

Styng Social LLC

Ben Schroth, Founder

Executive Summary

Mission Statement

Styng Social was founded to bring power back to the user on social media websites. The goal of Styng is to upend the traditional revenue stream of content based social network websites to give users monetary benefit for their time and contribution. Amassing 3.8 billion users worldwide social networking websites sell user data for targeted advertisements without the user's consent. Social Networking websites take advantage without the user receiving any benefit through the data collected. Styng's platform incentivizes content by giving monetary compensation to user's content, protecting their data.

Social media has been a major tool for publishers, advertisers, and governments to manipulate and track users. The outdated business model has driven unforeseen profits, but through psychological exploitation, users are being tracked, mental health issues are at all-time highs, and polarization has skyrocketed. Styng Social brings a solution to this problem by providing value to the end user without needing to mine customer data for advertisers. Users and content creators earn monetary benefit directly from their engagement on the app. Every action such as views, likes, comments, etc. are calculated to give users a fair, calculated payment.

The relationship between users and platforms is a parasitic relationship. Users are treated as an asset so that their information can be sold to third parties. Third parties use this information to send privacy breaching hyper targeted ads. The collection of all user information has enabled government backed campaigns to spread disinformation and propaganda dividing users into filter bubbles. The use of content curation algorithms has segmented users into echo chambers where the content that they are being shown is one-sided with no presentation on different perspectives.

Algorithms have caused us to lose all empathy on the internet. We have lost the ability to communicate effectively and understand what information is being portrayed to us on social media. Styng Social puts the user first by using community curated algorithms. Content will no longer be curated by algorithms with the goal of maximizing profit and engagement. Instead, users will curate content that the community engages on and decides what is good content or information. This prioritizes content creators to produce good content instead of clickbait content to catch an algorithm.

Entire industries have formed because of social media. It is now critical for businesses to have a footprint in social media. Influencer marketing is a \$20 billion industry because businesses want to utilize the audience that influencers have for direct-to-consumer marketing. Generating a massive following creates the opportunity for massive revenue growth for influences/content creators. But, for some they never get to realize these revenues. Demonetization remains a constant battle for content creators because if they don't follow community guidelines then their content will not be monetized. Styng Social is built so that influencers and content creators have

direct compensation for their content while also having the flexibility to work with brands for maximizing revenue realized.

Advertising is critical for e-commerce, small businesses, non-profits, and media. Styng Social prioritizes the opportunity for businesses to reach their audience in a cost-efficient manner. The advertising model in social media is cost draining and without the right tools or team businesses can be spending a considerable amount of money with no return. Users are given no consent to how their data is used and sold. This leaves advertisers with no direction on which users to target. Using an opt-in strategy over opting-out, users are able to tailor their ad preferences to products or services they are interested in. This protects users from malicious ad campaigns and from their data getting into malicious hands.

Management

Styng Social LLC is owned and founded by Ben Schroth. As sole proprietorship Ben Schroth controls all aspects of the business. Working as a software developer for over three years, Ben Schroth has the technical background to build the Styng Platform.

Product

Web 3.0

The internet has seen two phases of the internet. Web 1.0 was the introduction of static websites sharing information. Web 2.0 allowed the exchange of ideas exemplified by social media websites. Web 3.0 is the idea of making the internet easier for the end user bringing new technologies such as Artificial Intelligence and Blockchain.

Blockchain and dApps

In 2009, the first implementation of blockchain was created with Bitcoin. Bitcoin brought the idea of a decentralized internet to life. Over the next ten years there has been an increase of blockchain solutions that could be utilized for an easier internet experience. Bitcoin used primarily like a currency, inspired platforms such as Ethereum to create a platform that can create Decentralized Applications or dApps. dApps allow the ability for a website to run on a decentralized network instead of the traditional centralized network.

Scalability Issue

Social media websites oversee thousands of transactions per second to keep up with demand. The downfall of Blockchain is that a lot of platforms cannot keep up with the velocity of transactions in the real world with the Proof of Work consensus algorithm. By using a Delegated Proof of Stake algorithm Styng can handle the network load of running a social media website of thousands of transactions per second.

