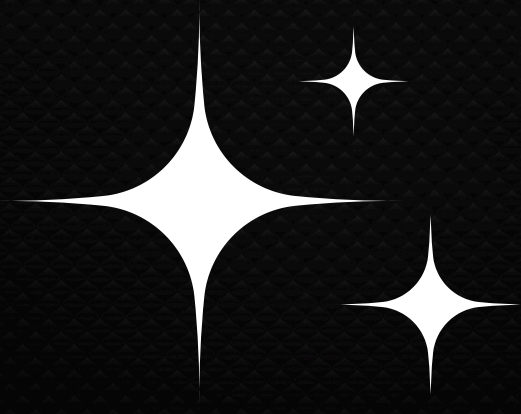
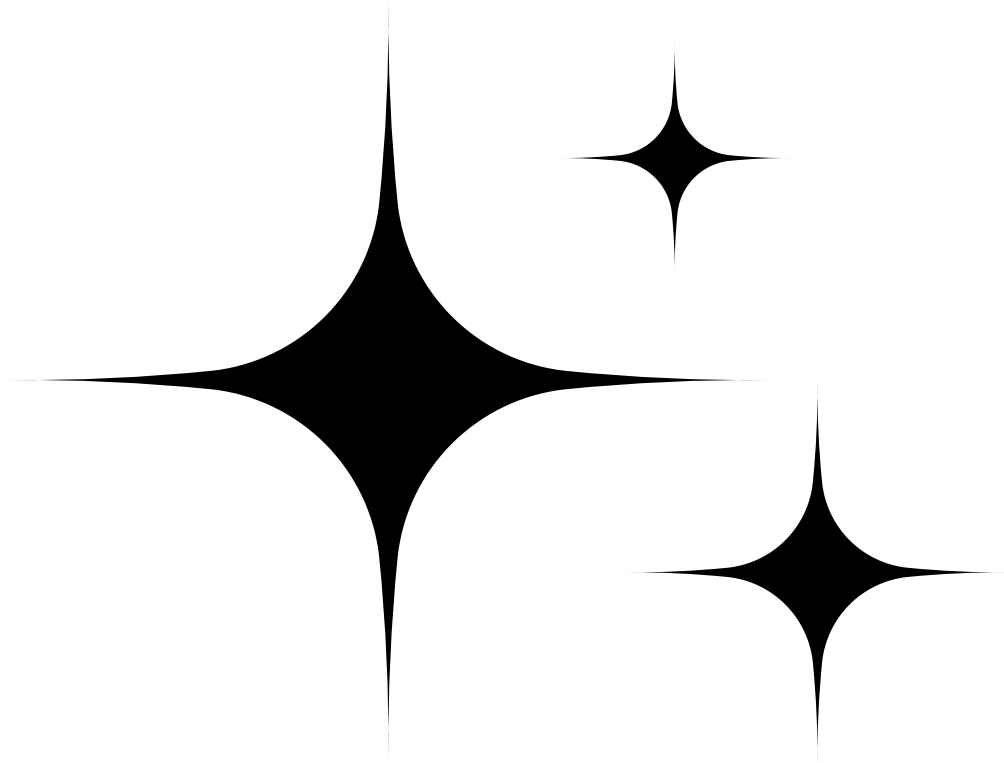


# Lori



# App



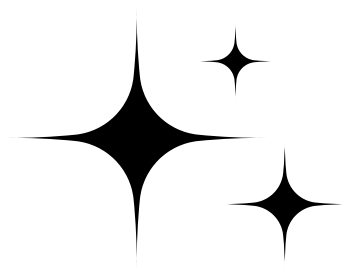
## **E-BUSINESS PROJECT**

2025 SPRING

DR. ÖĞR. ÜYESİ UĞUR TEVFİK KAPLANCALI

Prepared by:

- [Murathan Karasu – Founder & CEO]
- [Gürkan Karadaş – Founder & CTO]
- [Mert Yilmazer – Founder & CMO]



