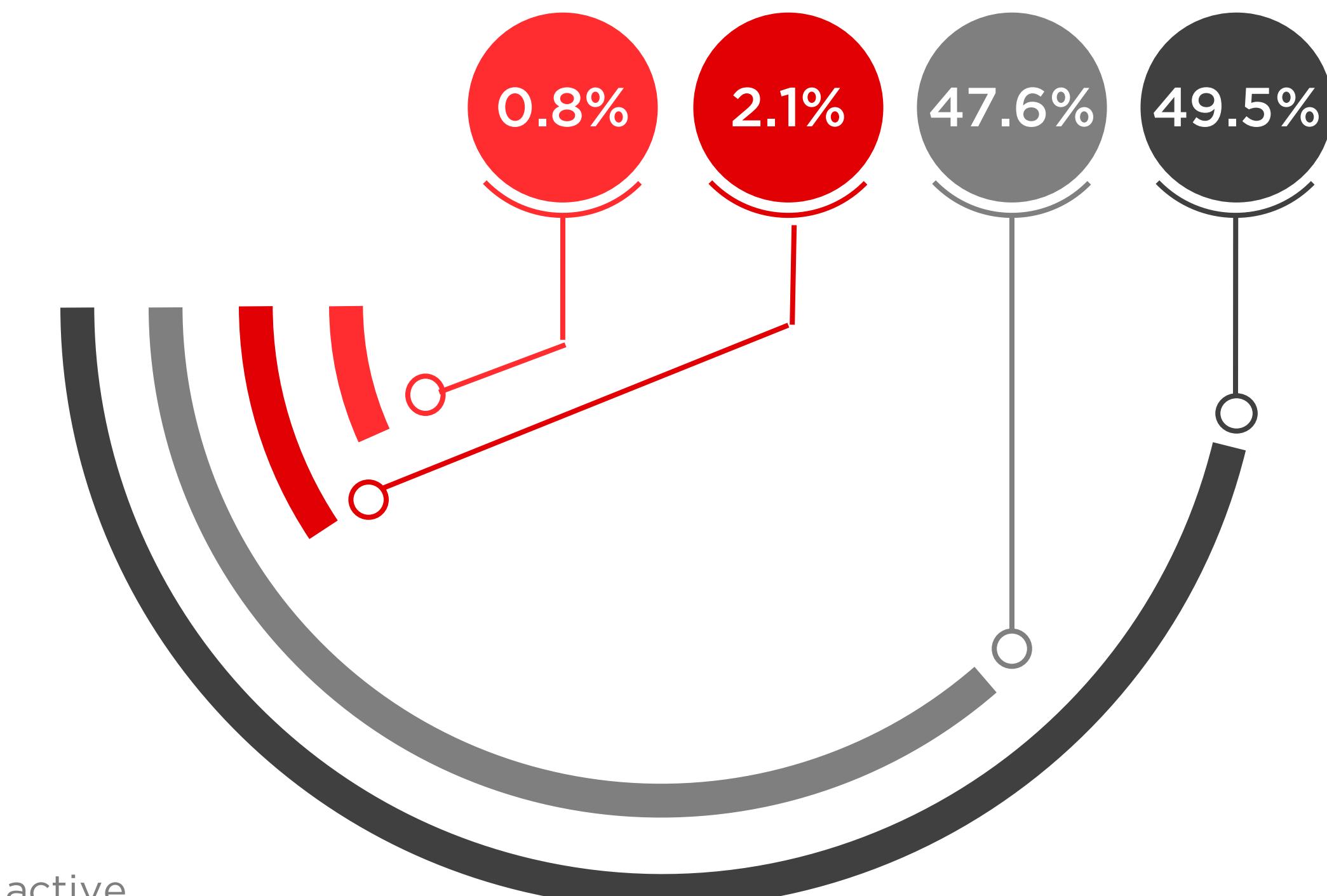
Target teen bloggers to promote **GOSSAPP**



Campus Ambassadors

Target students from top campuses in the USA
Organize a competition and set a target for the number of active users for each ambassador

