



STRIDR.SOCIAL

by Ian McKenzie

Business Plan, Marketing, Graphic design, Back-end development

& Taylor Leach

Graphic design, Front-end development



IMG 105 – IDENTITY ASSIGNMENT



Discover Account Settings

- ✓ Facebook Connected!
- ✓ Instagram Connected!
- ✓ Pinterest Connected!
- ✓ Tumblr Connected!
- ✓ Deviant Art Connected!
- ✓ Google Plus Connected!
- ✓ Youtube Connected!
- ✗ Twitch Not Connected!
- ✗ Twitter Not Connected!
- ✗ Soundcloud Not Connected!
- ✗ Flipboard Not Connected!
- ✗ Flickr Not Connected!
- ✗ Etsy Not Connected!
- ✗ Behance Not Connected!
- ✗ Spotify Not Connected!

Your Top Daily Pick



George Takei

9,820,545 people like this.

17 of your connections like this.

4 of your favorite connections like this.

George Takei fans also like: [earthpix](#)

What STRIDRS are saying...

"I go to Takei when I blaze up and want to read some dank memes."

-Tom Wilcox



Based on your favorite STRIDRS



The Onion

9,091,311 people are followers.

22 of your connections are followers.

15 of your favorite connections are followers.

The Onion fans also like: [ClickHole](#)

What STRIDRS are saying...

"The most accurate and pertinent news on the web from the unstoppable media juggernaut. My credit score went up 200 points after reading just a few articles."

-bronies5ever



Based on your location



Cumberland Brewing Company

3,078 people like this.

9 of your connections like this.

4 of your favorite connections like this.

Cumberland Brewing Company fans also like: [northislandcollege](#)

What STRIDRS are saying...

"Great brew. Great atmosphere. What more could a guy want?"

-Thorongil



BUS 152 – BUSINESS PLAN

P.O. Box 1324 Cumberland, BC V0R 1S0

[HTTP://STRIDR.SOCIAL/](http://STRIDR.SOCIAL/)

STRIDR Business Plan – December 2016

Confidential: Please store in a secure location

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[HTTP://STRIDR.SOCIAL/](http://STRIDR.SOCIAL/)

Section 2: Feasibility

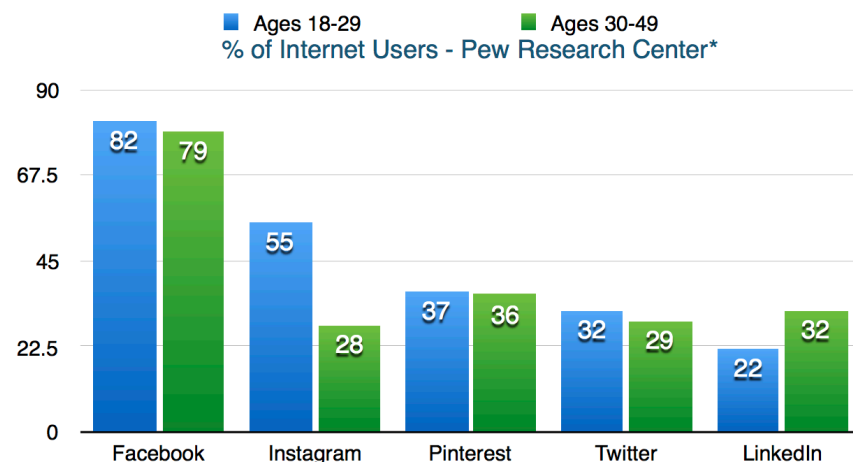
Market Potential

Stridr's primary audience will be adult social media users between the ages of 18 and 49. According to the United States 2010 Census, there are 112 806 642 adults between the ages of 18 and 44. At a minimum, this means there are at least 69 940 118 social media users in the United States.

If Stridr is able to acquire 2% of that population as users in the first year, it would have 1 398 802 customers. Going by the following frequency chart to the right, if Stridr had a following frequency similar to LinkedIn (conservative estimate), it would have 307 736 daily users and 419 640 weekly users. Using a basic advertising structure, if Stridr has a Cost per Click of \$1, and a Click Through Rate of 0.3% from its daily and weekly users, monthly revenue will be approximately \$2 182.

