


## Collection

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<b>Thread:</b>	Discussion Wrap up-Yuser	<b>Posted Date:</b>	October 2, 2023 10:47 AM
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Yuser: Pitching a New Social Networking App Wrap-up

1. A good value proposition explains what life is like without Yuser and what the intended beneficiaries get or enjoy by switching to Yuser.
  - Users benefit from fewer restrictions on user content to be shared.
  - Influencer benefit from easier monetization and virtually no risk of being removed from the platform.
  - Sponsor companies benefit from easier identification of appropriate niche influencers. They can track and analyze their influencer marketing campaigns for better attribution of marketing dollars and dispense with third-party influencer aggregators to identify and compensate influencers helping with their marketing campaigns. Companies would be able to compensate influencers in Yuser's cryptocurrency.

Yuser's advantages over incumbents are rooted in several emerging trends relating to social media platforms:

- Changes in usage rules and restrictions on existing platforms like Facebook and YouTube are beginning to restrict audience reach for those influencers with large pages.
- Social media users in general, and influencers in particular, face four pain points: reduced audience reach, limited monetization of user-created content, privacy concerns, and ever-shifting platform rules and policies.

Yuser's value proposition is the creation of a dedicated social network that helps all three beneficiaries while diverging from the practices of existing platforms. As added differentiation, Yuser plans to do the following:

- Incorporate gamification and other incentives that make the platform more rewarding and fun.
- Offer compensation for all user-created content, not just content offered by influencers, in the form of Yuser tokens, which could be accumulated and converted into Yuser's proposed cryptocurrency.

2. Pitching Yuser's complex and innovative business to investors is a challenge.

- The industry problem/Yuser solution diagram is a good depiction of how current platforms limit activity in a growing influencer market and how Yusers provides solution. Too much detail or too many bullet points will not be a positive for the presentation.
- Identifying likely network users, and Yuser's attractiveness for them along with a brief statement of the go-to-market strategy and timeline (market positioning). Size/value of Facebook is irrelevant and focusing on only one of three beneficiaries will not communicate the value proposition.
- Demonstration of the benefits from the company's offering to each of the three intended beneficiaries, but too much technical detail and jargon about cryptocurrency and gamification would distract from the product positioning.
- The diagram of the ecosystem is more powerful than text. Unrealistic claims are not credible and too much focus on the technology will also cause confusion.
- Explaining the competition and how Yuser's approach to a more specialized user base and focus is different. Overt criticism of competitors and downplaying switching costs is not

recommended. Failure to address alternative competitors (Instagram) is not recommended.

- How the business model works and how the three parties pay. Lack of clarity about value creation and/or value capture by the relevant parties.
- Yuser's operational capability: systems, digital marketing, skilled employees, but excessive detail is not recommended. Exhibit 3 in the case would be better in the appendix.
- Identification of appropriate risks (technology, regulatory, operating, etc.) and measures taken to cope with these risks. Content that attempts to minimize or conceal risks is not recommended and proposals of weak or non-robust coping measures will expose Yuser as naïve or ill-informed about potential risks.
- A key milestone chart with a clear sense of progression. The chart (exhibit 4) offers to limited a time period. Investors will want to see planning over a longer horizon. Focusing only on the current round of financing instead of mapping out future needs will bewilder investors.

#### The Do's:

- Clearly explain the value proposition.
- Put yourself in the shoes of the investors.
- Explain why your team is the right team to execute the plan.
- Be prepared and flexible.
- Show passion and leverage best-practice presentation skills.

#### The Don'ts:

- Getting too involved in the Yuser platform technology and how cryptocurrencies work.
- Talk in general about the potential size of the addressable market if which Yuser may capture a small but valuable slice.
- Under estimating switching costs and the difficulty of education or persuading users to switch platforms.
- Under estimating critical risks.
- Under estimating the patience of the audience!

(Post is Read)

← OK