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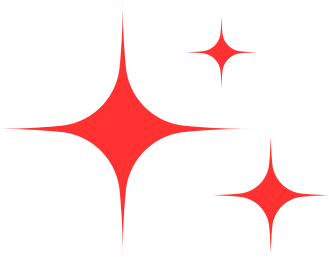
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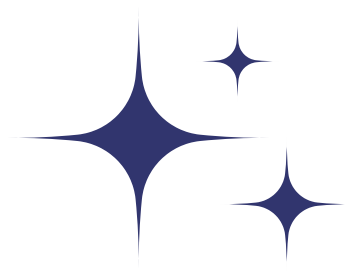
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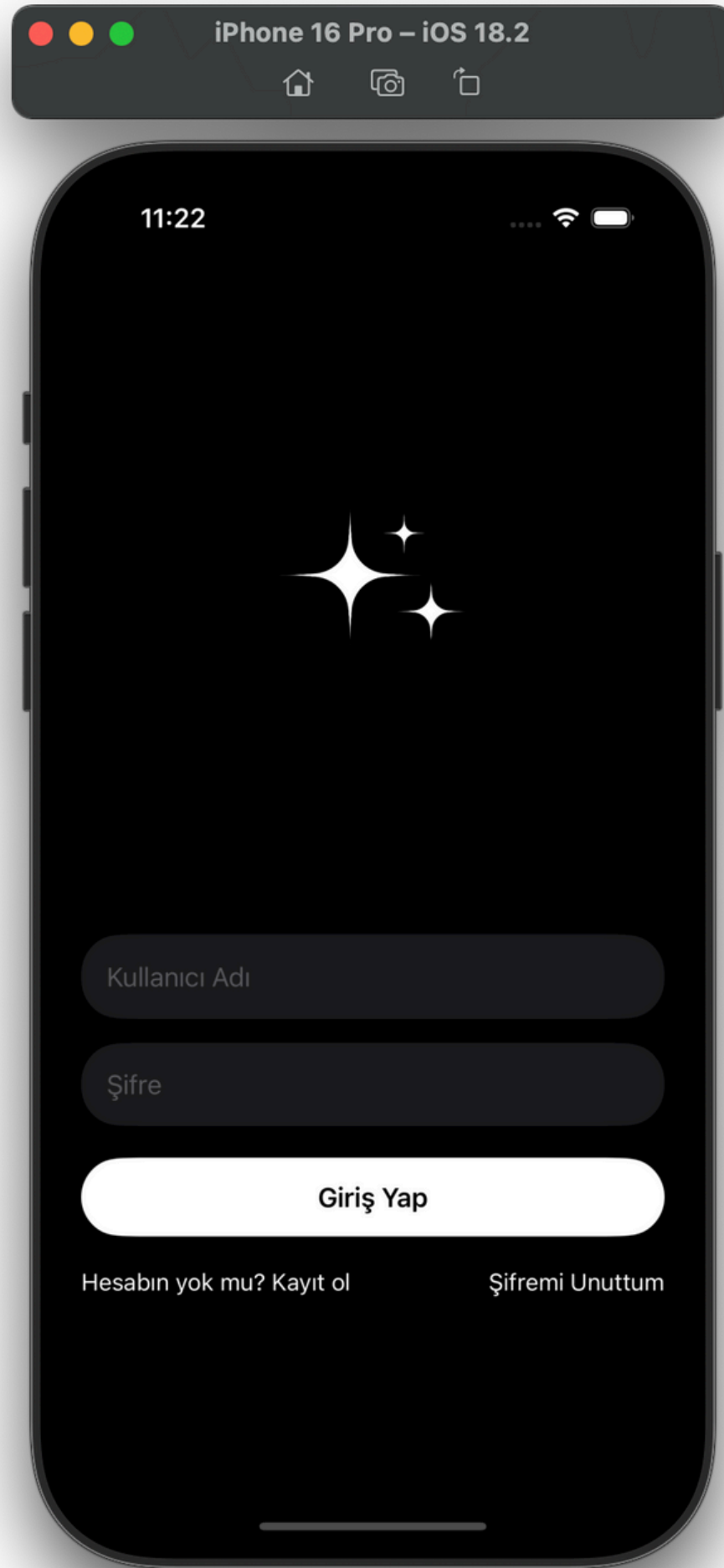
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## Who Are We?

