# MARS

Many modern apps cater for people who use the internet to stay in touch with each other. Social media apps are some of the most used apps overall and many people use them daily for hours. Normally it is believed that only the older population is not using social media whereas most of the younger people do. From the survey data examined this is not the case. There is a big group of people that don’t use social media apps, that don’t visit the majority of webpages like twitter, yutube, linkedIn or facebook and in general don’t use many of the modern apps although they have a smartphone. This group represents about a third of the people taking the survey and is a huge market ready to be taken.

Against common believe these people span all age groups. These people are opposed to most personal statements in the survey, which is surprising at first but makes sense when considering that there are people that see themselves as busy with their live and don’t think they have time to use social media. On top of this these people like to swim against the flow to oppose common trends.

## Therefor it is suggested to create the “un-social media”!

This is a free app that does the exact opposites from what the common social media does. This is an app that needs to run on many different platforms as the clientele is using a mixture of old and new systems. The app’s main function would be to ingest the information social media, news channels and other sources give and automatically respond and post for the user. There is no user interaction needed and the users are left in peace while still appearing to be part of the game and active on all these platforms. This will be powered by NLP and ML. It will free the users from the stigma that in today’s time comes from not using any social media as well as from the need to communicate with family and friends. All of this will be done automatically by just one app. The app should be financed by a freemium subscription model. The customers in question are currently not willing to pay for apps, but it can be assumed that this is because there are no apps on the market that fit their needs. They are not bargain hunters and can be found in all income groups. They will be willing to pay for a subscription that removes the bane of their existence. In order to capture a big enough market, the initial launch of basic features should be free. Also, it is important to market this app in more traditional channels (print, etc.) as the customers are not very active on most common web channels.

Furthermore, the un-social media could be marketed using people’s employers that clearly have an interest that during work hours employees are not using social media while the same employees don’t want to be seen to not respond to their friends’ posts. This could be a further win-win situation reducing stress levels at work and therefor even increasing mental health.

Don’t delay – create the un-social media today!