HIVE Blockchain

Because of the nature of blockchain being transparent, open-source projects have been popular in the blockchain space. The Hive project (hive.io) is an open-source blockchain platform that is targeted for social media startups. As a hard fork of Steem, Hive broke away because of the threat of centralization of its new owner.

Business Model Canvas

The business model canvas gives investors and interested individuals a high-level view of Styng Social LLC.

Value Propositions

Over the past decade, internet users have felt the effects of the current social media landscape. Data mining, targeted advertising, misinformation, polarization, and manipulation has caused users to lose trust in social media platforms. Styng is designed to be a user first social media platform. By strategically segmenting the revenue generation between advertisers and users, Styng can monetize user participation on the platform independently while providing advertisers with humane implementation to increase business traffic.

Content creators have also been stifled with unclear guidelines and no direct access to their revenue without consenting to advertisements. Styng enables content creators to directly earn monetary benefit without being bottlenecked by community guidelines or hosting advertisements. This enables content creators to freely express themselves and not have to worry about community guidelines compliance.

Customer Relationships

Styng is able to market a user-first platform because of its intrinsic community curation. Instead of AI generated content curation algorithms that are optimized for engagement, Styng's curation is done by the Styng community. Content is curated proportionally to the voting content is received. This encourages content creators to produce good content over clickbait content that is optimized for traditional content curation algorithms.

Social media curation should be made humanely, and it is of utmost importance to put users first when curating content. This leads to more impactful content and drives engagement organically.

Customer Segments

More people on social media today than there were people on Earth in 1970. Obviously, I would be doing myself a disservice by proposing that all 3.8 billion people are my target market. Anybody that uses social media *is* my target market. Styng operates differently than all Big Tech social networking business models and makes it attractive for new users. But, to drill down a specific segment of user I will concentrate on influencers and content creators.

Social networking sites are driven by the network effect. User A is more likely to join a platform and use it if Users B-Z are also using that platform. Another network effect is users subscribing to their favorite content creators or influencers. In my own research around universities, I found that people are most likely to move platforms if their favorite content creators move. I dub this network effect, the influencer effect.

Styng will target content creators and offering them a service that will horizontally scale their revenue streams. In turn, when content creators move, the influencer effect will drive new users to join the Styng platform. Social networking sites are driven by their most popular users. By

leveraging the Styng platform as a net-positive alternative for content creators, Styng can drive expedited user onboarding using the influencer effect.

Key Activities

Styng social is the interface that users will visit when they go to www.styng.social. Styng is the facilitator of handling posts, comments, votes, and advertisements. The interface will be similar to any blog, microblogging, video, or photo platform that exists today. But in the background, Styng operates on a different architecture than others.

Styng will broadcast the content posted, while also maintaining the advertiser network.

Channels

Styng Social is an independent website. Similar in interface to Facebook, Twitter, Reddit, etc. Styng will work closely with content creators/influencers to drive onboarding and recognition of the platform.

Key Partners

Users are the most important.

Styng will work closely with content creators and influencers to drive the influencer effect.

The core developers of the HIVE blockchain will be crucial in network maintenance and improvements.

Ad agencies will also be important to give advertisers the specifications they would need in Styng's ad networks.

Costs

There are no costs other than small subscriptions to services being used by the company. (ex. Adobe Creative Suite)

Future costs will be running API servers and hosting prices for the application. You can run an API node for currently ~\$750 + monthly costs for power/usage.

Revenue Streams

There are two "economies" that are created through the Styng platform. Content monetization is done on the blockchain layer and rewards are distributed from the HIVE blockchain. Styng plans to leave reward distribution strictly to users.

Styng will generate revenue through its advertiser network that is also implemented using blockchain technologies. Reference the whitepaper for a technical breakdown of the advertiser network. The whitepaper is tentatively going to be released in April.

Key Resources

Ben Schroth is the CEO and only member of Styng Social LLC. Ben Schroth is a senior computer science student at the University of Mount Union. Ben has studied software development for four years. In the past two years Ben has specifically been studying blockchain and other distributed ledger technologies. Ben has a passion for Web 3 and making the internet more inclusive to participants. Bridging his studies in social media psychology and blockchain development, Ben has proposed a decentralized solution to social media.