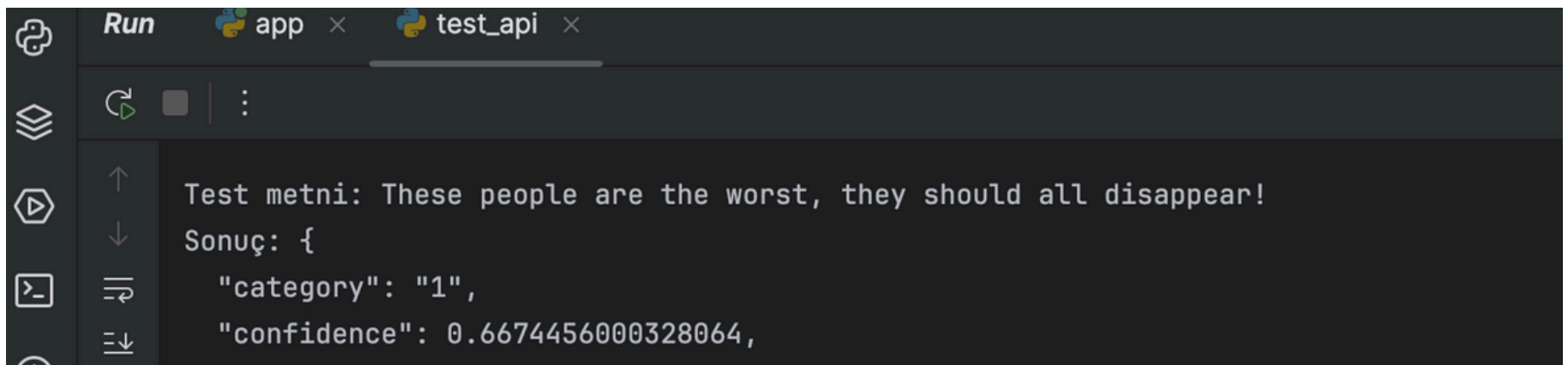
**Lori** is a new-generation social media startup developed in 2025. The initiative was led by a team of four people who are passionate about **building a safe, respectful, and informative digital environment.**



**Lori** aims to eliminate disinformation and hate speech from digital platforms, while creating a healthy social media alternative that centers on empathy, verified content, and inclusive communities.

## Our Mission

To **create a digital space** where users can safely interact, share knowledge, express themselves freely—**without exposure to hate or misinformation**. Lori will achieve this using **AI-powered content moderation** with ethical guidelines, human oversight, and community participation.