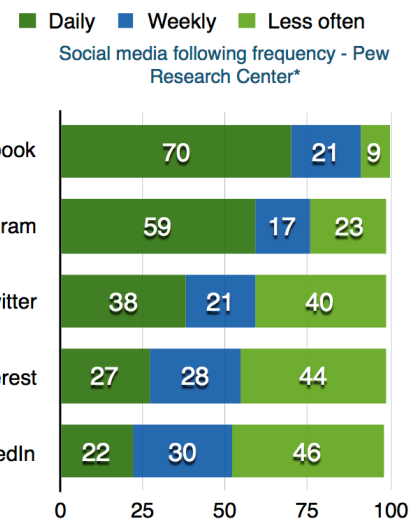
If Stridr's users doubled each year, by the second year, monthly revenue would be approximate \$3 914, \$7 050 by the third year. By then, the company would have enough traction to gain the attention of large social media companies and would be incorporated to expand Stridr's global reach and marketability.

According to globalwebindex, an Internet user has an average of 5.54 social media accounts. This reinforces the market potential for social media aggregation.



*Pew Research Center:

<http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/>



Summary

Stridr is a **social media aggregate*** targeting the consumers of social media content, making suggestions to them for content across social media platforms. The traffic it generates to the content will be sold to the social media platforms. This platform will be used by social media users between the ages of 18 to 49, though it could be appealing to a social media user of any age.

Now is a good time for a platform like this. There are currently no known platforms with this model, despite the demand for it. There are no direct competitors for this platform, which makes now a good time to attempt to create a monopoly on this style of platform.

Ian McKenzie, a college student studying business, graphic design, and computer programming, will be the owner of the company. He has experience building, designing, and collaborating on multiple websites, web apps, and mobile apps. Before studying in college, Ian worked in retail for 10 years as a cashier and manager. Ian will begin Stridr as a sole proprietorship. Once the app has daily users in the hundreds of thousands, he will incorporate his business to bring in investors and development talent to expand the operations of Stridr.

Stridr will portray an image of being quick and nimble through its design to communicate its ability to assist its users navigating social media. The word "Stridr" refers to "taking strides across the social media landscape".

Sales forecast for the first three years is \$4 214, \$36 441, and \$65 448. Startup capital needed will be minimal as Ian already owns all of the equipment needed. The servers will initially be hosted on servers configured for small businesses. The service will be transferred over to enterprise cloud hosting services once traffic deems such a move necessary. Outside of this transfer, costs will remain relatively stable. The threshold for breaking even will be relatively low due to the small size of the company and related equipment and services needed to operate.

