

Project: Mamby

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Latest updated: February 22, 2022

INTRODUCTION

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Mamby is a new way to discover the content you love while getting paid to post content.

Powered by an artificial intelligence algorithm, the more you use Mamby, the better it gets to know you. So, what does that mean for you?

The more you interact with the content you love, the more you'll find content tailored just for you. Imagine a feed that isn't cluttered with media that doesn't suit your style - that's the magic of Mamby!

Mamby was born in the Spanish-speaking market.

Website:

<https://mamby.com/>

BRAINSTORMING IDEAS

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The keywords used to brainstorm Mamby's startup idea were:

[social media] and [micropayments]

List of finalist ideas:

- A social network that pays users to post and share content on the platform.
- A platform that allows users to get paid with a small fee for posting content.
- A social network that offers a new way of discovering and sharing content: Discover new content based on your interests and share your creations and receive economic compensation for it.

Idea selected by the client:

A social network that offers a new way of discovering and sharing content: Discover new content based on your interests and share your creations and receive economic compensation for it.

PRODUCT NAMING

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Short business description: A social network that pays users to post and share content on the platform.

The keywords used to create Mamby's product naming were: micropayment, coins, content

Below the lists of possible names:

FacePay

CashMint

Mining Post

Money Finder

Mamby

Micropal

Micropay

FutureFace

FutureCoin

FutureShare

The client selected Mamby as the most catchy name from the list above.

What is the TAM (Total Addressable Market) of social media globally?

Social media can be seen as a form of currency, and currency has a global currency. There are an estimated between 2.3 billion and 3 billion social media users globally, and this is the total addressable market of social media globally.

The global TAM of social media app usage is around 4 billion people which includes 2,9 billion of monthly active users of Facebook, 407 million of monthly active users of Twitter, 191 million of monthly active users of Tumblr, 133 million of monthly active users of LinkedIn, 110 million of monthly active users of WhatsApp, 107 million of monthly active users of WeChat, 104 million of monthly active users of Instagram, 60 million of monthly active users of Pinterest.

The dominant social media platform globally, Facebook, has over 2,9 billion active users per month. Breaking down this number to individual countries, it becomes 3.4 million monthly active users in India, to over 182 million monthly active users in North America (including the US and Canada).

What is the global advertising revenue volume from the major social media platforms?

Advertising revenue for these platforms was USD 151 billion in 2019, which is up 8.7% from USD 168 billion in 2020. Besides advertising revenue, some social media platforms are trying to make some money by providing some other services on the platform. Digital advertising accounted for \$207 billion in 2021.

What's the volume of social media users in Spain?

Spain has a population of 47.73 million. According to reports, over 60% of the population is active on the internet each day. This means that there are at least 27.688 million social media users in Spain.

What is the SAM (Service Addressable Market) of social media in the Spanish language?

There are about six social media sites for Spanish-speaking audiences.

The social media market in the Spanish language has exceeded 47 million people, which is equivalent to 47 million potential customers. The majority of these people live in the United States (26 million), followed by Mexico (8 million), Colombia (6.5 million), Argentina (5 million) and Puerto Rico (4 million). Of the countries with the largest population of Spanish speakers, Brazil completes the top five, with more than 38 million people.

The Spanish-speaking population in the United States has been on the rise for a few years now. In May, Pew Research Center released a new article, noting that the number of Spanish speakers in the U.S. has been on the rise for a decade or so, and the share of the U.S. population with Spanish as its mother tongue grew from 8.1% in 2000 to 16.6% in 2015. This has a significant consequence for the service addressable market of social.

What is the SOM (Service Obtainable Market) of social media platforms that pay for user-generated content in the Spanish language?

At the moment, there is no service that offers to pay their users and generate content in the Spanish language.

User-generated content is an integral part of social media, and it has been so since the beginning. Facebook has always encouraged its users to submit content on their website, which was essentially content on their website. With the purpose of making the acquisition of such content more appealing to its advertisers, Facebook has long had a team of engineers on hand to monitor people's surfing habits on the site and to monitor whether they've started to interact on the site with advertisers that are advertising on the site

What is the advertising revenue volume from the major social media platforms in the Spanish language market?

According to a recent study by ZenithMedia, the combined advertising revenue volume generated by Facebook, Google, YouTube, Instagram, and Twitter in the Spanish language market is about \$4.3 billion. YouTube is the largest contributor, generating about 36% of the total amount. It was followed by Facebook and Instagram, with market shares of around 28%. Google contributed around 12% and Twitter shared 8%.

The advertising revenue in the Spanish language market was assessed by Facebook as a \$172 million dollar opportunity. Google's advertising revenue from the Spanish language users was slightly less at \$107 million. However, Spanish speaking YouTube users accounted for over \$188 million of Google's advertising revenue.

What is the frequency of use of social media among young people between the ages of 16 and 24 years in Spain?

The frequency of use of the social media among young people in Spain is continuously increasing over time. The use of social media among 16-24 year-olds in Spain is substantially high at 59%.

In a recent survey conducted between the ages of 16 and 24 in Spain, it was found out that out of the 1,013 people surveyed, 80% said they use social media at least once a day.

The social media is a means of communication and expression enjoyed by a large and expanding number of young people and adults in Spain and around the world. Social media has found acceptance as a natural extension of an individual's communication and expressive tendencies.

Which are the main social networks that pay users to post and share content on their platforms?

The main social network platforms that pay their users to share content are Google (YouTube), Facebook, Twitter, Pinterest, Snapchat, Instagram, and Affinity match.

How does Youtube pay users for user-generated content?

YouTube viewers and channel subscribers get paid for watching sponsored videos and can also earn money from ads that they post on their channel.

