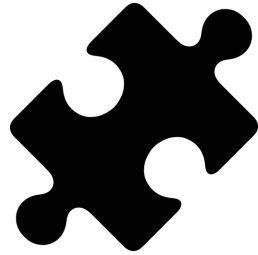


G2: Pitch Presentation

Vitamin CS

By Logan Wang, Elijah Greisz, Shaurya Jain, William Castro





THE
PROBLEM

The Problem

— — —

After sifting through some survey results, we learned:

People like
discussing
entertainment in
small groups (2-15)

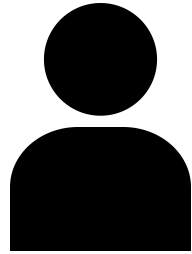
Those people tend
towards larger
platforms
(Reddit, YouTube)

Those platforms
are rarely used
for meeting new
people

Opportunity to help people build close online friendships around a common interest

Why this is important

- We see a potential future where people are **used to** interacting with each other superficially online. Without easy ways to connect with new people meaningfully, they're stuck in **a social dead zone**.
- The pandemic gave us a glimpse: How hard was it to make new friendships and develop existing ones online?

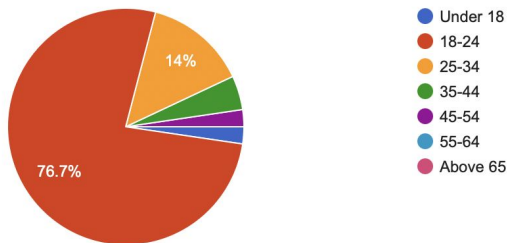


THE
PEOPLE

The People: Who is discussing entertainment online?

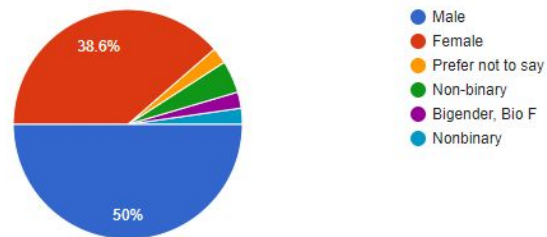
What is your age?

43 responses



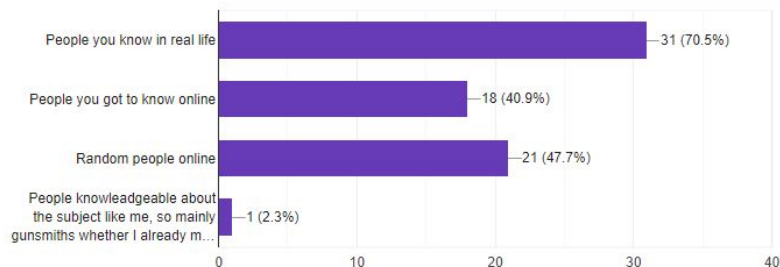
Gender

44 responses



Whom do you discuss entertainment with online?

44 responses

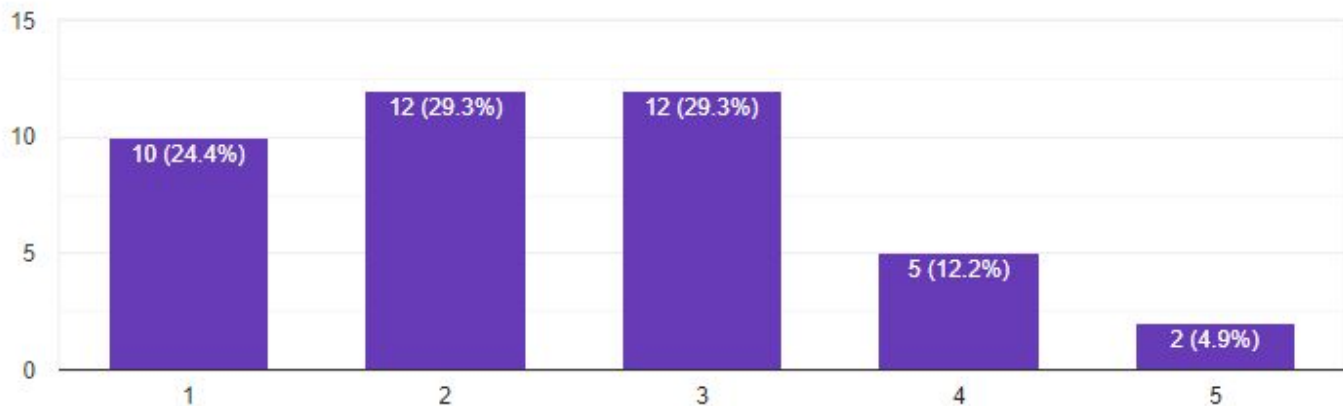


The People: Are these people looking to meet others online?