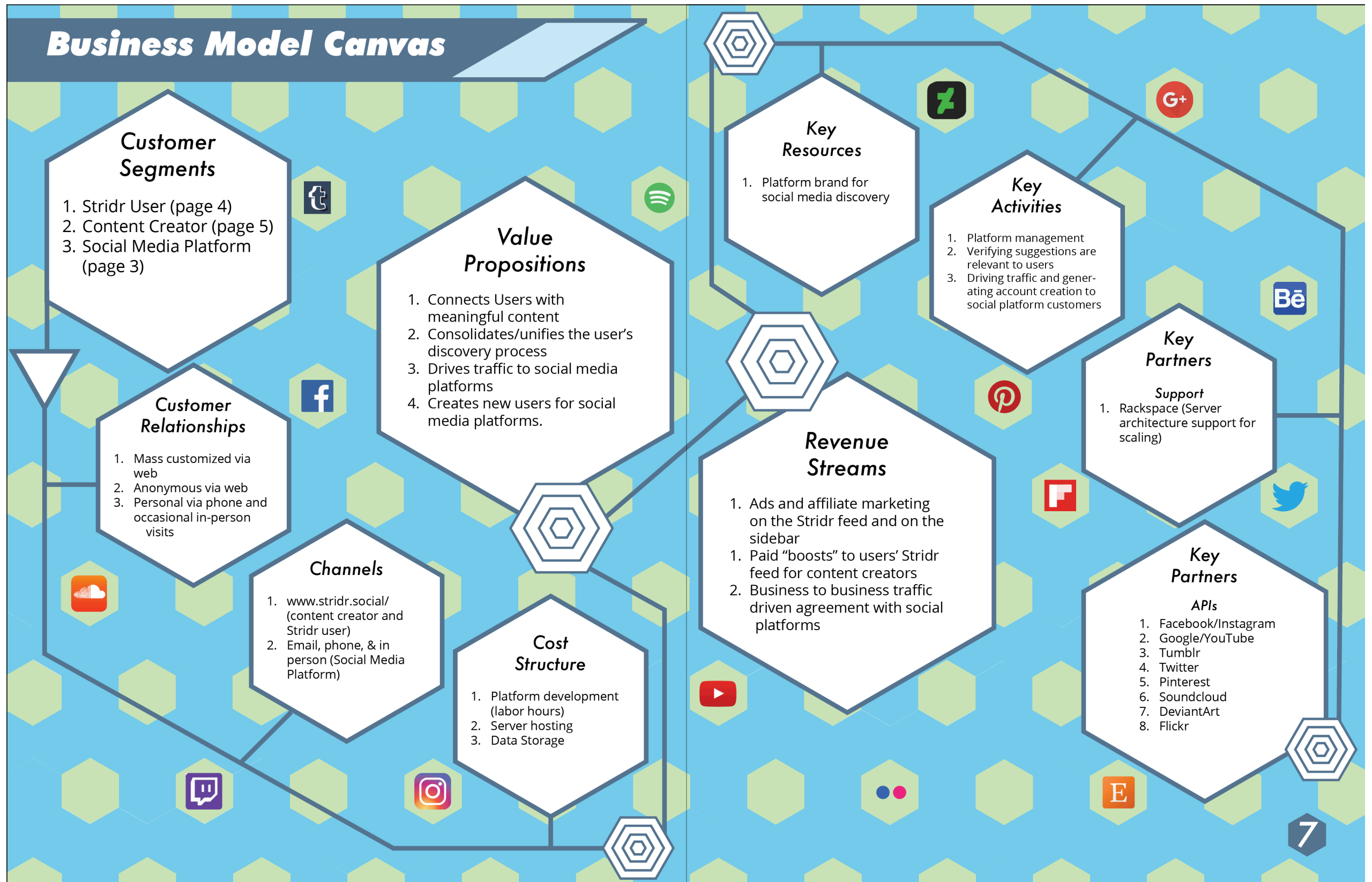
*Social network aggregation is the process of collecting content from multiple social network services, such as Instagram, Tumblr, Flickr, LinkedIn, Twitch, YouTube, etc. into one unified presentation.

