

IPO Considerations:

1. Strong Engagement Metrics:

- With 84% positive reactions and high engagement in the morning, the company has a strong user base, which could appeal to investors.
- Highlighting consistent engagement and growth in a prospectus will attract potential investors.

2. Monetization Strategy:

- Ensure the company has a clear revenue model, such as ad placements, influencer collaborations, or premium content subscriptions.
- Consider leveraging high-performing content types like **photos and videos** for ad placements.

3. Market Positioning:

- Position the company as a **data-driven** and **engagement-focused** platform, differentiating it from competitors.
- Showcase success in **animal content** and other trending topics to attract niche investors.

4. User Growth & Expansion:

- Demonstrate scalability by expanding into new **content categories** (e.g., finance, education, or entertainment).
- Explore strategic partnerships with **content creators** and **brands** to boost visibility.

5. Risk Management:

- Address potential risks, such as **content moderation**, changing social media trends, and **regulatory challenges** in different regions.
- Investors will want assurance that the company has a plan to handle **negative and neutral reactions (16%)** effectively.

Other Business Recommendations:

1. Content Optimization:

- Invest more in **photo and video content**, as they generate the most engagement.
- Continue **animal-related content** as it has the highest views.

2. Targeted Advertising & Sponsorships:

- Since mornings are peak engagement times (50%), schedule ad placements and sponsored posts strategically.
- Brands targeting science, health, and technology audiences can be valuable partners.

3. **Platform Features & Enhancements:**

- Introduce **interactive features**, such as polls and quizzes, to boost engagement.
- AI-driven recommendations to suggest content based on user preferences.

4. **Regional Expansion:**

- Identify markets with similar content consumption trends and expand into **new geographies**.
- Offer localized content for increased engagement.