% OF ACQUIRED USERS PER STRATEGY



REVENUE STREAMS*

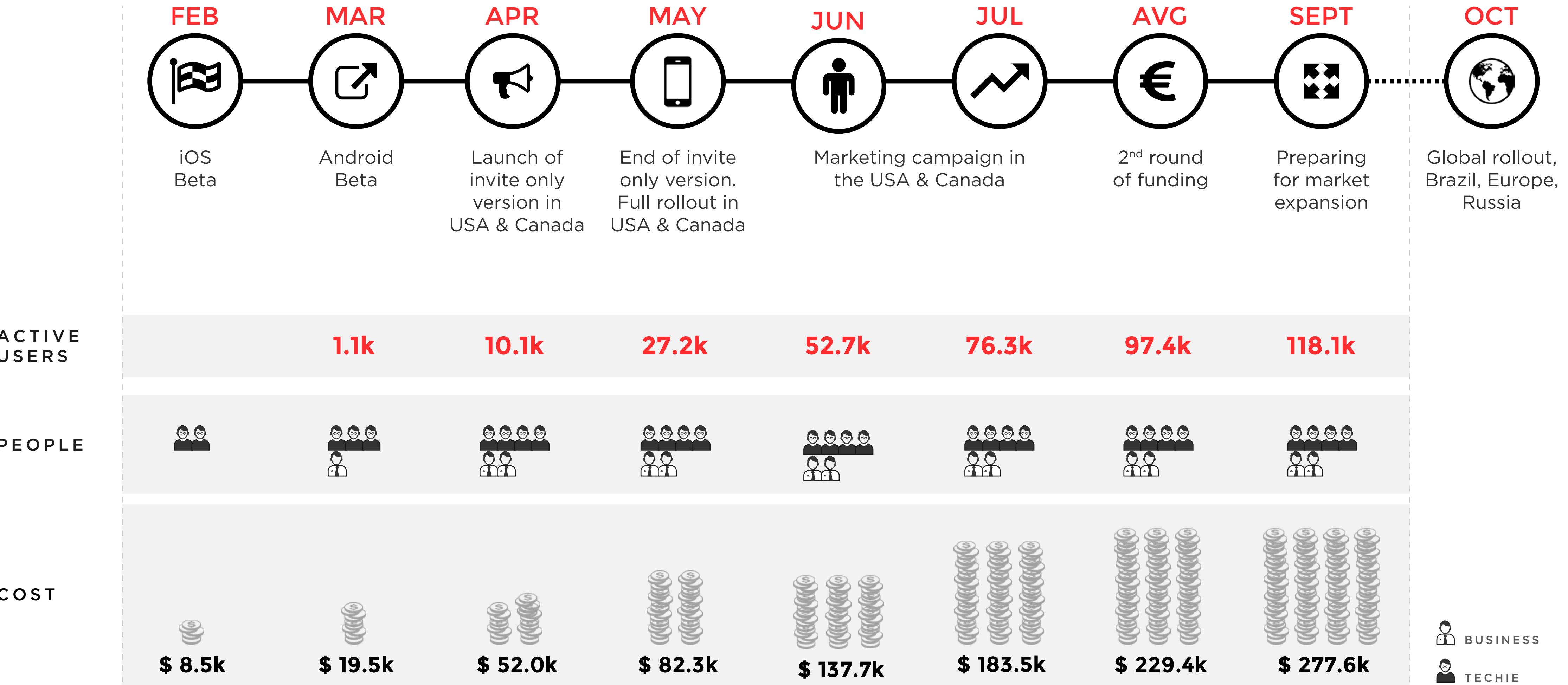
Data
harvesting

Public
groups

In-app
advertising

Timeline 2017

How we'll do it



Churn Prevention

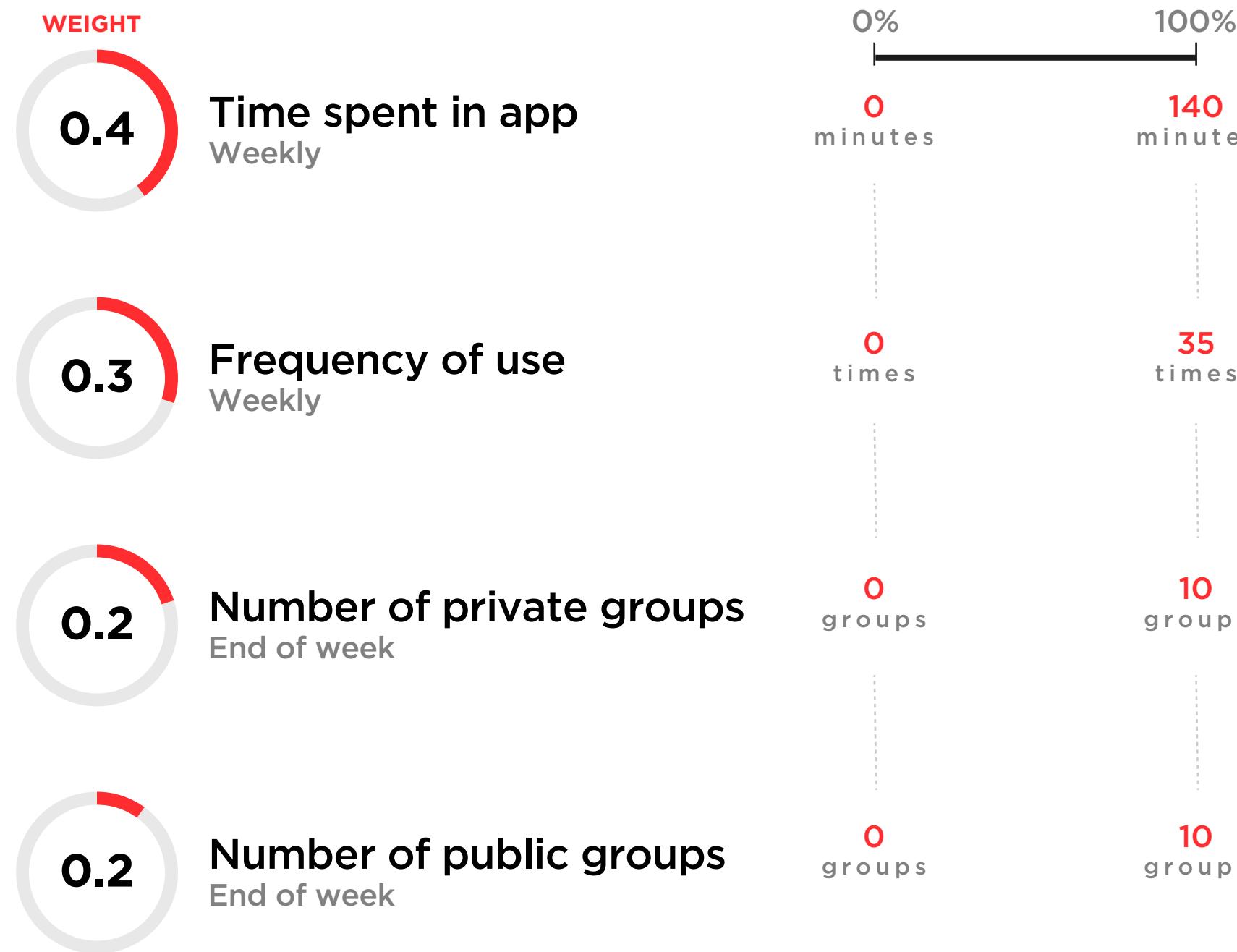
Keeping the userbase stable

Measure user engagement

Conduct activation and retention campaigns

Measure effects & improve tactics

WEIGHTED ENGAGEMENT SCORE



EXAMPLE USER: JOHN SMITH

CRITERIA	VALUE	PTS
Time spent in app	14 minutes	10
Frequency of use	14 times	40
Number of private groups	2 groups	20
Number of public groups	3 groups	30

TOTAL: $0.4 * 10 \text{ pts} + 0.3 * 40 \text{ pts} + 0.2 * 20 \text{ pts} + 0.1 * 10 \text{ pts} = 21 \text{ points}$

CAMPAIGNS

ACTIVATE

Campaign target group: **“Comets”**
Users with a score **lower than 25 points**

RETAIN

Campaign target group: **“Planets”**
Users with a score **lower than 65 points**

MAINTAIN

Campaign target group: **“Stars”**
Users with a score of **65 points and more**

METHODS

Push Notifications

- New posts from all private groups
- New hot content on public groups the user is following
- New public groups from categories user is interested in

Proactive feedback

- Ask for feedback proactively from within the apps

Love the best users

- Involve “Stars” in application testing and early feedback
- Engage with “Stars” in more depth

USE BEHAVIOUR DATA TO:

ONE

Identify key indicators that can be used to predict churn

TWO

Improve the engagement score in light of criteria importance (weights)

THREE

Improve thresholds for identifying campaign target groups



The Force is with us.

Ema Neskovic

Operations

PhD candidate in organizational sciences,
Major: IT and quantitative management

HULT Global Challenge winner,
developed solution for reducing water scarcity

ema@gossapp.me

Jovana Dadic

Finance

Head of Project Management @ Banca Intesa, ranked top 10 banking groups in Europe

MBA graduate, Cotugli Business School

jovana@gossapp.me

Igor Babovic

IT & Product

Founder @ Digital production agency parativ.com

Worked on more than 20 apps (Claned, KFC, Audiens, TassoAlert, MeteoKidz)

igor@gossapp.me

Katarina Mirkovic

Marketing & Research

Product Manager @ EyeSee Neuromarketing Research, ranked top 10 Belgium startups by Deloitte

Worked on >15 worldwide advisory projects (Mars, Sberbank, Tesla Motors)

kile@gossapp.me

Kristina Petric

Sales

Worldwide sales insights team leader @ TeleSign

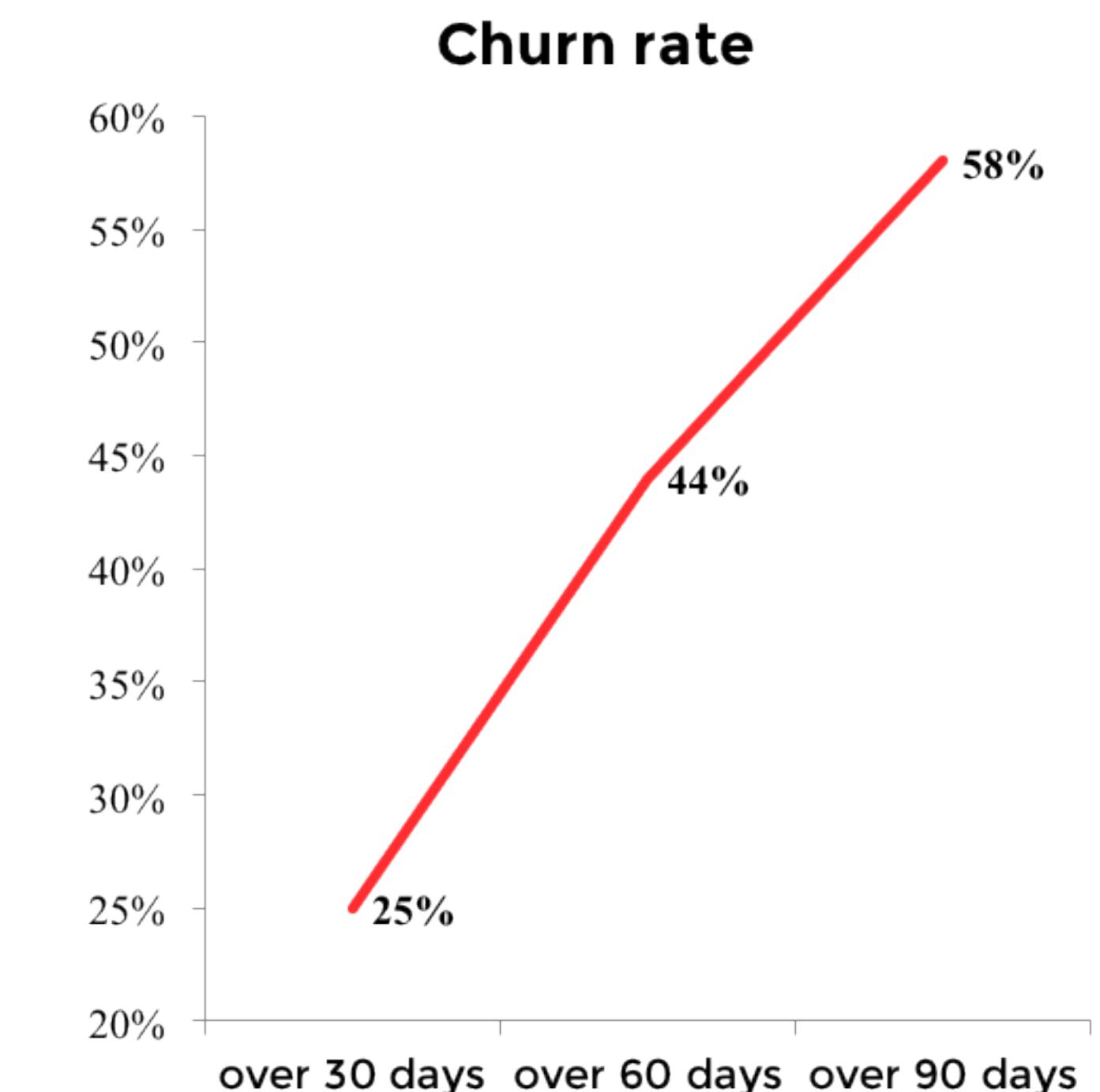
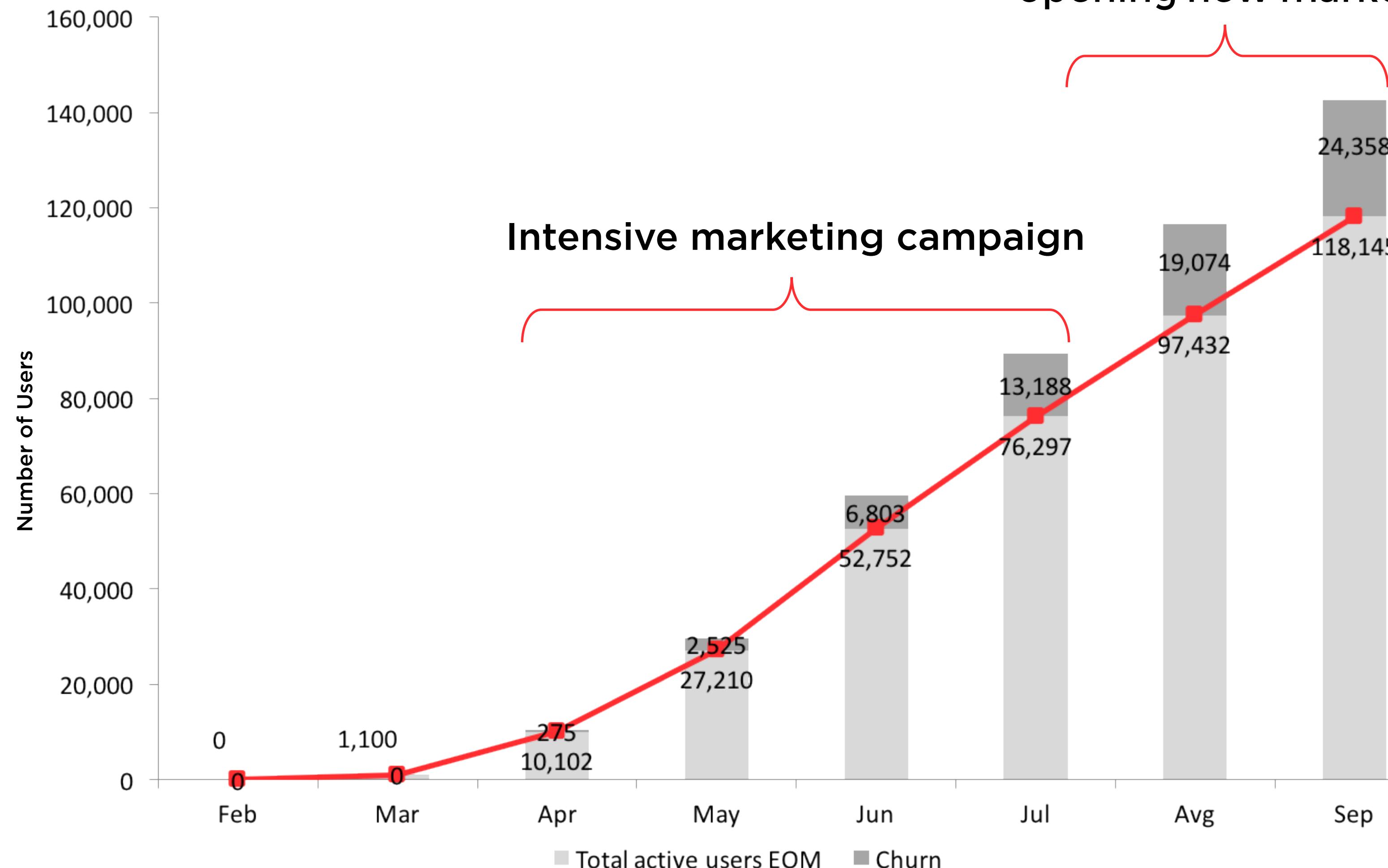
Business Advisory @ Deloitte

