**Market Research:**

**Experiential Research:**

The majority of our market research has been from our own experience.

We manage multiple TikTok accounts privately, but we have a few public-facing accounts we use to run experiments with. These are not accounts we heavily and actively post with, but we use these accounts to mainly generate data for the LLM.

The accounts are here:

* <https://tiktok.com/@will.ong>
* <https://tiktok.com/@alexong68>
* <https://tiktok.com/@poissonofficial>

**Market Need:**

The need for Bigfoot Social came from our own experience as well. When creating content, it would often take hours to create ideas, plan, script, edit, and deliver. This loop is usually around two weeks for a larger project. With our product, we aim to take the two week process and streamline the work to 3 days.

**Market Size:**

In terms of the broader market, I have attached the research for the Social Media Economy we analyzed here (assumptions: TikTok and Twitter Platforms only, social media influencer economy, potential market opportunity for our target user (content creators, small brands/brand teams, non-profits):A diagram of a market opportunity

Description automatically generated