

1. **What is your company going to make?**
 - a. Swaayy is a decentralized content creation & sharing platform where users are able to co-create & interact with their favorite creators/artists by suggesting additional components to a half-finished content piece (“swaayying” the direction of the art/content), with a small investment/donation fee.
2. **Please tell us in one or two sentences about the most impressive thing other than this startup that each founder has built or achieved.**
 - a.
3. **Please tell us about the time you most successfully hacked some (non-computer) system to your advantage.**
 - a. Blackbird \$100 promo constant usage.
 - b. Asking for free upgrade on flights
 - c.
4. **Please tell us about an interesting project, preferably outside of class or work, that two or more of you created together. Include urls if possible.**
 - a.
5. **How long have the founders known one another and how did you meet? Have any of the founders not met in person?**
 - a. In college in computer science classes
6. **Why did you pick this idea to work on? Do you have domain expertise in this area? How do you know people need what you’re making?**
 - a. **Personal attachment** to the mission of helping creators earn money while doing what they love
 - b. **Business opportunity** based on the booming “gig/talent economy”
 - c. **Domain expertise** at FB creator monetization team
7. **What’s new about what you’re making? What substitutes do people resort to because it doesn’t exist yet (or they don’t know about it)?**
 - a. **Decentralizing the creator ecosystem:** On Swaayy, everyone’s a creator. It’s not just about you funding a musician. It’s about you having the chance to influence/create with them.
 - b. **Co-creation:** This allows any user to have a chance “creating” something while “swaying” the direction of bigger/well-known creators.
 - c. **Monetization:** On Swaayy, everyone gets a chance of making money, as long as they also produce high-quality content that other creators recognize.
 - d. **Business model (WIP):** User Pay **investment** model (vs SAAS, marketplace, ads)
8. **What substitutes people currently resort to?**
 - a. Patreon, twitch, youtube
9. **Who are your competitors, and who might become competitors? Who do you fear most?**
 - a. youtube
10. **What do you understand about your business that other companies in it just don’t get?**
 - a. What other companies don’t understand is that fans of creators are actually creators themselves; many followers of music producers are good musicians themselves, many followers of good photographers are good photographers themselves.... You get the idea. This means that among fans of creators/ influencers, there are more creators that are waiting to get discovered. We need to build products that not only solve problems for the

already recognized creators (i.e. YT/FB creators that have over > 100K followers) in mind, but the fans of those creators, who are aspiring (yet undiscovered) creators themselves.

11. **How do or will you make money? How much could you make? (We realize you can't know precisely, but give your best estimate.)**
 - a. Taking a rev share/service fee.
12. If you've already started working on it, how long have you been working and how many lines of code (if applicable) have you written?
13. **How far along are you? Do you have a beta yet? If not, when will you? Are you launched? If so, how many users do you have? Do you have revenue? If so, how much? If you're launched, what is your monthly growth rate (in users or revenue or both)?**
 - a.
14. If you have an online demo, what's the url?
15. **How will you get users? If your idea is the type that faces a chicken-and-egg problem in the sense that it won't be attractive to users till it has a lot of users (e.g. a marketplace, a dating site, an ad network), how will you overcome that?**
 - a. Focus on one side of the chicken and egg problem first. Get creators to come first, use minimum guarantees to start testing our product and promoting it on different platforms they are on (instagram, FB, etc)
16. If you're already incorporated, when were you? Who are the shareholders and what percent does each own? If you've had funding, how much, at what valuation(s)?
17. If you're not incorporated yet, please list the percent of the company you plan to give each founder, and anyone else you plan to give stock to. (This question is as much for you as us.)
 - a. 50 to Jason Cui 50 to Annie Hwang
18. If we fund you, which of the founders will commit to working exclusively (no school, no other jobs) on this project for the next year?
 - a. Both founders
19. For founders who can't, why not? What level of commitment are they willing to make?
20. Do any founders have other commitments between June and August 2011 inclusive?
21. Do any founders have commitments in the future (e.g. finishing college, going to grad school), and if so what?
22. Where do you live now, and where would the company be based after YC?
 - a. San Francisco; San Francisco
23. Are any of the founders covered by noncompetes or intellectual property agreements that overlap with your project? Will any be working as employees or consultants for anyone else?
 - a. No
24. Was any of your code written by someone who is not one of your founders? If so, how can you safely use it? (Open source is ok of course.)
 - a.
25. Are any of the following true? (a) You are the only founder. (b) You are a student who may return to school when the next term starts. (c) Half or more of your group can't move to the Bay Area. (d) One or more founders will keep their current jobs. (e) None of the founders are programmers. (Answering yes doesn't disqualify you. It's just to remind us to check.)
 - a. No
26. If you had any other ideas you considered applying with, please list them. One may be something we've been waiting for. Often when we fund people it's to do something they list here and not in the main application.
 - a. Recruiting scheduling

- b. Creator distribution problem - using AI to maximize reach for the right audience on major social media platforms
 - c. Education/College counseling for Asian American parents
27. Please tell us something surprising or amusing that one of you has discovered. (The answer need not be related to your project.)

SWAAYY PRD

Full product feedback cycle

- User 1 can upload content (this must be original content)
 - User 2-10 can pay to collaborate with User 1
 - User 1 chooses his/her favorite collaboration piece (let's assume he chose User 2's) and posts
 - User 1 gets majority of money that was crowdsourced from user 2-10 (0.7). User 2 gets partial (0.1).
 - User 2 is featured/boosted; somehow recognized on the platform
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Roadmap & Milestones

M0: Validate opportunity/market research		ETA Mon, 2/10 EOD
Objective	Details	ETA
Identify a real, big problem that we can solve.	URL + landing page that can collect emails and gauge some degree of product interest	Thurs, 2/6 (before we leave NY)
	Survey	Fri, 2/7
	FB Ads	Mon, 2/10
M1: Pilot MVP with five customers		ETA Mid March
Objective	Details	ETA

Test the MVP (quickly). Get customer feedback and capture intent.		
M2: Pilot v2/beta with fifty customers		ETA Mid April
Objective	Details	ETA
Prove out PMF. Iterate on product. Focus on user retention.		
M3: Scale		ETA June-August
Objective	Details	ETA
Prove out PMF. Iterate on product. Focus on user retention.		