kris@gossapp.me

T H A N K Y O U
GOSSAPP TEAM

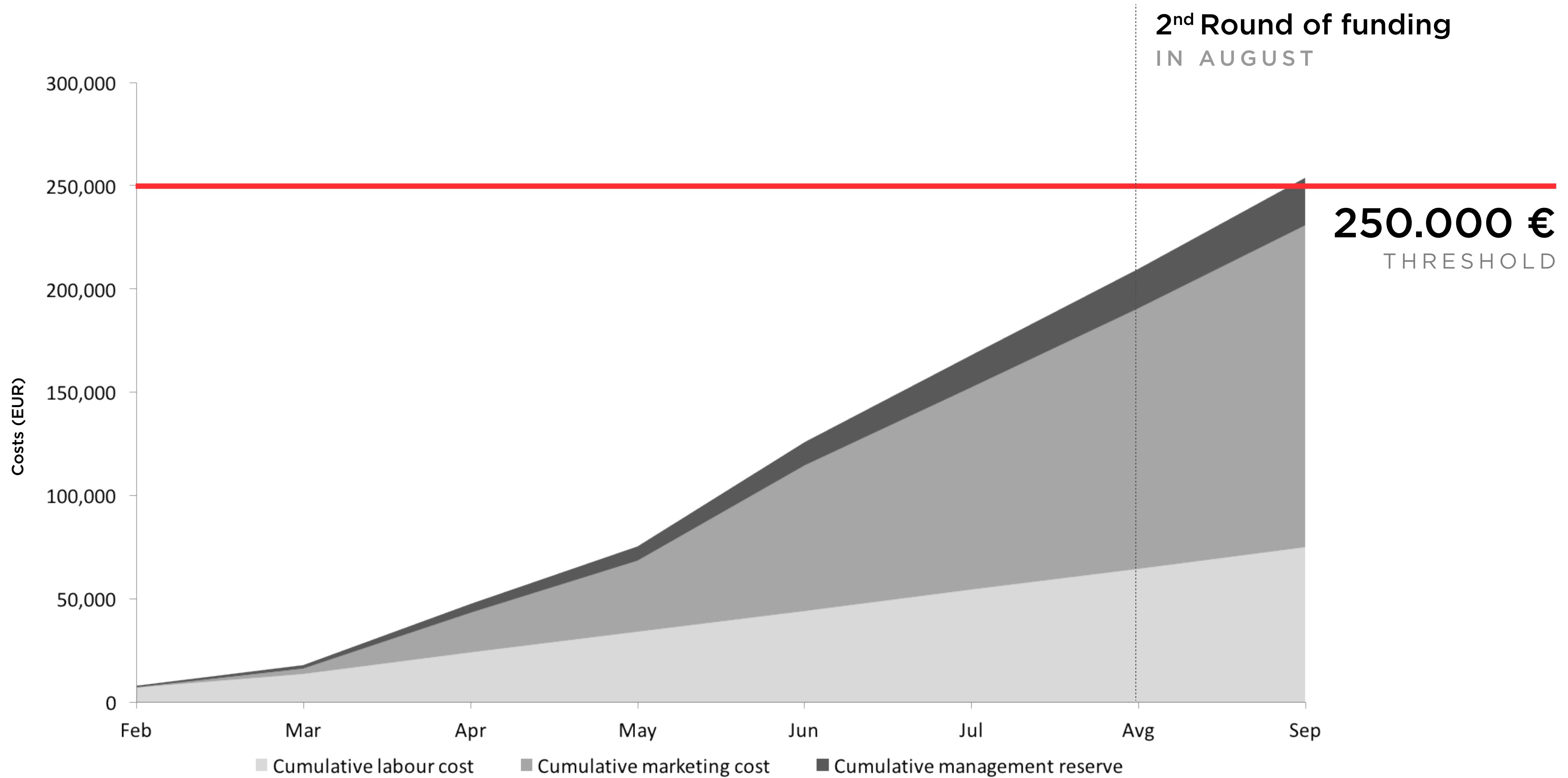
Active User Forecast

Preparing for a new
investment round and
opening new markets



ORGANIC GROWTH RATE	
February - June	10%
July - August	20%

Cost Forecast



Market Potential

	USA	CANADA	BRAZIL	RUSSIA	GERMANY	EUROPE*
13 - 24 years old	47.5M	45.0M	35.0M	15.0M	9.0M	39.0M
Users of smartphones within age group	99%	98%	93%	97%	95%	97%
	47.0M	44.1M	32.5M	14.5M	8.5M	37.4M
Download at least one new app per month	75%	35%	35%	35%	35%	35%
	35.3M	15.4M	11.4M	5.0M	3.0M	13.1M
80.2M TOTAL MARKET POTENTIAL						

*UK, Germany, France, Spain, Italy

Technical Implementation Overview

CLIENT APPLICATION

iOS

OLDEST SUPPORTED OS VERSION

iOS 9.0+

(supported by 92% devices globally)

TOOLS

iOS SDK

Swift 3

Android

OLDEST SUPPORTED OS VERSION

Android 4.1 - JellyBean

(supported by 97% devices globally)

TOOLS

Android SDK

Java



SERVER APPLICATION

API

Modular API where modules act as microservices to make the load and cost optimization easier

REST API

Hapi.js framework for Node.js

CHAT API

Socket IO

STORAGE

PostgreSQL

Website & Backend

TOOLS

Hapi.js

Angular.js 2.0

STORAGE

PostgreSQL

Marketing Strategy

GOSSAPP Ambassadors

- Invite friends and followers to start using GossApp
- Wear/use GossApp promo merchandise (phone cases, dresses, etc.)
- While invite only version lasts, new users will have to use the code given by the GossApp ambassador