https://en.wikipedia.org/wiki/Social_network_aggregation/

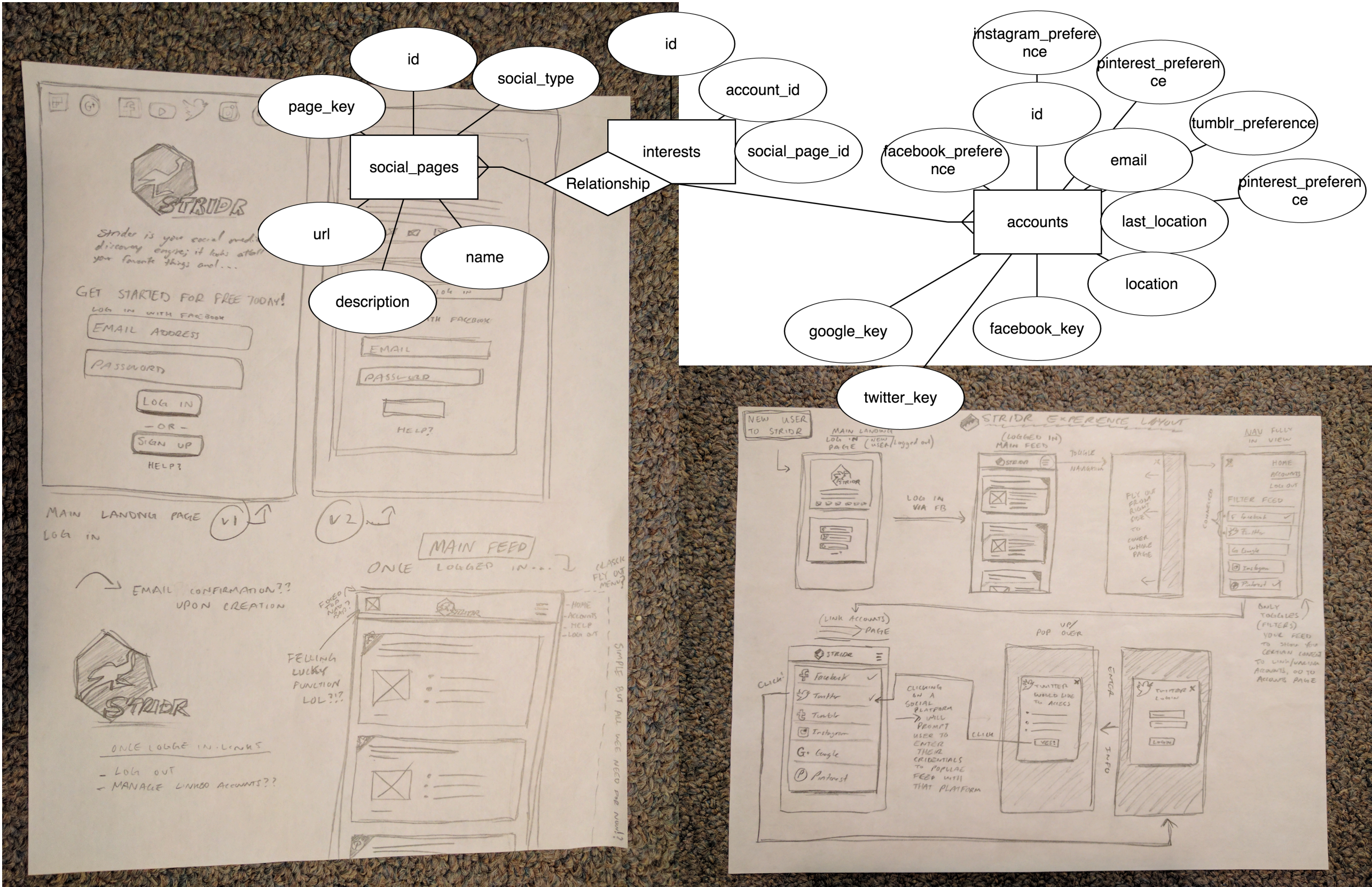


The social discovery engine

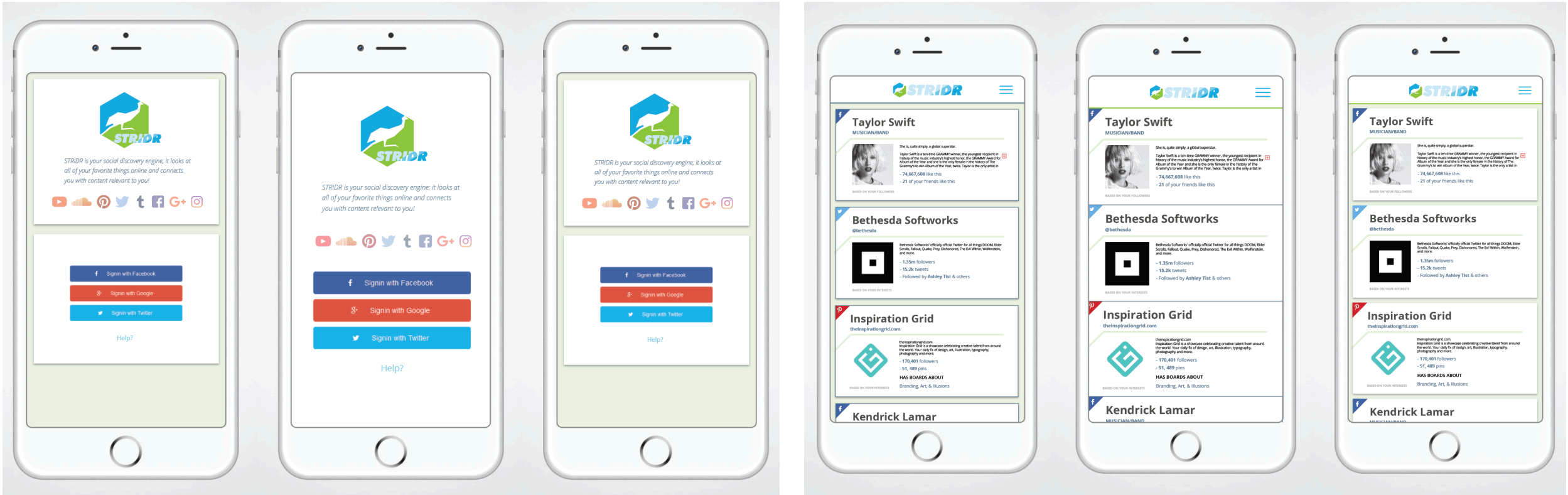
IMG 208 – MARKETING BROCHURE



IMG 290 – MINIMUM VIABLE PRODUCT (MVP): WIREFRAMES | ERD



IMG 290 – MVP : MOCKUPS




Progress

33 Tasks Remaining 22 Tasks Completed

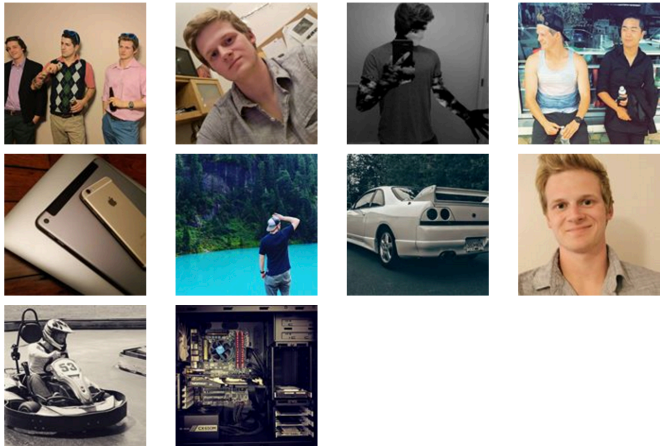


