



STRIDR

Your social discovery engine

Investor's **Manual**



What is **STRIDR**?

STRIDR looks at everything you like on social media, and suggests more of it; cross platform, all in one place.

How is **STRIDR** different from existing social media?

Most social media platforms limit content discovery to their own platform. *STRIDR* suggests content from many platforms including Facebook, Twitter, Instagram, Pinterest, Tumblr, and more.

In short, **YOUR SOCIAL DISCOVERY ENGINE.**

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- ✓ 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



Based on your music tastes

**MrSuicideSheep**

5,017,578 people are subscribed.

4 of your connections are subscribed.

2 of your favorite connections are subscribed.

MrSuicideSheep fans also like: [MrSuicideSheep](#) **What STRIDRS are saying...**

"I live for the 'Taking You Higher' mixes. MOAR PLZ!!!"

-@dopedj1337



Customer Segments

Social Platform: Vanja Josifovski (Pinterest)

**Fictional Profile based on actual person.*

Vanja has a heavy load to carry; tasked with taking one of the largest social media sites in the world (Pinterest) and making it **the** largest social media site in the world. He knows how the industry works, and he knows how to identify potential engines of growth.

Vanja continually works with other companies to stimulate growth — even if these companies are potential direct/indirect competitors. This creates more work for him, as he continues working relationships with partners that assist in Pinterest's growth.

In a perfect world, he would like to establish a contract of this sort that requires as little negotiating and hand-holding as possible, with, of course, substantial returns on investment.

INTEREST

Vanja is always looking for new and innovative ways to grow Pinterest's user base. He believes Stridr could potentially be an engine that would help do that.

DESIRE

Vanja wants as many engines of growth as possible, and he thinks he'll be able to work out a deal with Stridr that could be of substantial benefit to Pinterest.

ONBOARDING

Vanja keeps an eye on traffic generated by Stridr. As Stridr grows, so does the traffic driven to Pinterest. Pinterest's metrics show a visible spike in account creation and hours spent on their platform, with a sizeable portion linking back directly to Stridr.



Customer Segments

STRIDR User: Brittany King

Brittany is by no stretch a savvy social media user. She uses Facebook and YouTube. She spends less than an hour per day on Facebook and has YouTube music videos playing in the background while she works.

Brittany doesn't see the value in other social media platforms. She tried Twitter and Instagram, but in her words, "I just don't get it." She doesn't purposefully seek out new content on the platforms she uses, but she would be interested in doing it if there was an easier way to do it.

INTEREST

Brittany wants to know about social media things that are out there — even if she doesn't particularly find them interesting. She can, at the very least, know what someone is talking about if they mention it.

DESIRE

Brittany wants to be more informed about various social platforms, and it seems like Stridr may be an avenue to help her better understand social media, and maybe she'll find some interesting things along the way if she checks it out.

ONBOARDING

After connecting her Facebook and YouTube accounts, Brittany is immediately presented with a feed customized for her based on her likes and friends on Facebook, as well as her subscriptions on YouTube. One of the suggestions Stridr makes to Brittany is a Pinterest user that pins links to instructional tips about yoga poses. She found a few of the tips to be useful and was pleasantly surprised that she found something useful to her through Stridr.



Content Creator: Justin D. Whitehead

Justin enjoys the fruits of his blogging on Facebook. He puts a lot of work into well-researched pieces, and he has garnered a sizeable following. His blogs can come off as strongly opinionated, which creates significant fluctuations in his following.

Justin has spent money on Facebook to advertise his blog, but he did not get the response he was hoping for. At this point, he feels the only thing he can do is to continue to write meaningful, well-researched posts.

INTEREST

Typically, any attention Justin gets is usually solely through Facebook. He rarely hears about people discovering his blog from any other source. He wonders what Stridr is and why/how people are connecting to him through it.

DESIRE

Justin would like to gather a larger following so that one day he may be able to make a living from his blogging. If there is a new source of creating a larger following for him, he would like to understand it better to see if there is any additional advantages to be gained.

ONBOARDING


While familiarizing himself with the layout, Justin notices there is a tab for content creators such as himself. After following the link, he notices Stridr has its own metrics of traffic for people that have connected with his blog through Stridr. He sees the option to customize what his Stridr profile looks like so that he has more control over what users see when they're about to discover his blog.



Business Model Canvas

Customer Segments

- 1. Stridr User (page 4)
- 2. Content Creator (page 5)
- 3. Social Media Platform (page 3)



Customer Relationships

- 1. Mass customized via web
- 2. Anonymous via web
- 3. Personal via phone and occasional in-person visits




Channels

- 1. www.stridr.social/ (content creator and Stridr user)
- 2. Email, phone, & in person (Social Media Platform)




Value Propositions

- 1. Connects Users with meaningful content
- 2. Consolidates/unifies the user's discovery process
- 3. Drives traffic to social media platforms
- 4. Creates new users for social media platforms.



Cost Structure

- 1. Platform development (labor hours)
- 2. Server hosting
- 3. Data Storage



Key Resources

- 1. Platform brand for social media discovery



Revenue Streams

- 1. Ads and affiliate marketing on the Stridr feed and on the sidebar
- 1. Paid "boosts" to users' Stridr feed for content creators
- 2. Business to business traffic driven agreement with social platforms



Key Activities


- 1. Platform management
- 2. Verifying suggestions are relevant to users
- 3. Driving traffic and generating account creation to social platform customers



Key Partners

Support

- 1. Rackspace (Server architecture support for scaling)



Key Partners

APIs

- 1. Facebook/Instagram
- 2. Google/YouTube
- 3. Tumblr
- 4. Twitter
- 5. Pinterest
- 6. Soundcloud
- 7. DeviantArt
- 8. Flickr



Questions?

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tumblr.com/blog/electrosyrinx

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electrosyrinx.deviantart.com

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youtube.com/user/anoxae