HIGHSCHOOL BLOGGERS



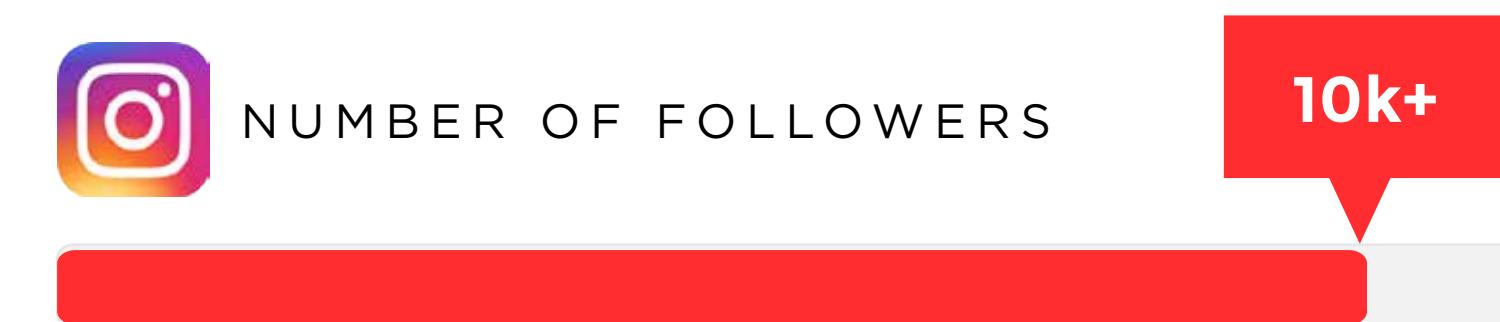
- Wannabe blogger
- Between 13 and 17 years old
- Active on Snapchat, YouTube, Pinterest and Instagram

Fixed fee:

Depending on the blogger's online influence:
100 \$ - 700 \$

AMBASSADOR'S PROFILE

CAMPUS REPRESENTATIVES



- Influencer from a top University
- Member of top sisterhood on her campus
- Active on Instagram and Snapchat

Three target tiers:

200 users - 200 \$
500 users - 500 \$
1.000 users - 1.000 \$

Performance is evaluated after 3 months

April - May - June - July

10 10 20 20

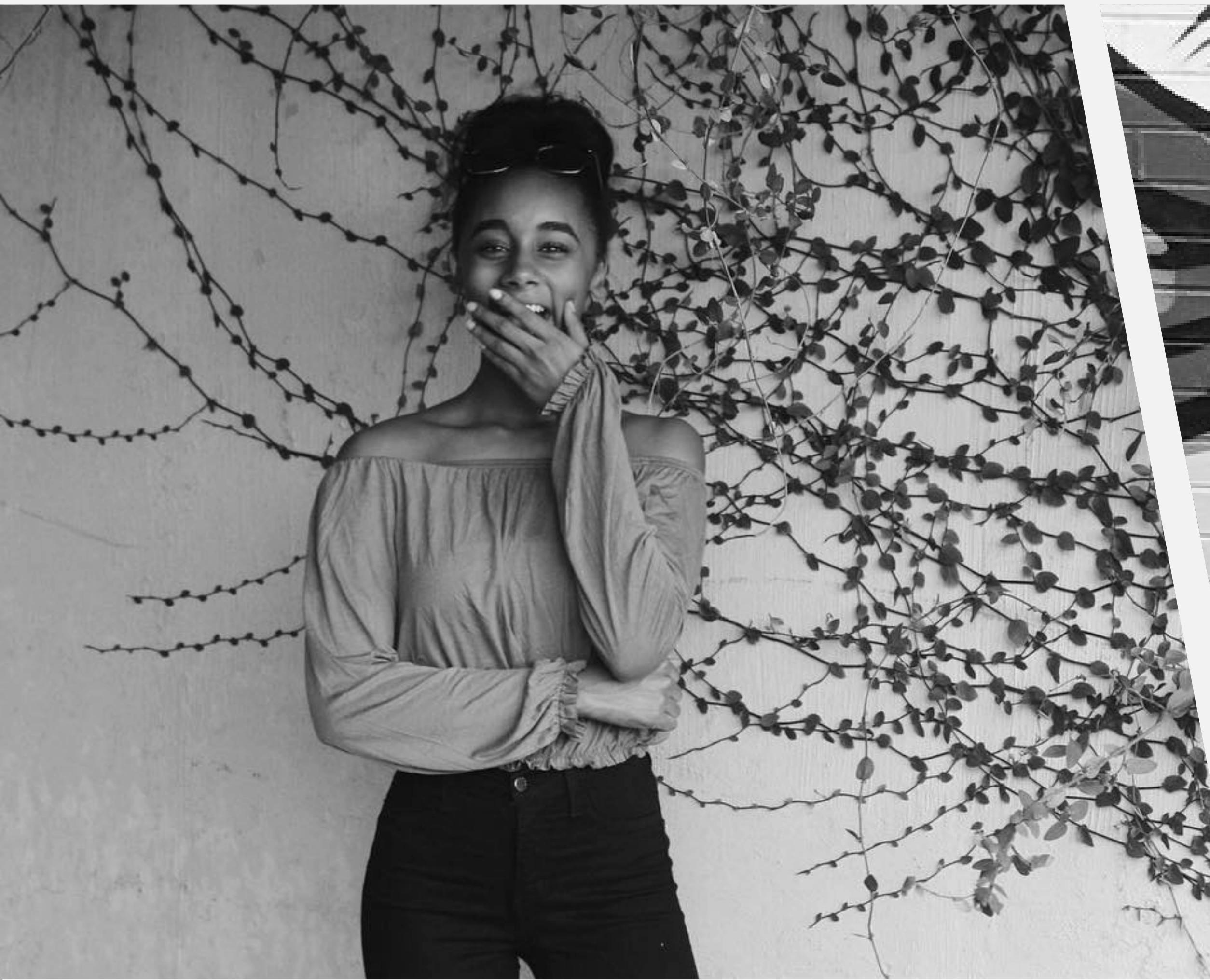
TIME

NUMBER OF ENGAGED
AMBASSADORS

June - July - August - September

20 20 20 20

Examples of GOSSAPP Ambassadors



HIGHSCHOOL BLOGGER
Kianna Naomi

thatskiannaxo@gmail.com



COLLEGE
University of Florida
SISTERHOOD
Delta Delta Delta

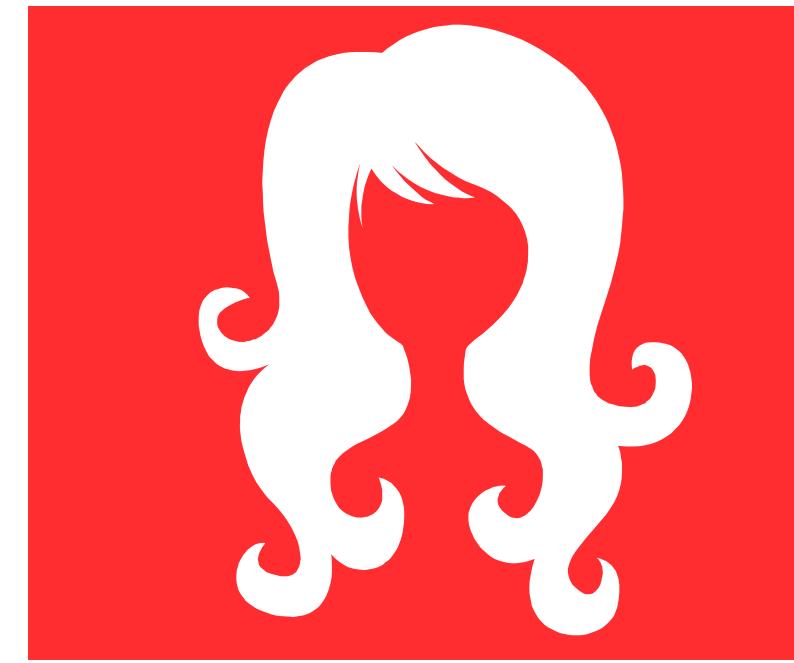


CAMPUS REPRESENTATIVE
Dana Fantuzzi

dfantuzzi@ufl.edu

Public Group Owners

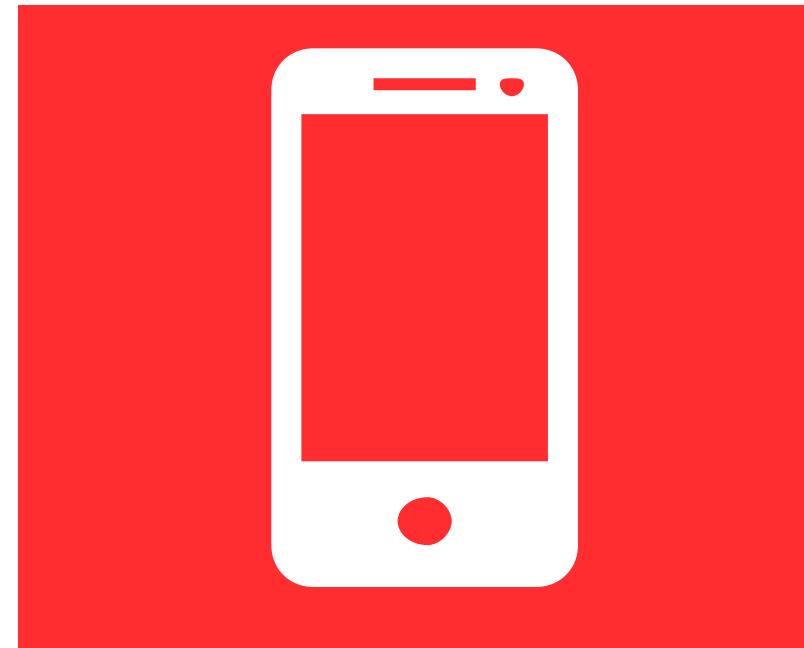
CELEBRITIES



PUBLISHERS



COMPANIES



SALES STRATEGY

DIRECT SALES

PILOT

Free of charge
for the duration of the pilot

STANDARD OFFER

Bundle services into three packages:

