

Pranks & Challenges App

Client → Social Pranks & Challenges App Startup

Social challenges have carved a niche amongst various trends gaining momentum on social media

Celebrity endorsement, FOMO (fear of missing out), psyche of following the leader, brand promotions are some of the tailwinds driving such challenges among netizens

- > #icebucket
- > #pushup
- > #bluewhale
- > #kiki
- > #mannequin
- > #fitness
- > #gallonsmash
- > #talli
- > #...
- > #...
- > #fluff
- > #carsurf
- > #10year



"The present generation thrives on popularity and strives for the fastest trend"

Solution

- ABCDEF challenges/tasks through short-form video, audio, text & pics
- ABCDEF..... MNOPQ.....
- High level security ensuring customer privacy & automated tools to monitor and remove illegal / unlawful / obscene / inappropriate content



- Create videos with
- XYZ feature – advanced feature of capturing & also face filters
- Virtual Money + Wallet + conversion to cash or buy products (in app bazaar)
- Storyboard

PROBLEM | market gap

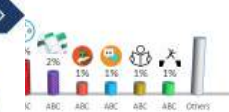
A survey has been undertaken to revalidate the findings of market gap analysis and also enlist user preferences

*Sample size = 333, students



NO **YES** **65%**
responders agreed to use an app where one can give task/challenge to their friends easily

User Pref. basis Current Apps



What's Missing	# Responders
ABCDEF	16 *****
ABCDEF	14 *****
ABCDEF	13 *****
ABCDEF	11 *****
ABCDEF	9 *****
ABCDEF	7 *****
ABCDEF	7 *****
ABCDEF	4 *****
ABCDEF	2 *****
ABCDEF	2 *****

***** Scale of consideration

Utilization of Fund

RESPONSE TIME (XY%)



MARKETING (XY%)

- WhatsApp groups & comm
- Youtube videos of
- Blogs
- Mini-events
- Display ads
-

TEAM CAPABILITY (XY%)

Recruit

PROMOTIONS (XY%)

-
-
-

Risks & Mitigation Plan

- One of the first in industry to provide a type of challenge platform
- Consumer research undertaken to revalidate findings of gap analysis
- Simple & easy to use UI, with a low response time
- Additional unique features like

- Risk of User Acceptance**
 - Proper security protocols to be inbuilt, to prevent data compromises and even infrastructural breaches on the server side
 - to be utilized for secure data storage
 - used to do source code encryption
 - being used to keep API keys hidden
- Risk of security breach**
- Risk of Regulatory Action**
- Risk of managing unsustainable growth**
 - Adequate server space planned to manage growth up to phase 3
 - Team to be recruited being planned so as to handle up to XYZmil+ downloads

- App being designed, in adherence with the laid out protocols
- Monitoring system to remove & not publish inappropriate content