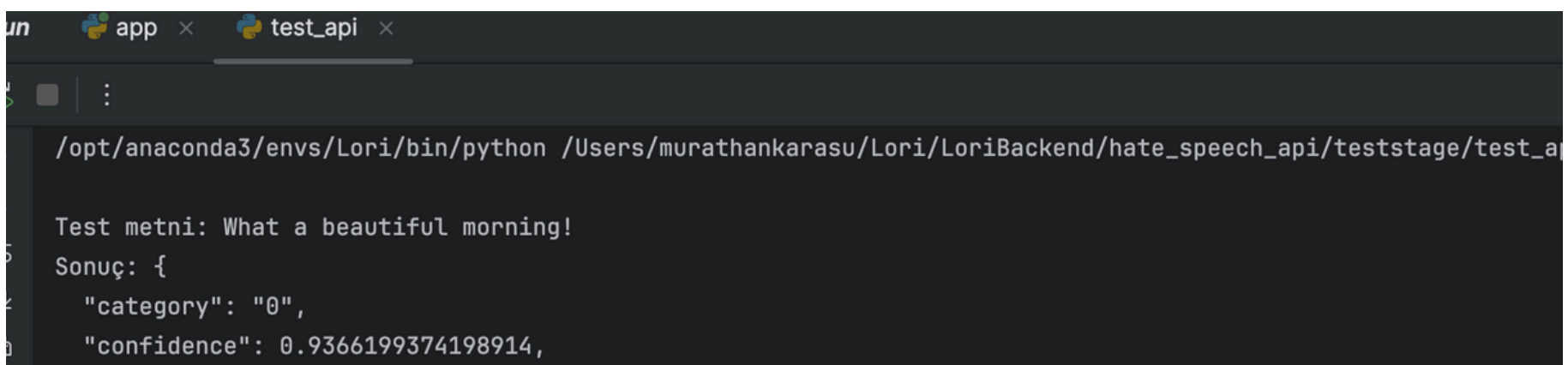


The screenshot shows a Jupyter Notebook with two tabs: 'app' and 'test\_api'. The 'test\_api' tab is active. The notebook contains a cell with the following text:

```
Test metni: These people are the worst, they should all disappear!
```

Below the text, the output is displayed as a JSON object:

```
Sonuç: {  
  "category": "1",  
  "confidence": 0.6674456000328064,  
}
```

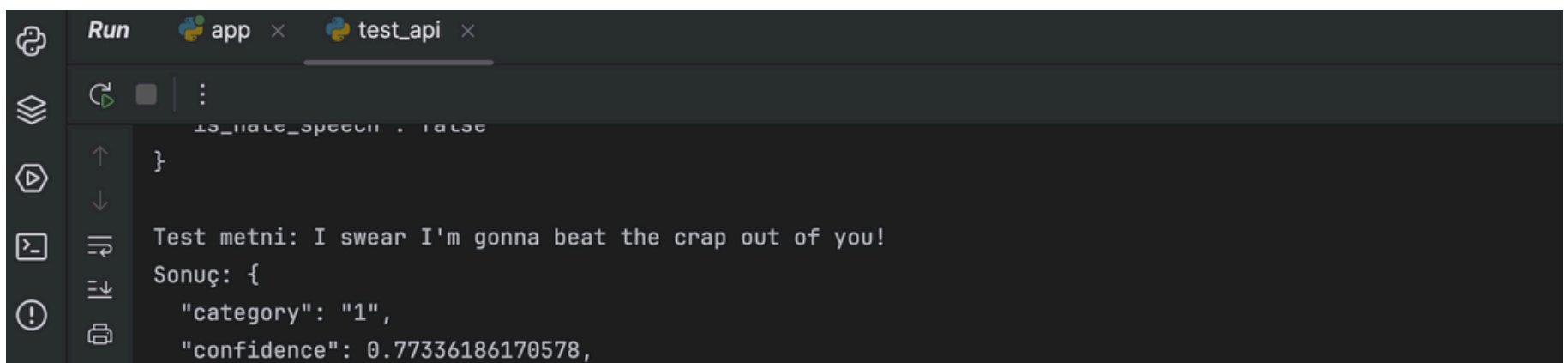


The screenshot shows a terminal window with the following command and output:

```
/opt/anaconda3/envs/Lori/bin/python /Users/murathankarasu/Lori/LoriBackend/hate_speech_api/teststage/test_a
```

Test metni: What a beautiful morning!

Sonuç: {  
 "category": "0",  
 "confidence": 0.9366199374198914,  
}



The screenshot shows a Jupyter Notebook with two tabs: 'app' and 'test\_api'. The 'test\_api' tab is active. The notebook contains a cell with the following text:

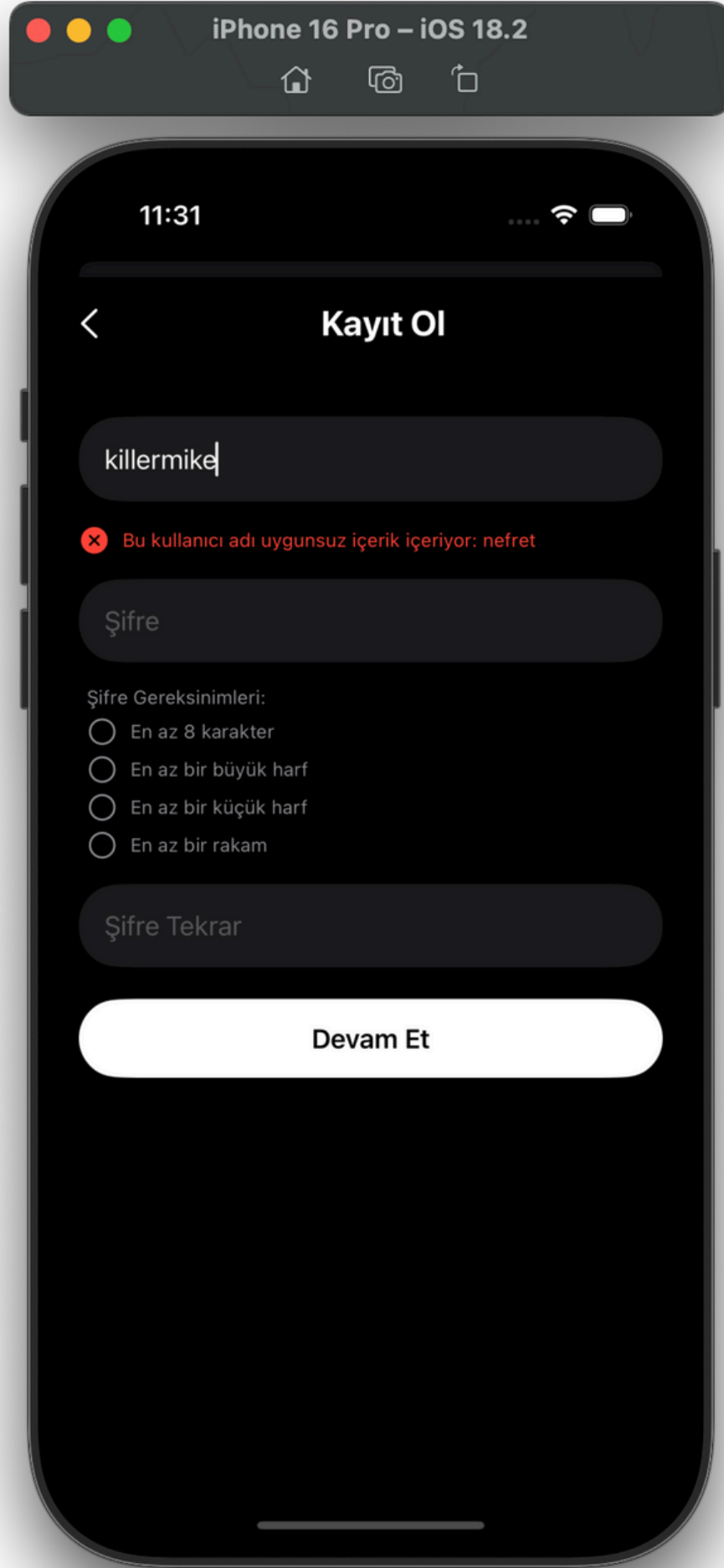
```
Test metni: I swear I'm gonna beat the crap out of you!
```

Below the text, the output is displayed as a JSON object:

```
Sonuç: {  
  "category": "1",  
  "confidence": 0.77336186170578,  
}
```

## Our Vision

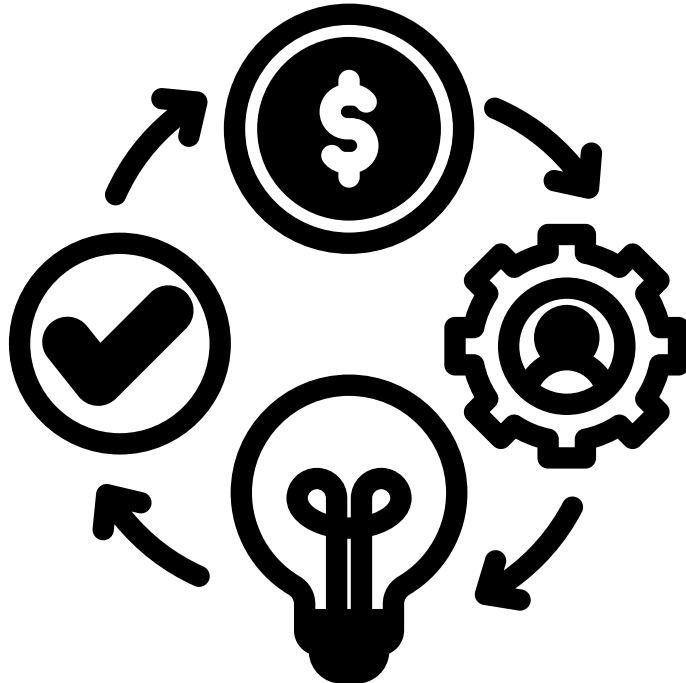
To be one of the world's **most trusted social media platforms**, known for ethics, safety, and innovation. We aim to reach millions globally, influence positive digital behavior, and be featured as thought leaders on platforms like **TEDx**, while maintaining a user-first mindset.