Silver

Gold

Platinum

User Data Generation

User Behavior Analysis

Content Created on Public Groups:

Hashtags, Emoji, Word Analysis

Phone Number

Basic Data:

First name, Last name, Birth date



EXAMPLE 1:

Users from **a certain country**, of **age range between X and Y** are following **certain topics** and **certain public groups**.

EXAMPLE 2:

Followers of a **certain public group** are **between X and Y years old**, and **are most active on certain topics**

Selling data to

Marketing Agencies, Public Group Owners, etc.

Cost Structure

Details

	2016 Dec	2016 Jan	2017 Feb	2017 Mar	2017 Apr	2017 May	2017 Jun	2017 Jul	2017 Avg	2017 Sep	
	Beta iOS			Beta iOS	Rollout USA&Canada (ios&andr)	USA&Canada			Preparation for II round of funding		market expansion
	Beta iOS		Beta Android	Invite only		USA&Canada	USA&Canada				
LABOUR											
FTE	2	2	4	4	6	6	6	6	6	6	6
Avg wage gross	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700
Total labour cost	€ 3,400.00	€ 3,400.00	€ 6,800.00	€ 6,800.00	€ 10,200.00	€ 10,200.00	€ 10,200.00	€ 10,200.00	€ 10,200.00	€ 10,200.00	€ 10,200.00
Cumulative labour cost	€ 6,800.00	€ 13,600.00	€ 23,800.00	€ 34,000.00	€ 44,200.00	€ 54,400.00	€ 64,600.00	€ 74,800.00			
MARKETING											
High schools (bloggers)					10	10	20	20			
High schools (bloggers) cost					€ 5,000.00	€ 5,000.00	€ 10,000.00				
Campuses (top x influencers)							20	20	20	20	20
Campuses (top x influencers) cost					€ -	€ -	€ 20,000.00	€ 20,000.00	€ 20,000.00	€ 20,000.00	€ 20,000.00
Travel&other					€ 6,850.00	€ 6,850.00	€ 4,910.00	€ 6,850.00	€ 4,910.00	€ 4,910.00	€ 4,910.00
Social media targeting nb of users						1000	1000	1000	1000	3000	5000
Social media targeting cost					€ 1,000.00	€ 1,000.00	€ 1,000.00	€ 1,000.00	€ 3,000.00	€ 5,000.00	
Viral campaign					€ 5,000.00						
Merchandise cost		€ -	€ -		€ 300.00	€ 2,300.00	€ 2,000.00				
Total marketing cost	€ -	€ -	€ 300.00	€ 2,300.00	€ 16,850.00	€ 14,850.00	€ 35,910.00	€ 27,850.00	€ 27,910.00	€ 27,910.00	€ 29,910.00
Cumulative marketing cost	€ 300.00	€ 2,600.00	€ 19,450.00	€ 34,300.00	€ 70,210.00	€ 98,060.00	€ 125,970.00	€ 155,880.00			
TECH COST											
Infrastructure costs					€ 100.00	€ 100.00	€ 300.00	€ 500.00	€ 500.00	€ 500.00	€ 500.00
Total tech cost					€ 100.00	€ 100.00	€ 300.00	€ 500.00	€ 500.00	€ 500.00	€ 500.00
Cumulative tech cost					€ 100.00	€ 200.00	€ 500.00	€ 1,000.00	€ 1,500.00	€ 2,000.00	€ 2,500.00
Management reserve	€ 340.00	€ 340.00	€ 720.00	€ 920.00	€ 2,735.00	€ 2,555.00	€ 4,661.00	€ 3,855.00	€ 3,861.00	€ 4,061.00	
Cumulative management reserve	€ 720.00	€ 1,640.00	€ 4,375.00	€ 6,930.00	€ 11,591.00	€ 15,446.00	€ 19,307.00	€ 23,368.00			
Total costs	€ 3,400.00	€ 3,400.00	€ 7,920.00	€ 10,120.00	€ 30,085.00	€ 28,105.00	€ 51,271.00	€ 42,405.00	€ 42,471.00	€ 44,671.00	
Cumulative costs	€ 7,920.00	€ 18,040.00	€ 48,125.00	€ 76,230.00	€ 127,501.00	€ 169,906.00	€ 212,377.00	€ 257,048.00			

APPENDIX

Competition Analysis

Competition Overview

GOSSIP APPS



POSITIONING

GOSSIP APPS	POSITIONING	KEY FEATURES
 Gossip - Spread it anonymously	Anonymous Gossiping app	Share gossips with your contact anonymously , follow news of your favorite channels, anonymous gossip chat
 Secret.ly	Sharing secrets anonymously with friends	Share messages anonymously within circle of friends, friends of friends, and publicly. Chat, subscribe/unsubscribe options, post flagging, and unlinking options, geofenced feed
 Yik Yak	Anonymous social network	Discussion threads within a 5 mile radius
 Whisper	Discovering and sharing secrets anonymously	Send messages anonymously and receive replies, answers can be sent publicly and privately
 Rumr	Anonymous Gossiping app	Posting rumors anonymously on a board
 After School	Anonymous Gossiping app	Posting comments, complaints and rumors after school hours
 PostSecret	Seeing people's secrets daily	Social network for sharing secrets
 Blindspot	Anonymous messaging app	Share messages anonymously within circle of friends , with option to reveal your identity
 无秘 - 匿名的朋友圈	Sharing secrets anonymously with friends	Share messages anonymously within circle of friends and friends of friends

Competition Overview

GOSSIP APPS



POSITIONING



Gossip - Spread it anonymously



Secret.ly



Yik Yak



Whisper



Rumr



After School



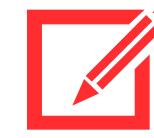
PostSecret



Blindspot



无秘 - 匿名的朋友圈



KEY FEATURES

Share gossips with your contact **anonymously**, follow news of your favorite channels, **anonymous gossip chat**

Share messages **anonymously** within circle of friends, friends of friends, and publicly. Chat, subscribe/unsubscribe options, post flagging, and unlinking options, geofenced feed

Discussion threads within a **5 mile radius**

The connecting factor for all gossip apps is **anonymity**

Seeing people's **secrets** daily

Social network for sharing **secrets**

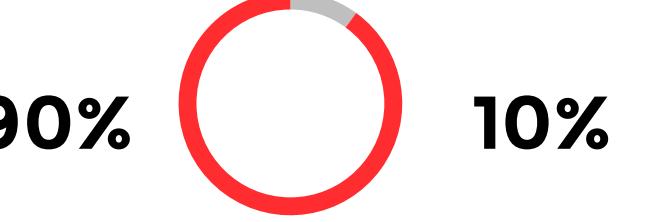
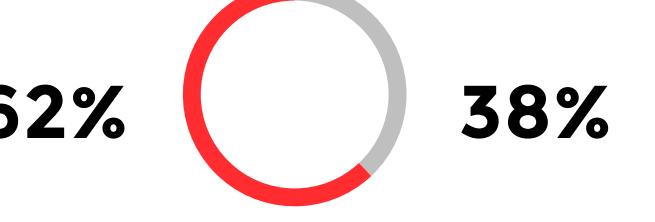
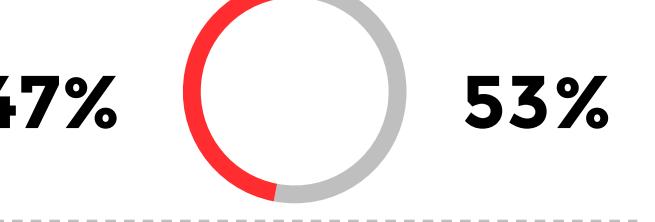
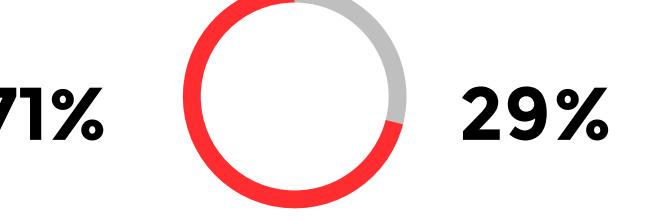
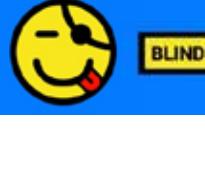
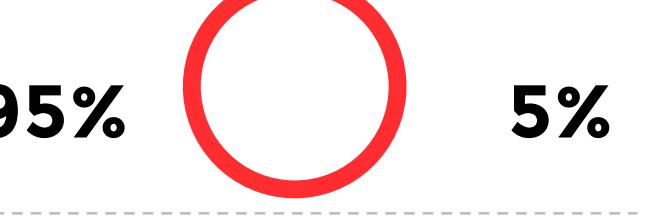
Anonymous messaging app