— — —

How inclined are you to meet new people to discuss topics of entertainment?

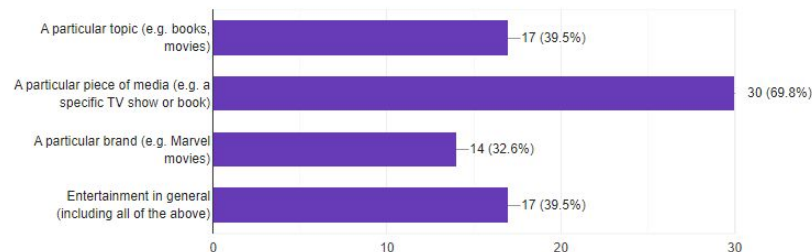
41 responses



The People: What are they talking about? How?

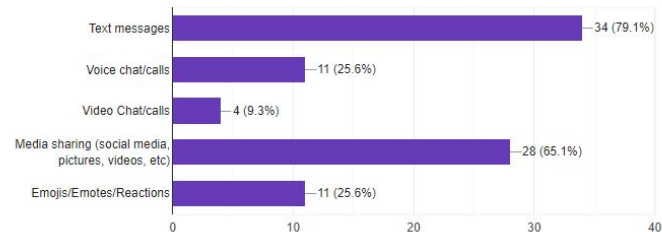
When you discuss entertainment with a group, what do you prefer to talk about as a group?

43 responses



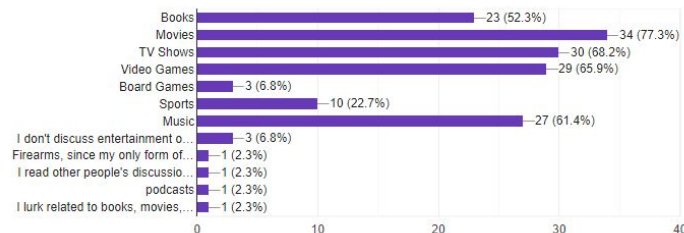
What is your preferred way to interact with people online when discussing entertainment?

43 responses



What topics in entertainment do you discuss online?

44 responses



Anecdotes from Research

“Anonymity which leads to better discussions. When people aren't worried about what others will think of them, they're more authentically themselves.”

“Very user friendly, profile customization”

“One thing I have to be careful of is avoiding social media when I haven't seen an episode yet”

“being able to share media as well as text”

“for twitter there is always a community for different topics”

“Firearms, since my only form of entertainment is recreational shooting (I spend 3 hours every afternoon at the shooting range I built on my property, 365 days a year no exclusions, I also spend 95% of my 6 figures income on new rifles and ammo every week)”



THE
SOLUTION

A Different Kind of Discussion Platform

— — —

- Design a messaging platform that **prioritizes finding new people** and meaningful conversations
- **Prioritize discussions in smaller groups**, according to user data
- Groups should be organized around shared topics - **conversation starters**
- Let users build their network organically.

Things to Explore

— — —

- How can we motivate people to meet new people?
- How do we facilitate meaningful, engaging conversation?
- Should we moderate conversations?
- How can we differentiate ourselves from competitors? What is our value proposition?
- How important is “the fan base”?
- How can we support people with extremely niche interests (like our friend, rifle man)?

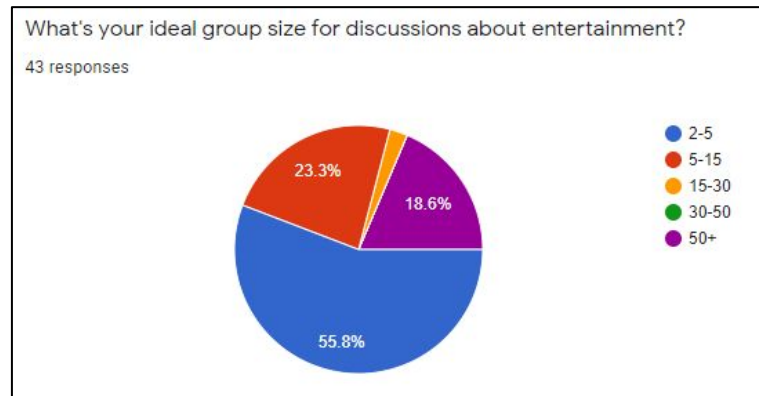
Thank You!

Appendix

The Problem: A Tale of Two Graphs

— — —

Ideal group size:
2-15 (79.1%)



Large groups: 77

Small groups: 27

Mixed: 37