## Business Model

Lori follows a **Freemium + C2C** (Consumer-to-Consumer) model. The platform will be free for users, but revenue will be generated through:

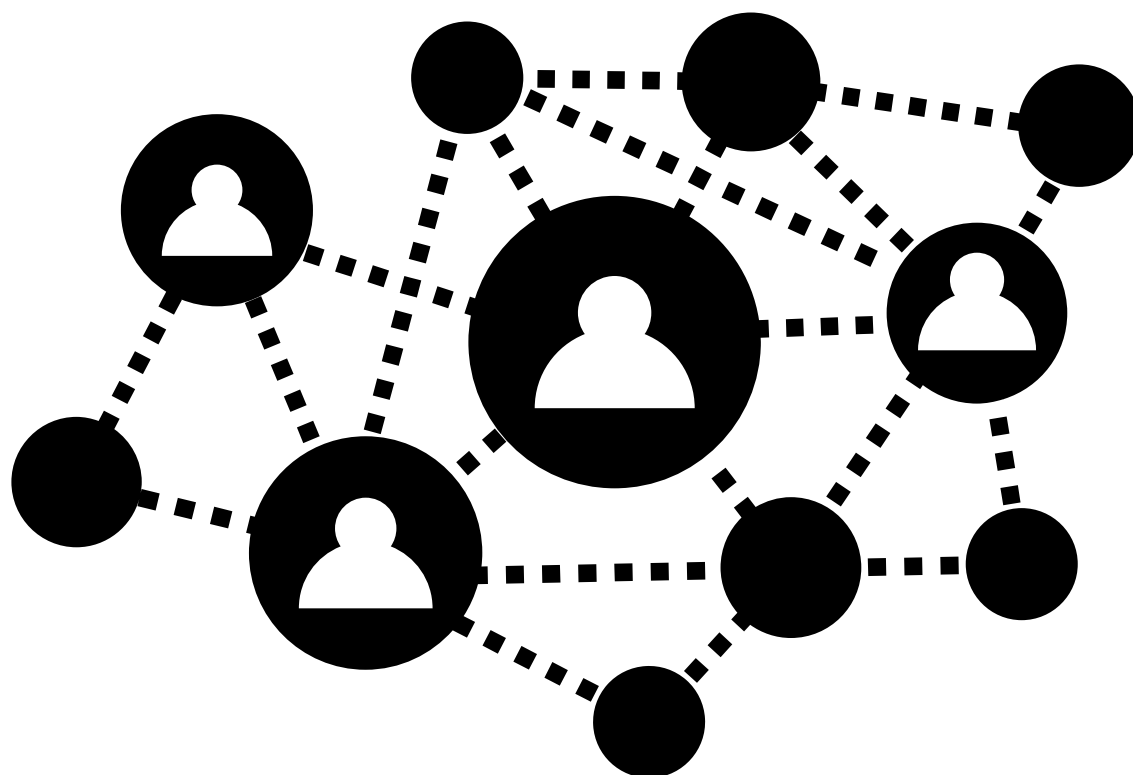
- Commission from content creators (for promoted or monetized posts)
- Ethical advertising with filters for hate-free and non-exploitative brands
- Premium features for verified organizations or influencers



## MARKETING PLAN

### Potential Customers

- **Age:** 16 – 45
- **Gender, Race, Status:** Doesn't matter
- **Income:** Middle to high
- **Interest:** Social awareness, responsible digital use, safe online spaces





## SWOT Analysis

### Strengths

- Unique positioning (zero hate, zero disinformation)
- AI-powered moderation
- High trust factor

