

Challenges that originate new trends

#DondaLoFiRemix

#freestyle

#TaylorSwiftHipHop

#FunnyVoiceMails

#SadboiChallenge

#HawaiiVibes

#BTSmashup

#LAVibes

By creating remix challenges within the app,
Bounce becomes a source of originating new trends
that can spread to other platforms as well.
Increases engagement among users who can build
social capital by participating in these trends.