Share messages **anonymously** within circle of **friends**, with option to reveal your identity

Sharing secrets **anonymously** with friends

Share messages **anonymously** within circle of friends and friends of friends

Competition: Financial and User Implications

GOSSIP APPS	\$ Funding	🏆 Valuation	👤 Total user base*	iOS vs. Android
 Gossip - Spread it anonymously	N/A	N/A	3,000,000	90% 
 Secret.ly	\$35.03M in 3 rounds from 25 investors	\$100M after 14 months	N/A	N/A
 Yik Yak	\$73.5M in 3 Rounds from 9 Investors	\$400M	7,800,000	62% 
 Whisper	\$61.0M in 4 rounds from 13 Investors	\$200M after 2 years	14,166,667	47% 
 Rumr	\$800k in 1 round	N/A	N/A	N/A
 After School	\$17.4M in 2 rounds	N/A	10,500,000	71% 
 PostSecret	N/A	N/A	N/A	N/A
 Blindspot	N/A	N/A	N/A	N/A
 无秘 - 匿名的朋友圈	N/A	N/A	1,575,000	95% 

Userbase Forecast

	2016 Dec	2016 Jan	2017 Feb	2017 Mar	2017 Apr	2017 May	2017 Jun	2017 Jul	2017 Avg	2017 Sep
	Beta iOS	Beta iOS	Beta Android	Invite only	Rollout USA&Canada (ios&andr)	USA&Canada	USA&Canada	II round of funding	Preparation for market expansion	
USAGE										
Active users - invite bloggers 1/3					1,667	1,667	3,333	3,333		
Active users - invite bloggers 2/3						1,667	1,667	3,333	3,333	
Active users - invite bloggers 3/3							1,667	1,667	3,333	3,333
Active users - invite bloggers total					1,667	3,333	6,667	8,333	6,667	3,333
Active users - invite campuses 1/3					6,667	6,667	6,667	6,667		
Active users - invite campuses 2/3						6,667	6,667	6,667	6,667	
Active users - invite campuses 3/3							6,667	6,667	6,667	6,667
Active users - invite campuses total					6,667	13,333	20,000	20,000	13,333	6,667
Active users - social media anchor					0	264	264	264	792	1,320
Total active users increment			1000		8,333	16,931	26,931	28,597	20,792	21,320
(Last month+this month)*organic			1,100		10,377	29,736	59,555	89,485	116,506	142,503
Churn last month			0		275	2,525	6,803	13,188	19,074	24,358
Cumulative after churn			1,100		10,102	27,210	52,752	76,297	97,432	118,145
Total active users cumulative			1,100		10,102	27,210	52,752	76,297	97,432	118,145
Total downloads cumulative					38,264	103,069	199,820	289,002	369,061	447,517

Verification Vendors

Details



SHORT TERM:
Facebook Account Kit
(Free up to 200k downloads)

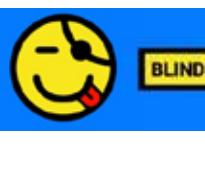
LONG TERM (200K+ users):
TeleSign:
Android - AutoVerify (Automatic Verification)
iOS - SMS and Voice Verification

+ Score
(Providing additional data about Phone Number)
Use for Data

Competition: Financial and User Implications

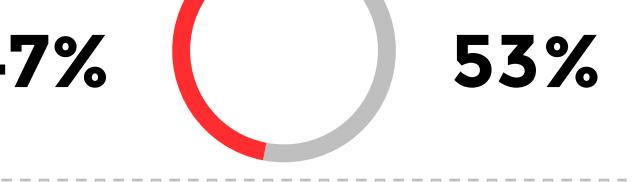
GOSSIP APPS	\$ Funding	🏆 Valuation	Total user base*	iOS vs. Android
 Gossip - Spread it anonymously	N/A	N/A	3,000,000	90% 
 Secret.ly	● ● ● ●	●	N/A	N/A
 Yik Yak	● ● ● ● ● ●	● ● ● ●	7,800,000	62% 
 Whisper	● ● ● ● ● ●	● ●	14,166,667	47% 
 Rumr	●	N/A	N/A	N/A
 After School	● ●	N/A	10,500,000	71% 
 PostSecret	N/A	N/A	N/A	N/A
 Blindspot	N/A	N/A	N/A	N/A
 无秘 - 匿名的朋友圈	N/A	N/A	1,575,000	95% 

Competition: Financial and User Implications

GOSSIP APPS	\$ Funding	🏆 Valuation	👤 Total user base*	iOS vs. Android
 Gossip - Spread it anonymously	N/A	N/A	3,000,000	90% 
 Secret.ly	● ● ● ●	●	N/A	N/A
 Yik Yak	● ● ● ● ● ●	● ● ● ●	7,800,000	62% 
 Whisper	● ● ● ● ● ●	● ●	14,166,667	47% 
 Rumr	●	N/A	N/A	N/A
 After School	● ●	N/A	10,500,000	71% 
 PostSecret	N/A	N/A	N/A	N/A
 Blindspot	N/A	N/A	N/A	N/A
 无秘 - 匿名的朋友圈	N/A	N/A	1,575,000	95% 

Investors
recognize potential
of gossip apps

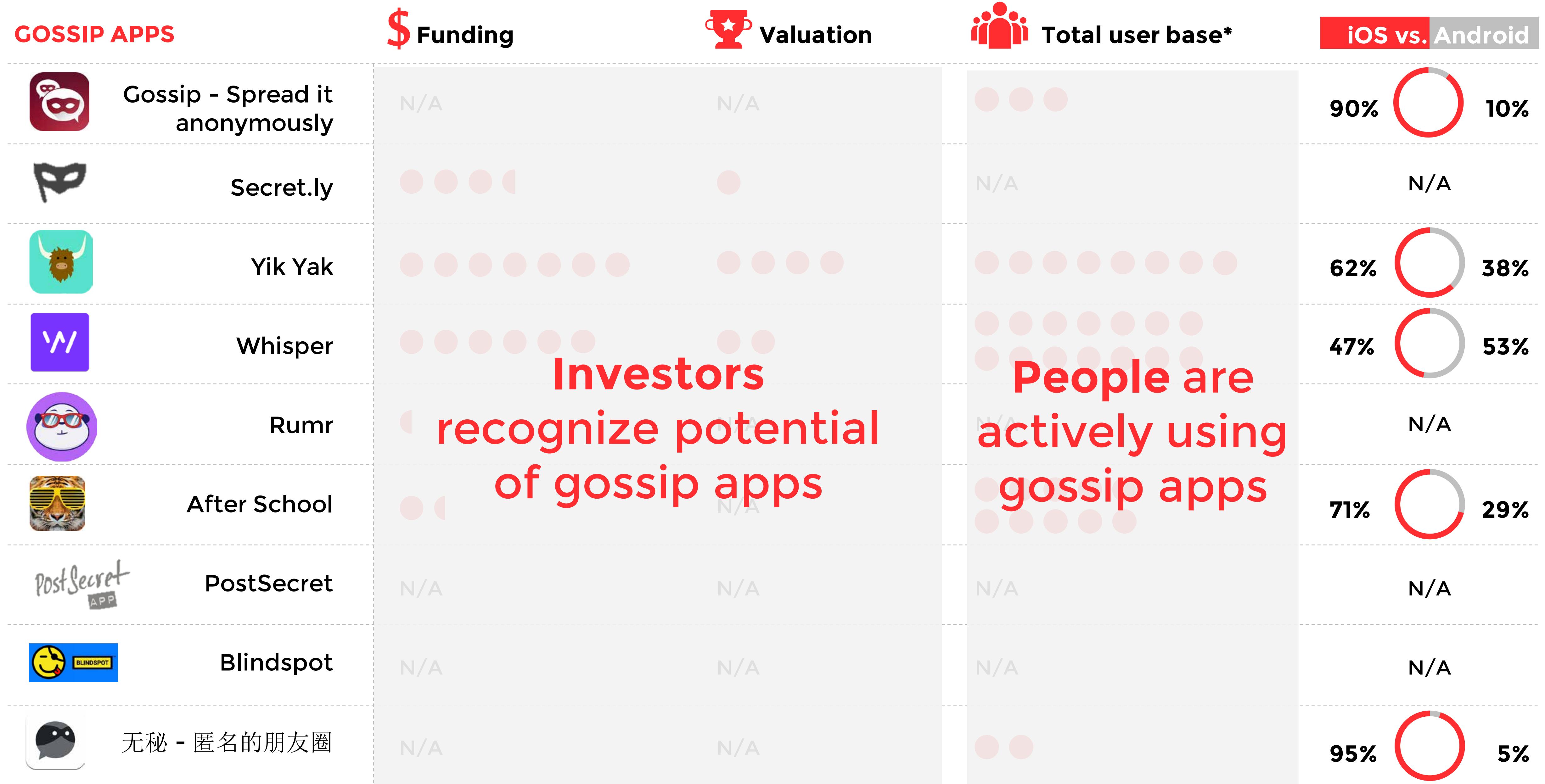
Competition: Financial and User Implications