### Weaknesses

- High moderation cost
- Trust-building takes time

### Opportunities

- Partnerships with NGOs, universities, and ethical brands
- Growing demand for alternative platforms

### Threats

- Competition from mainstream social media
- Risk of AI moderation error

## 4P Analysis

### Price

- Basic version: Free
- Premium features for organizations: \$5–10/month
- Ethical ad placement commissions

### Place

- Website
- Mobile App
- Events in major cities (e.g., Istanbul, Berlin, Amsterdam)

### Product

- Clean, secure, and moderated social media platform
- Community interaction, news feed, interest-based groups
- Verified creator and NGO content

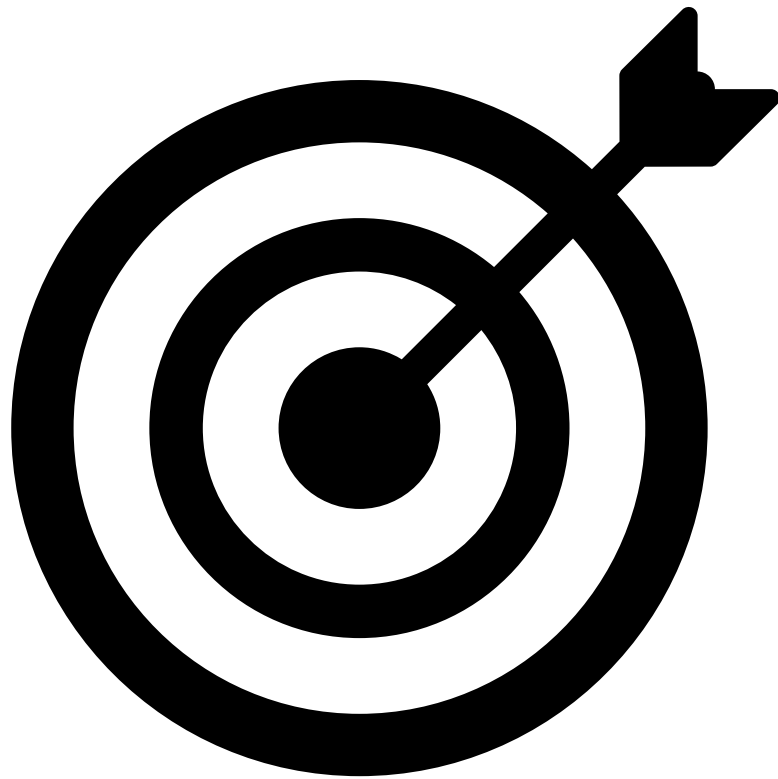
### Promotion

- Partnerships with anti-bullying and truth-focused NGOs
- Social media campaigns
- Influencer & guest speaker events
- Campus ambassador programs



## E-Business Objective

Our core objective is **healthy, scalable, and ethical growth**. Rather than gaining millions of users at once, our strategy is **phased growth** with high-quality moderation, ensuring trust and community standards are never compromised.



## Customer Acquisition Strategies

- **Influencer Marketing:** Trusted creators promote Lori
- **Google Ads Campaigns:** Based on interests like mental health, fact-checking, digital detox
- **Social Media Campaigns** with interactive storytelling
- **University Collaborations** for beta user acquisition

## Competitors

- Traditional social media platforms (e.g., X/Twitter, Reddit)
- However, none offer a complete **AI + Ethical + Verified Community** experience



