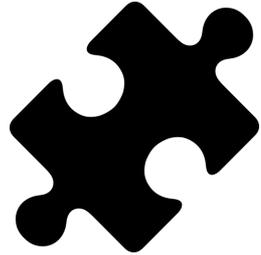


# G2: Pitch Presentation

## Vitamin CS

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





**THE  
PROBLEM**

# The Problem

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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)

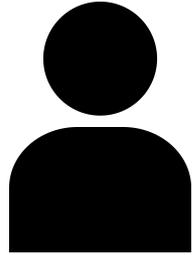
Those platforms  
are rarely used  
for meeting new  
people

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

# Why this is important

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- 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?

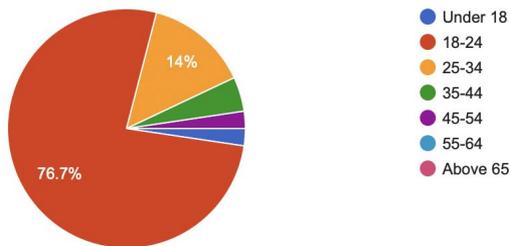


THE  
PEOPLE

# The People: Who is discussing entertainment online?

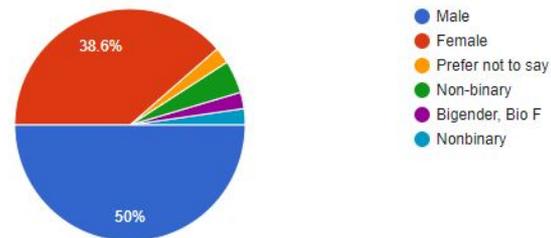
What is your age?

43 responses



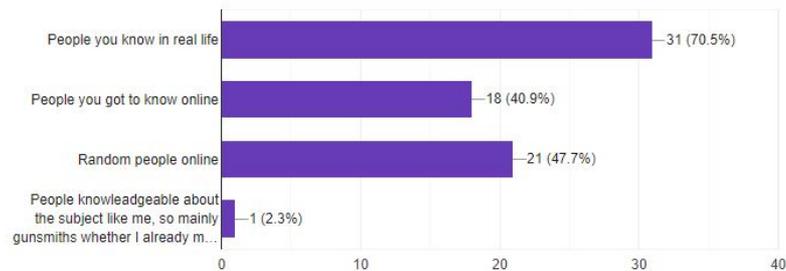
Gender

44 responses



Whom do you discuss entertainment with online?

