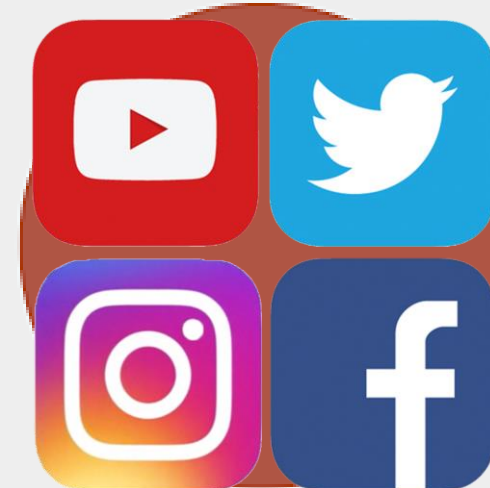


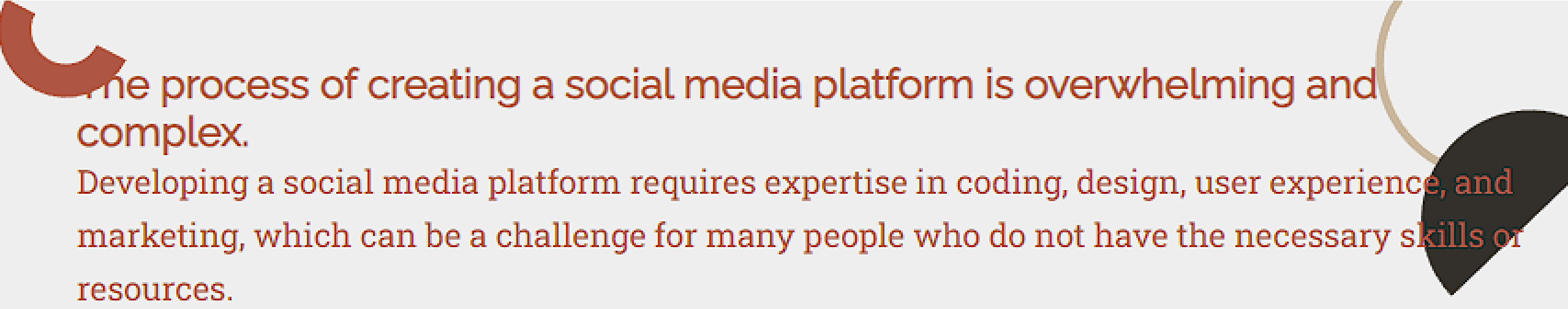
Title:  
How to create social media platform?

Connect, share, and build communities with our social media platform.



***Submitted To:***  
**Dr. Vijay Pratap Raghuvanshi**  
**(Entrepreneurship)**

***Submitted By:-***  
**Sachin Rajbhar**  
**41221139**



The process of creating a social media platform is overwhelming and complex.

Developing a social media platform requires expertise in coding, design, user experience, and marketing, which can be a challenge for many people who do not have the necessary skills or resources.

- **Building a user base**


Without users, the platform is useless. It can be difficult to attract and retain users, especially in a crowded market.

- **Balancing privacy and personalization**

Users want a personalized experience, but they also want to protect their privacy. Finding the right balance can be challenging.


- **Managing content moderation**

Social media platforms are often criticized for the content that is shared on them. Moderating content can be a difficult and time-consuming task.