- Potential indirect competitors: Moderation-focused startups, anonymous forums

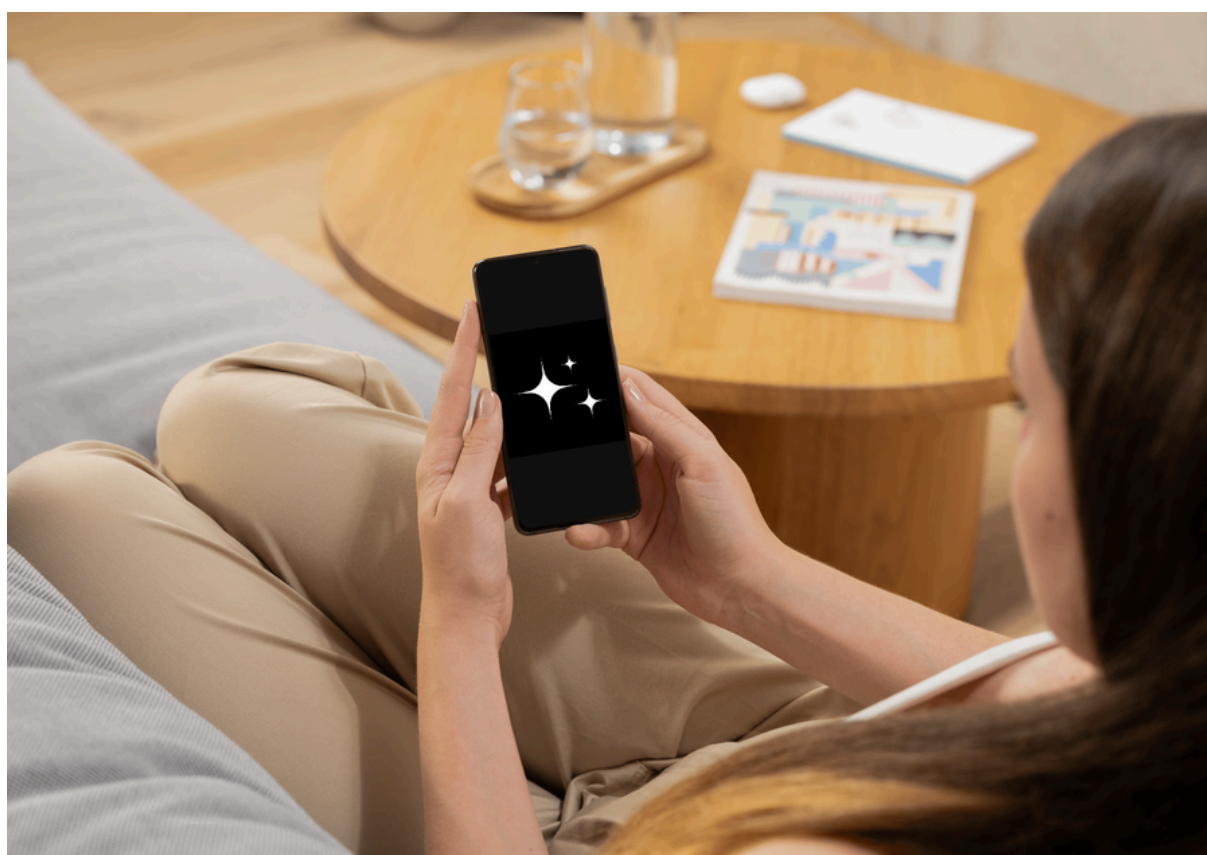
## Offline Marketplace & Logistics

Not required at this stage. Our product is **digital-only**, and offline activities will be limited to **community meet-ups, speaker events, and workshops**.



## Social Media Plan

- Daily content sharing (safe memes, real stories, educational posts)
- Live sessions with psychologists, educators, activists
- Reward-based engagement (karma system for positivity)



## Platform

Our mobile platform is the home for:

- Content feed
- Account management
- Event registration
- Feedback and safety center



## Google Ads & SEO

We conducted an **initial Google Ads campaign** using custom keywords around safe social media, digital well-being, and fact-checking. SEO tools like **Yoast** helped improve discoverability with optimized meta titles, outbound/internal links, and keyword planning.

## FINANCIAL OVERVIEW

**Note:** Due to Excel formatting limitations, some data could not be converted from TL to USD in the financial spreadsheet.

### 12-Month Financial Projections

- **Initial Capital:** \$25,000
- **MVP Development:** \$10,000
- **Marketing & SEO:** \$9,000
- **Legal, Hosting, Domain:** \$2,700
- **Team tools and operations:** \$1,800
- **Buffer (Unexpected costs):** \$3,000
- **Projected User Growth:** 10,000 in first 6 months
- **Break-even Point:** After 12–15 months based on ad and premium revenue

