User experience and features

What should the lay out of the app be

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There should be different tabs like other social medias (Your account, search and insights, reels/quickTips, messaging)

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Should this app be more than a social media platform

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allow people to post content on their own accounts

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Make it a social media platform that's a mix of videos, pictures, tweets, and personal accounts

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Content management and moderation

What if the app starts to be used for a different purpose than what I intended

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How can I monitor and manage bots on the site

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Should I allow people to sell courses/ use affiliate links

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Will I allow people to post their media from other platforms with those other platforms waster mark?

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Would I need to get a copy write to use certain sounds on the app? Should I be able to allow audio with lyrics

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Monetization and funding

Will I need to charge people to buy the app? Should i have early access sign up allowing people to download the app for free and test it out

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How will I get paid from this app? Will I need to include in-app purchases

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How much will the start up fees be

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Marketing and promotion

How will I promote this app? Will other social media platforms push this app if it takes attention away from their app

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What will be the best way to promote this app

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What is the expected growth as far as how long it takes to promote the app and start getting downloads

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How long will this app prosper?

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Development and ownership

Should there be an age limit and authentication of age

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Should there be a spin off of this app if successful (that high school students can utilize)

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Is this an app that I want to own or just create and sell

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Can this app be transformed into a platform that can be used to share study guides like quizlet

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is there already an app like this

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