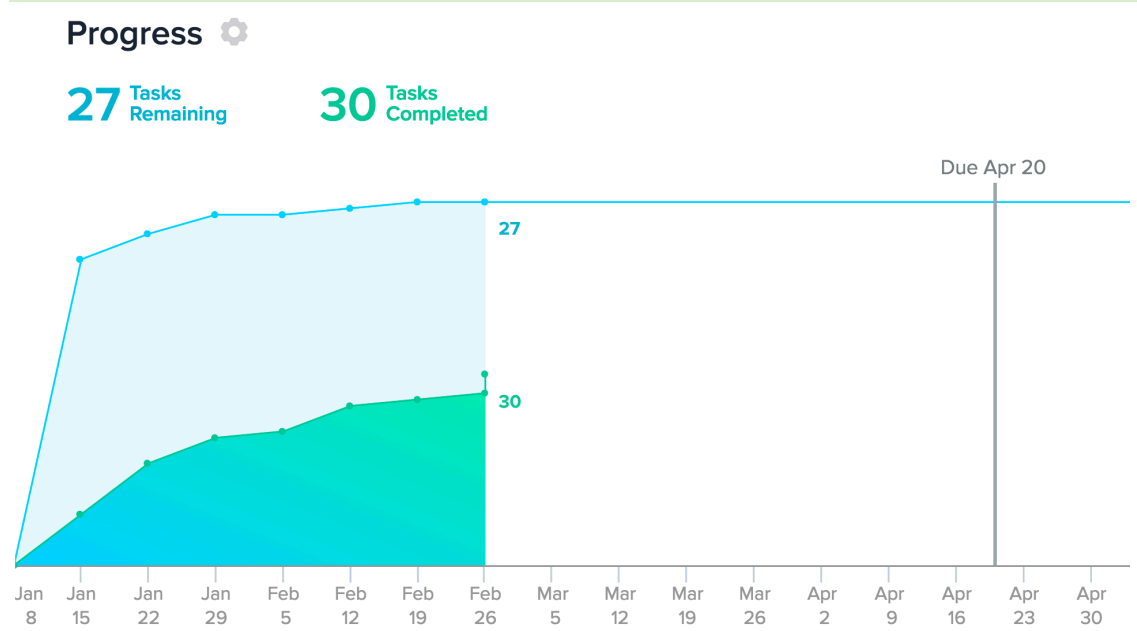
MONTH 1 HOURS – 97:50

IMG 290 – MVP : APPROACHING IT THE WRONG WAY




WELCOME BACK






STRIDR FACEBOOK API PLAYGROUND



Welcome to STRIDR.
You are signed in as Ian McKenzie

 Log Out

Get Info

Info for database

```
{
  "first_name": "Ian",
  "last_name": "McKenzie",
  "email": "ian.rand.mckenzie@gmail.com",
  "id": "10155814000603976"
}
```