44 responses

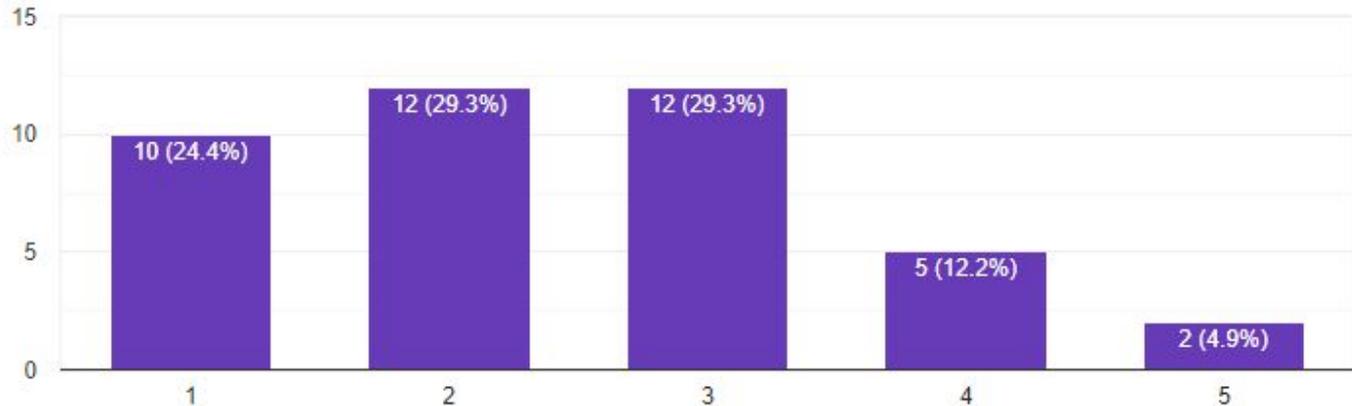


# The People: Are these people looking to meet others online?

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

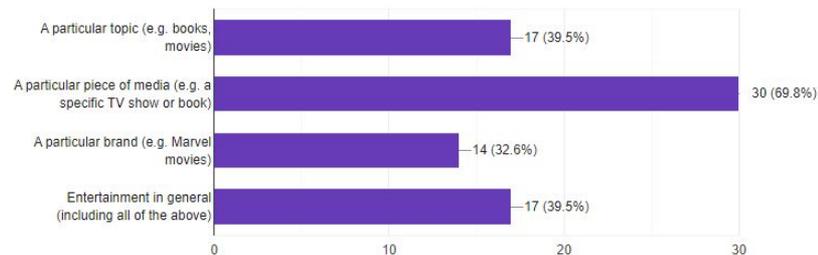
41 responses



# The People: What are they talking about? How?

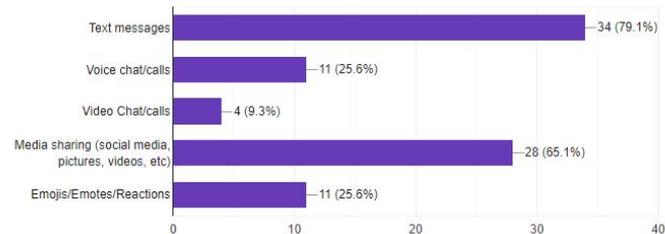
When you discuss entertainment with a group, what do you prefer to talk about as a group?

43 responses



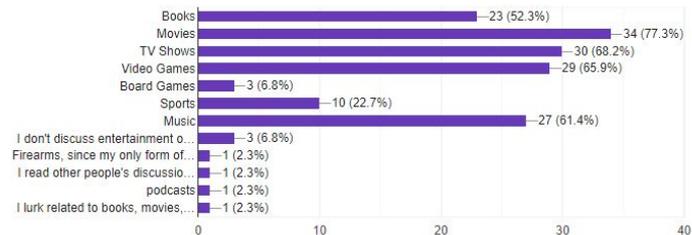
What is your preferred way to interact with people online when discussing entertainment?

43 responses



What topics in entertainment do you discuss online?

44 responses



# Anecdotes from Research

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“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

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- 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

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- 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)?

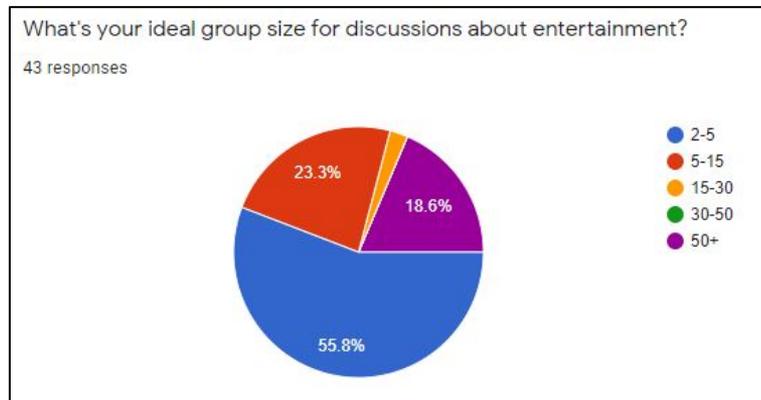
**Thank You!**

# Appendix

# The Problem: A Tale of Two Graphs

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Ideal group size:  
2-15 (79.1%)



Large groups: 77

Small groups: 27

Mixed: 37