GOSSIP APPS	\$ Funding	🏆 Valuation	Total user base*	iOS vs. Android
 Gossip - Spread it anonymously	N/A	N/A	● ● ●	90% 
 Secret.ly	● ● ● ●	●	N/A	N/A
 Yik Yak	● ● ● ● ● ●	● ● ● ●	● ● ● ● ● ● ●	62% 
 Whisper	● ● ● ● ● ●	● ●	● ● ● ● ● ● ●	47% 
 Rumr	●	N/A	N/A	N/A
 After School	● ●	N/A	● ● ● ● ●	71% 
 PostSecret	N/A	N/A	N/A	N/A
 Blindspot	N/A	N/A	N/A	N/A
 无秘 - 匿名的朋友圈	N/A	N/A	● ●	95% 

Investors

recognize potential
of gossip apps

Competition: Financial and User Implications



Competition: Financial and User Implications

GOSSIP APPS	\$ Funding	Valuation	Total user base*	iOS vs. Android
Gossip - Spread it anonymously	N/A	N/A	N/A	90% iOS, 10% Android
Secret.ly	N/A	N/A	N/A	N/A
Yik Yak	N/A	N/A	N/A	62% iOS, 38% Android
Whisper	N/A	N/A	N/A	47% iOS, 53% Android
Rumr	N/A	N/A	N/A	N/A
After School	N/A	N/A	N/A	1% iOS, 29% Android
PostSecret	N/A	N/A	N/A	N/A
Blindspot	N/A	N/A	N/A	N/A
无秘 - 匿名的朋友圈	N/A	N/A	N/A	95% iOS, 5% Android

BOTH SIDES ARE INTERESTED:

