

Hoost: The \$1B Social Photo Sharing App

✨ Product Vision

Hoost is a mobile-first social platform that brings people together through **daily creative challenges**. By delivering a single unique challenge every day at **10:00 AM GMT**, Hoost creates a ritualized user experience centered around **creativity, anticipation, and community engagement**.

The app fosters a positive, pressure-free environment where users are encouraged to explore their creativity without the competitive mechanics (likes, comments) seen in traditional social apps. Each challenge culminates in a **collective photo mosaic**, building a sense of participation, achievement, and connection among users.

The vision for Hoost is to redefine how users interact with photo sharing apps:

- **Daily Creativity as a Habit:** Hoost transforms photo sharing into a purposeful and ritualistic experience.
- **Community-First Social Media:** By prioritizing friends' contributions and collective moments, Hoost promotes meaningful engagement.
- **Monetizable Authenticity:** The app capitalizes on user-generated creativity, anticipation-driven features, and premium experiences.

🌿 Product Job to Be Done

Hoost's core job to be done is to:

- **Inspire and engage users** through a single creative challenge every day.
- Build a **habit-forming experience** that connects friends and the wider community through shared creativity.
- Provide users with a sense of **participation** and **belonging** by creating collective mosaics of their contributions.
- Enable **personalization and ownership** through curated mosaics and physical prints.

In an increasingly noisy and competitive digital space, Hoost satisfies a unique user need:

- **Purpose-Driven Photo Sharing:** A platform to contribute creatively without pressure or judgment.
- **Delayed Gratification & Anticipation:** The reveal of the photo mosaic builds excitement, unlike real-time platforms.

- **Community Connection:** Hoost transforms isolated creativity into a shared experience.

How Hoost Makes \$1B

Hoost leverages **user engagement, exclusivity, and brand partnerships** to scale to a \$1B yearly revenue. The business model is built on three key monetization strategies:

1. Golden Hour Subscription (*Recurring Revenue*)

- Hoost offers a premium subscription at **\$4.99 month**, granting access to the **real-time feed** of daily submissions before the official mosaic reveal.
- Targeted at power users who want early access and greater participation in the community.
- At scale, with **millions premium subscribers**, Hoost generates **\$millions year**.

2. Sponsored Challenges (*Ad Revenue*)

- Brands can sponsor creative challenges relevant to their target audiences. Examples include:
 - "Capture your favorite workout gear" sponsored by Nike.
 - "Capture your best grimace in front of McDonald's" sponsored by Burger King.
- Sponsored challenges drive organic engagement and authentic brand visibility.
- With **highly engaging sponsored challenges** tailored to large, active audiences, brands gain authentic visibility while **Hoost taps into a significant revenue stream, generating millions of dollars annually**.

3. Printed Personalized Mosaics (*Direct Revenue*)

- Users can curate and order physical prints of their favorite mosaics.
- These prints tap into the growing trend of personalized, tangible keepsakes.
- Assuming **thousand annual orders at \$30 print**, Hoost generates **\$millions year**.

Scaling Strategy

- **Network Effects:** A viral "invite friends" mechanism increases engagement by prioritizing friends' submissions in the mosaic.
- **Daily Rituals:** The simplicity of one challenge per day builds a consistent user habit, maximizing retention.

Powerful Core Loop

1. Daily Challenge Notification (*Trigger*)

- At **10:00 AM GMT**, users receive a notification: "Today's challenge: Photograph your breakfast artistically!"

2. User Engagement (*Action*)

- Users submit their creative responses (photos, drawings) throughout the day.

3. Anticipation & Retention (*Reward*)

- Users anticipate the collective mosaic reveal the following day.
- Premium users (Golden Hour subscribers) can view real-time submissions before the reveal.

4. Community & Social Connection (*Investment*)

- The photo mosaic highlights friends' submissions first, fostering connection and engagement.
- Users can curate their favorite submissions to create personalized mosaics.

5. Monetization (*Reinforcement*)

- Golden Hour subscription grants early access to the feed.
- Sponsored challenges integrate seamlessly with daily engagement.
- Physical prints offer a tangible keepsake for curated mosaics.



Why Hoost is a \$1B Opportunity

- **Mass Appeal:** Hoost combines creativity, community, and anticipation in a universally engaging format.
- **Recurring Revenue:** The Golden Hour subscription unlocks predictable, high-margin income.
- **Scalable Monetization:** Sponsored challenges and personalized prints complement premium subscriptions.
- **Viral Growth:** The app's friend-first approach and sharable mosaics create strong network effects.
- **Trend-Aligned:** Hoost taps into growing trends like daily rituals, creativity, and authentic social experiences.

By focusing on **simplicity, creativity, and community**, Hoost has the potential to redefine social photo sharing and reach **\$1B in yearly revenue** 🚀