Likes in JSON format

```
{
  "data": [
    {
      "name": "Betwixt Bindings",
      "id": "1490654337813304",
      "created_time": "2017-02-21T15:36:35+0000"
    },
    {
      "name": "Duplessy & The Violins of the World",
      "id": "968657656601422",
      "created_time": "2017-02-20T05:04:06+0000"
    },
    {
      "name": "Mudsharks Coffee Bar",
      "id": "129798287052627",

```

Friends in JSON format

(WHO HAVE ALSO ALLOWED PERMISSIONS...)

```
{
```

MONTH 2 HOURS – 159:22

IMG 290 – MVP : FINALLY COMING TOGETHER



Customize Feed Account Sign Out

ccessfully authenticated from Twitter account.



Welcome back, Ian [#<OmniAuth::AuthHash blocked_by=false blocking=false contributors_enabled=false created_at="Mon Sep 19 03:31:28 +0000 2016" default_profile=false default_profile_image=false description="Knight of the Round Table, Dark Age of Camelot" entities=#<OmniAuth::AuthHash description=#<OmniAuth::AuthHash urls=#<Hashie::Array []>> url=#<OmniAuth::AuthHash urls=#<Hashie::Array [#<OmniAuth::AuthHash display_url="darkageofcamelot.com" expanded_url="http://www.darkageofcamelot.com/" indices=#<Hashie::Array [0, 23]> url="https://t.co/hBmPSibYjc">]>>> favourites_count=0 follow_request_sent=false followers_count=7 following=true friends_count=40 geo_enabled=false has_extended_profile=true id=777711678167277568 id_str="777711678167277568" is_translation_enabled=false is_translator=false lang="en" listed_count=0 live_following=false location="New Zealand" muting=false name="crzdkiwi" notifications=false profile_background_color="000000" profile_background_image_url="http://abs.twimg.com/images/themes/theme1/bg.png" profile_background_image_url_https="https://abs.twimg.com/images/themes/theme1/bg.png" profile_background_tile=false profile_banner_url="https://pbs.twimg.com/profile_banners/777711678167277568/1474340301" profile_image_url="http://pbs.twimg.com/profile_images/778065804801679361/0AVVrKvT_normal.jpg" profile_image_url_https="https://pbs.twimg.com/profile_images/778065804801679361/0AVVrKvT_normal.jpg" profile_link_color="ABB8C2" profile_sidebar_border_color="000000" profile_sidebar_fill_color="000000" profile_text_color="000000" profile_use_background_image=false protected=false screen_name="crzdkiwi" statuses_count=4 time_zone="Wellington" translator_type="none" url="https://t.co/hBmPSibYjc" utc_offset=46800 verified=false], #<OmniAuth::AuthHash blocked_by=false blocking=false contributors_enabled=false created_at="Thu Sep 10 22:44:01 +0000 2015" default_profile=false default_profile_image=false description="Community news for #PokemonGO worldwide. Not affiliated with Nintendo, The Pokémon Company, or Niantic Labs. Contact our team: business@pokemongo.news" entities=#<OmniAuth::AuthHash description=#<OmniAuth::AuthHash urls=#<Hashie::Array []>> url=#<OmniAuth::AuthHash urls=#<Hashie::Array [#<OmniAuth::AuthHash display_url="facebook.com/pokemongonews/" expanded_url="http://www.facebook.com/pokemongonews/" indices=#<Hashie::Array [0, 23]> url="https://t.co/ZQhIDiCpjq">]>>> favourites_count=793 follow_request_sent=false followers_count=972889 following=true friends_count=82 geo_enabled=false has_extended_profile=false id=3520122318 id_str="3520122318" is_translation_enabled=false is_translator=false lang="en" listed_count=1281 live_following=false location="" muting=false name="Pokémon GO News" notifications=false profile_background_color="000000" profile_background_image_url="http://abs.twimg.com/images/themes/theme1/bg.png" profile_background_image_url_https="https://abs.twimg.com/images/themes/theme1/bg.png" profile_background_tile=false profile_banner_url="https://pbs.twimg.com/profile_banners/3520122318/1482447772" profile_image_url="http://pbs.twimg.com/profile_images/807480679566979072/VnDNey32_normal.jpg" profile_image_url_https="https://pbs.twimg.com/profile_images/807480679566979072/VnDNey32_normal.jpg" profile_link_color="DD2E44" profile_sidebar_border_color="000000" profile_sidebar_fill_color="000000" profile_text_color="000000" profile_use_background_image=false protected=false screen_name="PokemonGoNews" statuses_count=1398 time_zone="Central Time (US & Canada)" translator_type="none" url="https://t.co/ZQhIDiCpjq" utc_offset=-18000 verified=false], #<OmniAuth::AuthHash blocked_by=false blocking=false contributors_enabled=false created_at="Fri Oct 03 22:04:17 +0000 2014" default_profile=true default_profile_image=false description="Step outside and discover @Pokemon in the real world! Follow for official updates. Get up and GO!" entities=#<OmniAuth::AuthHash description=#<OmniAuth::AuthHash urls=#<Hashie::Array []>> url=#<OmniAuth::AuthHash urls=#<Hashie::Array [#<OmniAuth::AuthHash display_url="pokemongo.com" expanded_url="http://www.pokemongo.com" indices=#<Hashie::Array [0, 23]> url="https://t.co/WjeReR0qiP">]>>> favourites_count=6 follow_request_sent=false followers_count=2210329 following=true friends_count=16 geo_enabled=false has_extended_profile=false id=2839430431 id_str="2839430431" is_translation_enabled=false is_translator=false lang="en" listed_count=3050 live_following=false location="" muting=false name="Pokémon GO" notifications=false profile_background_color="CODEED" profile_background_image_url="http://abs.twimg.com/images/themes/theme1/bg.png" profile_background_image_url_https="https://abs.twimg.com/images/themes/theme1/bg.png" profile_background_tile=false profile_banner_url="https://pbs.twimg.com/profile_banners/2839430431/1487202538" profile_image_url="http://pbs.twimg.com/profile_images/750741005175959552/c6fEtZ4_normal.jpg" profile_image_url_https="https://pbs.twimg.com/profile_images/750741005175959552/c6fEtZ4_normal.jpg"]>