Investors

GOSSIP APPS

Users

Invest
recognize
of go

Competition: International Presence

Gossip - Spread
it anonymously

Secret.ly

Yik Yak

Whisper

Rumr

After School

PostSecret

Blindspot

无秘 - 匿名的朋友圈



Competition: International Presence

Gossip - Spread it anonymously

Secret.ly

Yik Yak

Whisper

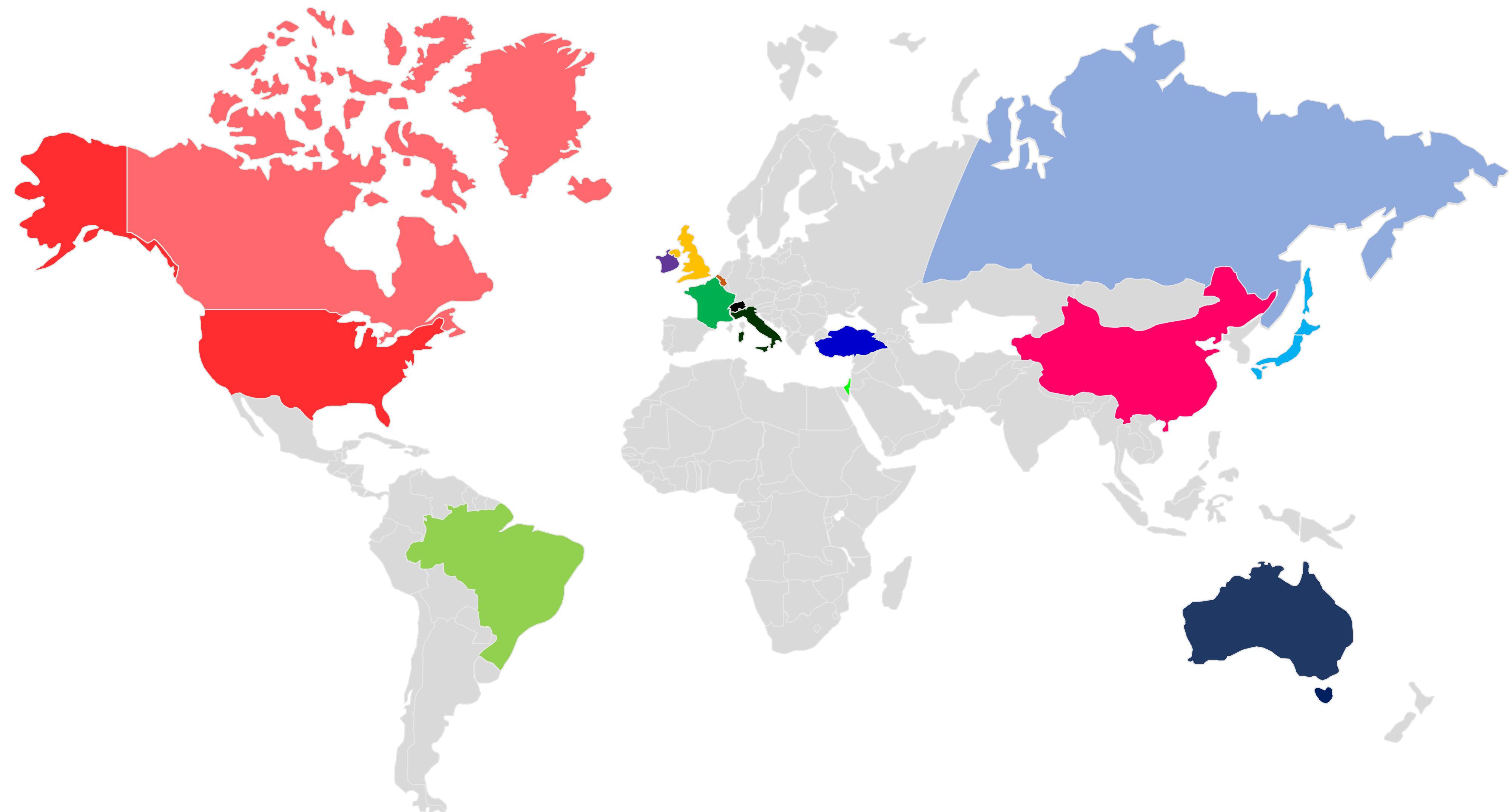
Rumr

After School

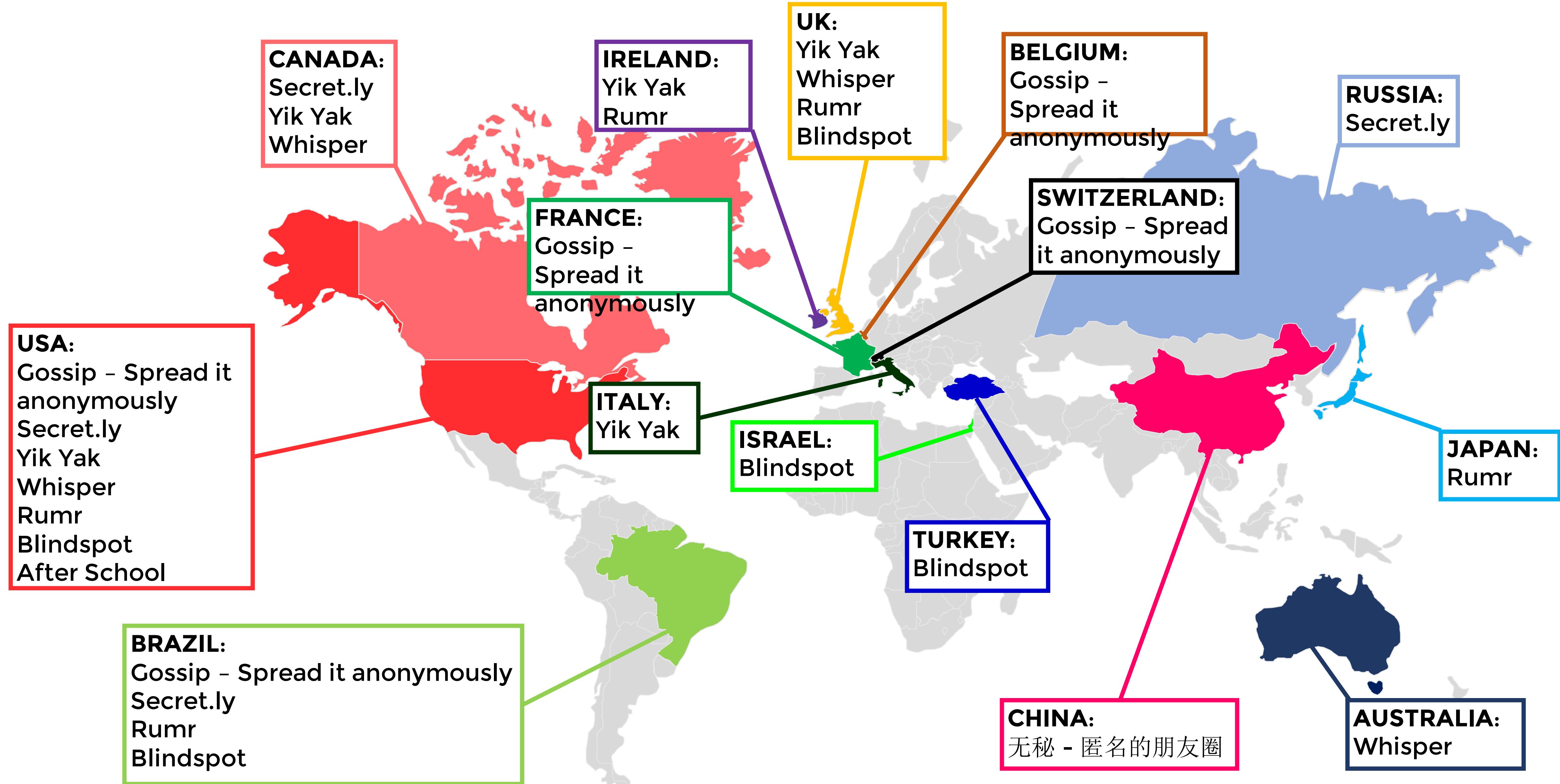
PostSecret

Blindspot

无秘 - 匿名的朋友圈



Competition: International Presence



Competition Performance

GOSSIP APPS



PERFORMANCE



MAIN DOWNSIDE



Gossip - Spread it anonymously

Big buzz at the beginning

Cyberbullying



Secret.ly

Big buzz at the beginning and shut down after 18 months

Cyberbullying



Yik Yak

Big buzz at the beginning and strong growth, going away from anonymity

Cyberbullying



Whisper

Big buzz at the beginning and strong growth

Cyberbullying



Rumr

Big buzz at the beginning and shut down after 18 months

Cyberbullying



After School

Big buzz, enormous amount of new downloads

Cyberbullying



PostSecret

Big buzz at the beginning on both web and app, app was shutdown after 9 months

Cyberbullying



Blindspot

Big buzz at the beginning and strong growth

Cyberbullying



无秘 - 匿名的朋友圈

N/A

N/A

Competition Performance

GOSSIP APPS



PERFORMANCE



MAIN DOWNSIDE



Gossip - Spread it anonymously

Big buzz at the beginning

Cyberbullying



Secret.ly

Big buzz at the beginning and shut down after 18 months

Cyberbullying



Yik Yak

Big buzz at the beginning and strong growth, going away from anonymity

Cyberbullying



Whisper

Big buzz at the beginning and strong growth

Cyberbullying



Rumr

Big buzz at the beginning and shut down after 18 months

Cyberbullying



After School

Big buzz, enormous amount of new downloads

Cyberbullying



PostSecret

Big buzz at the beginning on both web and app, app was shutdown after 9 months

Cyberbullying



Blindspot

Big buzz at the beginning and strong growth

Cyberbullying



无秘 - 匿名的朋友圈

N/A

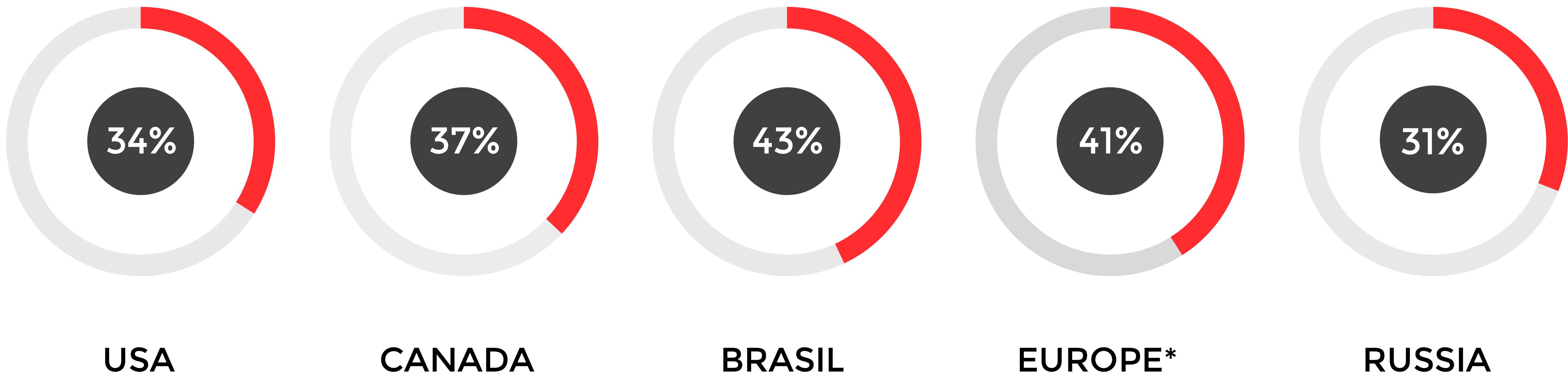
N/A

**THERE IS HUGE POTENTIAL TO
LEVERAGE ON GOSSIP APPS
AND THEIR BUZZ BY
AVOIDING ANONYMITY FEATURE**

APPENDIX

Target Market Analysis

% OF THE TOTAL POPULATION USING MOBILE MESSENGERS



DIGITAL STATISTICAL INDICATORS

	Total population	Active internet users	Active social media users	Mobile connections	Active mobile social users
USA	332.9 M Urbanization: 82%	282.1 M Penetration: 87%	192.0 M Penetration: 59%	342.4 M Vs. population: 106%	169.0 M Penetration: 52%
CANADA	36.1 M Urbanization: 82%	33.0 M Penetration: 91%	21.0 M Penetration: 58%	30.5 M Vs. population: 84%	17.0 M Penetration: 47%
BRASIL	208.7 M Urbanization: 86%	120.2 M Penetration: 58%	103.0 M Penetration: 49%	267.1 M Vs. population: 128%	88.0 M Penetration: 42%
EUROPE*	319.0 M Urbanization: 78%	260.0 M Penetration: 81%	149.0 M Penetration: 48%	376.6 M Vs. population: 118%	125.0 M Penetration: 40%
RUSSIA	143.4 M Urbanization: 74%	103.1 M Penetration: 72%	192.0 M Penetration: 48%	247.2 M Vs. population: 172%	42.5 M Penetration: 30%

ANNUAL GROWTH 2015-2016

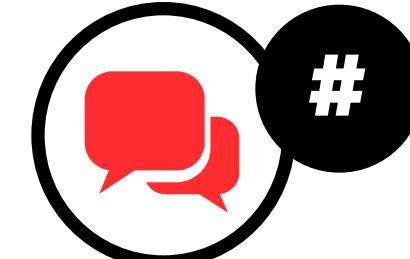
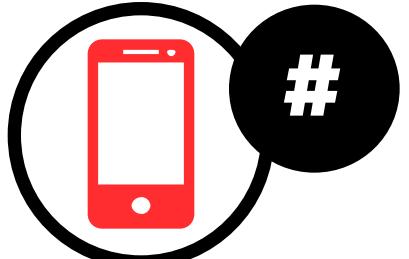
	Growth in the number of active internet users	Growth in the number of active social media users	Growth in the number of mobile subscriptions	Growth in the number of active mobile social users
USA	+4%	+3%	+4%	+6%
CANADA	+2%	+5%	+4%	+5%
BRASIL	+13%	+7%	-2%	+13%
EUROPE*	+4%	+2%	0%	+5%
RUSSIA	+4%	+2%	+4%	+11%

TIME SPENT WITH MEDIA

	Average daily use of the internet via PC or tablet	Average daily use of the internet via mobile phone	Average daily use of social media via any device
USA	4h 15m	1h 55m	1h 43m
CANADA	3h 55m	1h 20m	1h 26m
BRASIL	5h 14m	3h 56m	3h 18m
EUROPE*	3h 43m	1h 35m	1h 29m
RUSSIA	4h 40m	1h 23m	1h 52m

*UK, Germany, France, Spain, Italy

SOCIAL MEDIA USE

	Total number of social media users 	Active social users as a % of the total population 	Total number of social media users accessing via mobile 	Active mobile social users as a % of the total population 
USA	192 M	59%	169 M	52%
CANADA	21.0 M	58%	17.0 M	47%
BRASIL	103.0 M	49%	88.0 M	42%
EUROPE*	119.0 M	48%	125.0 M	40%
RUSSIA	68.5 M	48%	42.5 M	30%