STATUS & LAUNCH PLAN

Team Blue Pandas

Brief Overview

Journey

- Founded in 2015
- Acquired by Spotify in 2019
- Mission - Provide an easy way to create, distribute & monetize podcasts

Goals

- Making Anchor the ideal content creating destination built on trust
- Make Anchor a secure and seamless podcasting platform

Growth

- With realistic case scenario:
  - **40%** in user base
  - **30%** rise in revenue
  - **25%** rise in consumption

Revenue Model

- Freemium for podcast creators
- Ads by Anchor- Advertisers/Sponsors pay Anchor to pair their ADs to Podcasts

Why Spot-Hate!

- Survey suggested 27% rise in hate speech incident report
- Planned and timed it right, can potentially be the only **SAFE** podcasting place among the competitors

Prediction

- Spot-hate will increase traction
- Audience retention
- Attract sponsors
- Mitigate a pressing social issue

THE IDEA

Spot-Hate!

Detect hate content in the podcast recording using NLP to ensure a prejudice-free experience

Highlights

- Cutting edge tech
- Driven by advertisers and audience
- Garner more trust among users

Business Needs

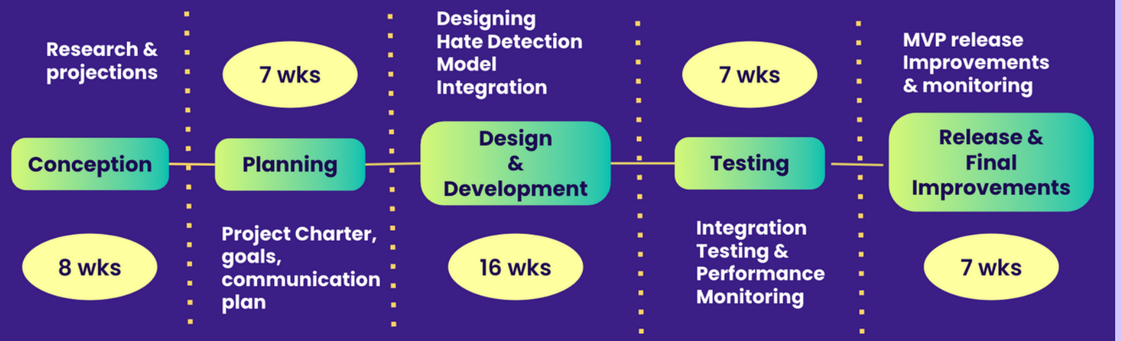
- Risk of losing sponsors/advertisers due to hate speech content
- 15% churn rate
- Loss of revenue generated from sponsorships and advertisements (primary source of income)
- Loss of listeners/subscribers (secondary source of income)

Customer Needs

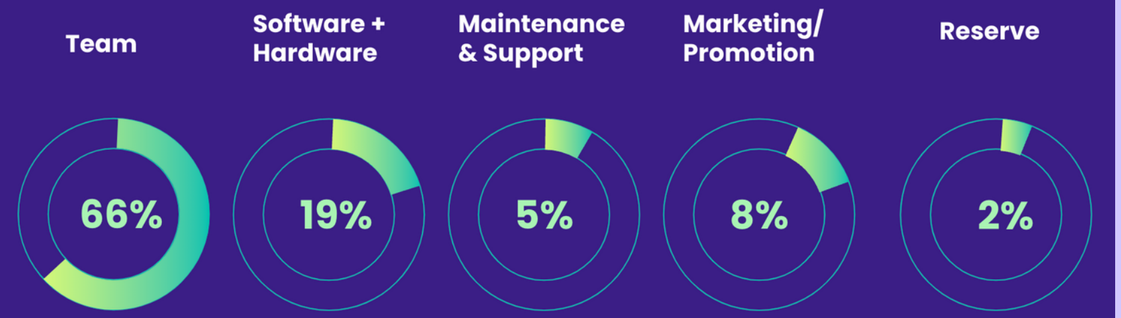
- 59% Americans believe online hate promotes hate crimes
- Hate Speech detection and removal of hate content will create safe space for customers and content creators

THE PLAN & ASK

Planning it all out



Investment Breakdown



Hate has no
HOME
at Anchor

Estimated Cost
$1,000,000

PROJECT STATUS UPDATE: SPOT-HATE

What's done?