Pinterest Token: ASn1Mz2iKb623k7uqCdyg73LfjJLFK-av44wdnFD4zhS04A_9AAAAAA

Google Token: 1/y1uFL-uZF-5U8qtS12o8nUYk2m08GxSzizNe8133xcU


Facebook Token:

EAXXVOUfed8oBAJs9yoBGMUxaiRs99RHvPjZAQ1ITK7BJT6Ak4Yrw1l6ZCzJnOwnxVwE34xZ


Twitter Username: ianrandmckenzie




Welcome back, Ian McKenzie




Connect your Pinterest



Sign in with Facebook



Sign in with Twitter



Sign in with Google

IMG 290 – MVP COMPLETE

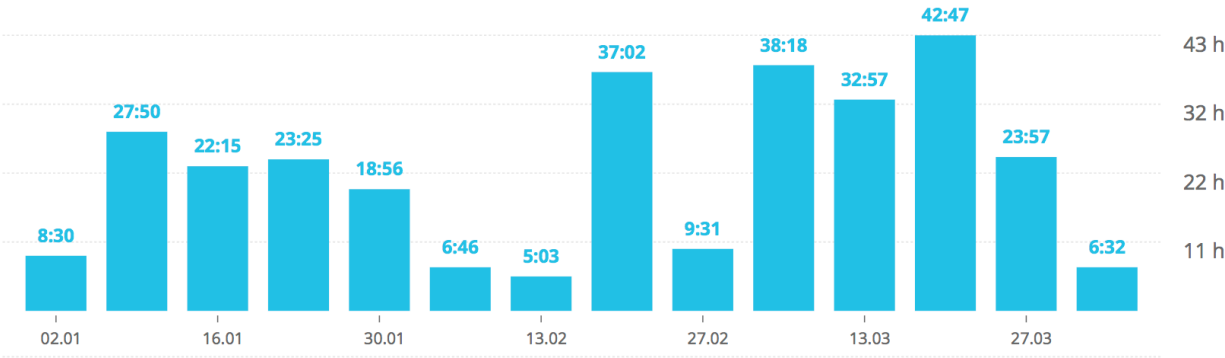
Summary report

2017-01-08 - 2017-04-08
Total 303 h 56 min

Ian McKenzie, Taylorleach selected as users
STRIDR MVP selected as projects



TOTAL HOURS – 303:56



Progress

0 Tasks Remaining

59 Tasks Completed

Stretch goals added and then moved to separate project (for the summer)

