Business Case Social Stuff

DATE: 16/08/2020_____

PROJECT NAME: Social Stuff_____

SUBMITTED BY: Jörn Neumeyer _____

PROJECT APPROVED BY: Pieter van den Hombergh_____

DATE APPROVED: 01/09/2020_____

Executive Summary:

There is a lack in privacy and autonomy in current Social Media Platforms, Social Stuff aims to combat that situation by providing a fully autonomous open-source platform in which users can create their own mini Social Media platform which aims to guarantee privacy and security.

Problem:

In the modern social media industry there only big players like WhatsApp, Facebook, Instagram and so on. But none of them really values your privacy, the proprietary and centralized nature of such platforms make it easy, for said companies to analyze your data and possibly for governmental organizations to spy on you as well. Social Stuff's mission is to provide a safe and private environment for users who don't want to share their social media data with larger service providers.

Analysis:

Research was carried out in the form of browsing on social media and seeing numerous posts of people complaining about content being banned, which a problem because it is a single entity that makes these decisions.

The Social Stuff team consists of:

- Product Owner: Jörn Neumeyer

- Project Management / Documentation: Maurits van der Zee & Tobias Jansen

- (Software) Quality Assurance (QA) / Documentation: Dave Hoevenaars

- Frontend developers: Maurits van der Zee & Dave Hoevenaars

- Backend developers: Jörn Neumeyer & Tobias Jansen & Malte Castner

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Finances:

The project will run for four months with a team of 5 people committed to the project for 13,5 hours for 13 weeks, with the addition of two weeks were in which 2 FTE's [1] in total will be achieved. This means that per person there will a total FTE Spend of $13 \times 13,5 / 40$ [2]$/40$. This in turn will amount to 4,38+ 2 FTE's which is 6,38. Take that amount with a wage of 15 €/hour which is € 600 per FTE which will amount to $6,38 \times 600 = €3.832,50$ per person, so for the entire team that would be $3.832,50 \times 5 = €19.162,50$ which will be the total cost of the project. Please note that the provided costs might be susceptible to unforeseen Software Licensing and Consulting costs.

Possible Options:

The main problem is that larger Social Media Platforms I.E. WhatsApp have a monopoly like situation right now in which privacy is guaranteed to be lost. This problem will be addressed by Social Stuff which provides a decentralized social media platform in which there is more sovereignty and less dependence on large service providers.

Risks:

A risk for Social Stuff would be that it's by far not the only player in the market and therefore will be susceptible to competition from other privacy/security based social media platforms which might cause a disappointingly low userbase. This risks will be mitigated however by analyzing our competitors and finding a way to differentiate Social Stuff from the rest of the market in order to attain a decent market share.

Another risk would be that, with high levels of encryption and protection is that criminals might seek to use such a platform to conduct their business, a resolution for this would be to design a disclaimer which will weaver all of Social Stuff's involvement to said businesses.

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[1] Full Time Equivalent
[2] 40 hours is one Full Time Equivalent

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Recommendation:

This project will be a success because it fill a niche in a market of privacy/ security platforms in which users have near full control of the platform.

The risk of competitors undercutting us will be dealt with by differentiating Social Stuff accordingly and any legal issues of liability will be dealt with by designing a comprehensive disclaimer.