- Project Charter
- Communication Plan
- Customer/User Interviews
- Moderation Team
- Budget/Timeline
- Project Goals
- Stakeholder Identification
- Scope Definition

What's next?

- UI Enhancements
- Data Modeling & ML Model dev

SCOPE

Outsource Moderation to third party vendor

Then:

Now:

Build in-house moderation team due to data privacy and compliance issues

SCHEDULE

Start feature dev in Q3 2022 and launch by Q2 2023

Then:

Now:

Push the release to Q4 2023 to accommodate hiring and training of in-house moderators

BUDGET

Estimated $1,000,000

Then:

Now:

60 moderators ➡ + $100,000

Total Budget estimate **$1.1m**

THE PATH FORWARD

CURRENT STATE

- Slightly over budget
- Slightly over schedule
- Privacy compliance unaccounted for

→

MOVING FORWARD:

- Recruit in-house moderators
- Create thorough moderation guide
- Avoid million or billion dollar FTC fine

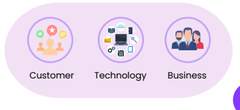
CHANGE REQUESTS

- ✅ In-House Moderation
- ⭕ Spanish Hate Speech Detection
- ❌ Creator Tags
- ❌ Blog / Article Transcription

✅ Approved ❌ Denied ⭕ Under Review

RISKS MITIGATED

- Poor Data Management & Privacy Compliance
- Poorly Cleaned Data
- ML Model Inaccuracies



Anchor® PROJECT LAUNCH PLAN

METRICS	QUARTER 3 (2023)			QUARTER 4 (2023)			QUARTER 1 (2024)			QUARTER 2 (2024)		
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
MILESTONES												
RELEASES & KEY DATES	Jul 20 , 2023 BETA Version V1.0.0			Oct 1, 2023 LAUNCH V1.1.0		Dec 25, 2023 10% increase in positive ratings 8% increase in user base 14% increase in Ad revenue	Jan 15, 2023 UPDATE V1.1.1	Mar 3, 2023 Automated Moderation BETA		Apr 20, 2023 UPDATE V1.1.2		June 5, 2023 25% increase in positive ratings 20% increase in user base 24% increase in new Advertisers
UI/UX PRE-LAUNCH	Compatibility Testing	Internal User Testing										
UI/UX LAUNCH				User Monitoring and Feedback acquisition	Backend Maintenance							
UI/UX POST-LAUNCH							UX Audit	Feedback Incorporation	Updates and Patches			
DEV PRE-LAUNCH	Testing & Q/A	Moderation Optimization	Internal FAQ doc									
DEV LAUNCH				Backend Maintenance	Internal Demo	Technical assisstance						
DEV POST-LAUNCH							Debugging & feedback incorporation		Moderation Automation			
SECURITY PRE-LAUNCH	Data Encryption pipeline	Security, Penetration & Stress Testing										
SECURITY LAUNCH				Account Moderation Privacy								
SECURITY POST-LAUNCH							Audits	Temporal Security Patches & Updates				
BUSINESS PRE-LAUNCH	Analyze Current Business	Advertiser approvals	Financial Projections									
BUSINESS LAUNCH				Stakeholder Communication and Sentiment, Performance Monitoring								
BUSINESS POST-LAUNCH							Evaluating Targets	Strategy Optimization	Revising Targets	New Advertiser Acquisition		
MARKETING PRE-LAUNCH	Hate Speech Awarness	Ads and Influencer Campaigns										
MARKETING LAUNCH				Demonstration	External FAQ Release	Sentiment Monitoring	Tracking KPIs					
MARKETING POST-LAUNCH							Post Launch Advertisements	Mitigation Ads for discontent stakeholders		Customer Testimonials		