# Work Plan

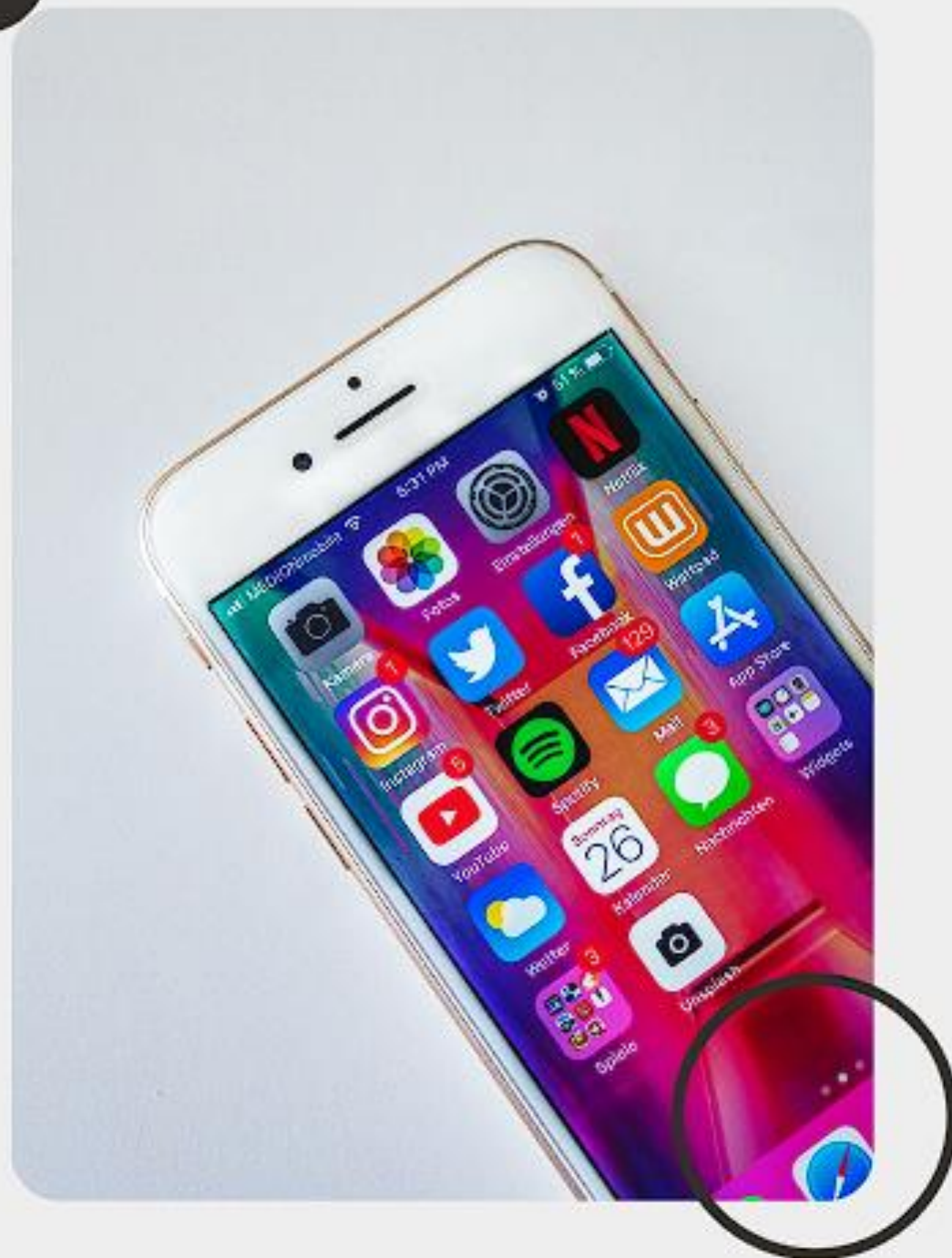
## Step-By-Step

- ▲ **Conceptualization and Target Audience:**  
Define the purpose, target audience, and niche for the social media platform.
  - ▲ **Platform Design and User Experience:**  
Design the user interface (UI) and user experience (UX) to ensure intuitive navigation, visually appealing aesthetics
  - ▲ **Core Functionalities and Features:**  
such as user profiles, news feeds, content sharing, messaging, privacy controls, and engagement mechanisms.
- 

# Case Study

Here is a detailed overview of a case study of SocialVoltz

This is a descriptive paragraph. Instead of writing sentences, just focus on key points.



# SocialVoltz

Unlock the power of social connectivity with our expert guidance on creating a standout social media platform that engages and inspires your audience.



## **Step-by-step guide**

Provides a clear roadmap  
to build a social media  
platform



## **Saves time**

Saves significant time  
compared to researching  
on your own



## **Expert advice**

Offers information and  
tips from experienced  
professionals

## Market Size

- ▲ **3.6 Billion**

Active social media users worldwide - 2020  
Total Available Market

- ▲ **1.7 Billion**

Active Facebook users worldwide - 2020  
Serviceable Available Market

- ▲ **1 Million**

Our initial target market  
Niche social media platform for photographers





# Business Model

We offer a freemium model, where basic features are free and advanced features are available for a monthly subscription fee. Additionally, we generate revenue through targeted advertising and sponsored content.



## Freemium

Basic features are free to attract users



## \$99/month

Premium features require a monthly subscription



## Whitelabel solution

We offer a customized version of our platform for companies to use as their own social media platform for a one-time fee.

# Competitors

Competitor Name	Location	Founding Date	Disadvantage
BuddyPress	US	2008	Requires technical skills to set up
Ning	US	2004	Limited customization options
SocialEngine	US	2007	High pricing for advanced features
Elgg	UK	2004	Limited support for third-party plugins

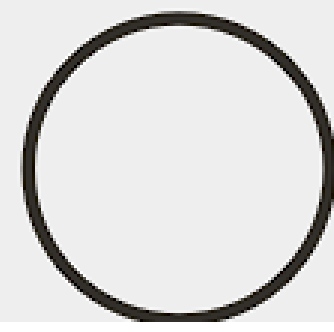




# Conclusion

Creating a social media platform involves careful planning, thoughtful design, and efficient technical implementation.

The results obtained from the implementation of the platform demonstrate the feasibility of developing a successful social media platform by considering key features, user experience, and scalability



# Creator



**Sachin Rajbhar**

A successful Social Media Founder

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Phone: 82858952XX

Thank You