How does Facebook pay users for user-generated content?

Facebook offers payments to users for user-generated content through the Creator App which was introduced in December 2016. The app allows users to upload their own content on Facebook and Facebook will pay them for their content. This is something new because only Facebook has the ability to approve content on its website.

How does Twitter pay users for user-generated content?

Recently, Twitter has added a rewards system for user-generated content. The platform is now paying out a percentage of ad revenue from ads that have been monetized through sponsored content. In order to receive the money from those ads, all those who have been promoted to share those ads must have a minimum of 3,000 followers. In return, those high-profile users will be able to keep a share of the revenue, as long as they have a minimum of 3,000 followers.

How does Pinterest pay users for user-generated content?

Pinterest pays users for user-generated content by awarding advertising revenue based on the number of time the user repins, likes, or follows other content on the platform. They provide data-driven insights to show users how they are driving social media referrals on Pinterest.

How does Snapchat pay users for user-generated content?

Snapchat allows users to watch, "Snapchat Shows" in exchange for part of the ad revenue.

How does Instagram pay users for user-generated content?

Instagram pays its users for user-generated content with ads. If you post a photo with a product, say, you'll let brands know through your Instagram account's profile settings. Companies will then approach you with marketing offers to have you post an ad or photo of their product.

How does Affinity match pay users for user-generated content?

Affinity match site is a type of social network that generates revenue for its users by matching them with companies that are advertising on the site. When a user clicks on an ad, he or she gets paid.-Affinity match sites are created by companies for businesses.-Affinity match sites are monetized by advertising, which is done through actors who are called "selectors."-New users are required to follow the company's rules to move to the next level.

What are the emerging trends in the social media industry in 2022?

One of the emerging trends in the social media industry in 2022 is the prominence of analytics. According to one report, there are significant changes in the social media market landscape.

The emerging trends in the social media industry can be logically predicted according to the current trend. The social media industry will develop towards the sense of traditional values and culture. Data confidentiality and security will be an increasing concern.

Social media platforms are becoming increasingly targeted to specific audiences. Next, social media is becoming increasingly addictive for all generations. On top of this, social media is increasingly used for fake news. Furthermore, social media is increasingly being used for political campaigning. Finally, social media is increasingly being used for propaganda.

Social media has evolved quickly in recent years, with the advent of many new social media platforms that have either become popular or garnered significant amounts of attention in the past few years. Facebook, once the dominant social media platform, has begun to see its level of preference decrease in recent years. 2018 was the year in which the number of active users of Facebook's social network decreased by nine million people. This decrease in active users coincided with the rise of platforms like TikTok.

Social media has become an integral part of users lives. The most popular social media platforms in 2022 are Facebook, Instagram, Snapchat, and Twitter. AI enables these platforms to detect users moods and deliver content accordingly.

Two trends that are emerging in the social media industry in 2022 are the introduction of social media subscription packages and the increase of social media addiction. The introduction of social media subscription packages will allow users to pay for social media services to get rid of unwanted content that do not interest them. With the increased levels of addiction, more people are becoming dependent on social media for their everyday needs. The addiction to social media has negative impacts on their mental health and social interactions which can be avoided if they get rid of the platform.

The new emerging trends of social media in 2022 are up-and-coming platforms that are attracting a growing number of users. These platforms are looking to fundamentally change the connections between people and social media. Their new approaches are designed to weed out or reduce the negative influences of social media.

The increasing demand for disruptive technologies. Data-driven social media marketing is on the rise. The use of live streaming increases. The production of videos significantly decreases.

What are the Metaverse possibilities within social media platforms?

The upsurging alternate reality technological environment or Metaverse that the consequences of VR and AI are generating are very soon going to be profoundly affecting the way in which people engage socially related media. This can be seen in quite a few clues, including the way in which social media networks have started to offer some of their features as standalone apps that can also be used offline, apps (like Videostream) that permit people to share their own screens and content, and services that offer a more immersive experience.

Social media platforms typically provide users with the ability to build entire worlds within the platforms. The platforms typically provide users the ability to create text, sound, animation, video, and choose from a variety of multimedia resources.

Social media platforms such as Facebook and Instagram have made it easier for people to create and imagine their own personalized spaces.

The possibilities within social media platforms are not only limited to virtual avatars, but changes depending on the social media platform. For example, Instagram is a photo-sharing website, where users are able to share pictures, videos, and stories with their followers. The social media platform can be used to access virtual reality through filters. For example, the “Tilt-Shift” filter changes the photo to make it appear as if it was taken through a lens with selective focus.

The various social media platforms offer access to Metaverse information on any variety of networks. These forums enable access to blogs, pictures, videos, chats, and other content from any device.

Mamby project is inspired on the mash-up of these companies:



Pinterest inspired Mamby as a visual discovery tool.

Instagram brought photo and video-sharing social networking service.

Reddit emphasized the importance to become part of an internet community.

Brave offers the opportunity to remove ads while rewarding the user-generated content through [micropayments](#).

STRATEGY

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STRATEGY

BUSINESS PATTERNS

two-sided market

network builders

markets are conversations

long tail

exposure

community-funded

referral

user design

unlimited niches

customer data

collaborative production

technology trends

digital

aikido

blue ocean strategy

infomediary

self-service

disruptive trends

take the wheel

channel aggregation

TAGS

social media

social bookmarking

social network

SECTORS

information & media

technology

CATEGORIES

internet

DIGITAL INDEX

digirati

CUSTOMER NEEDS

self-actualization

saves time

makes money

organizes

connects

quality

variety

sensory appeal

rewards me

design/aesthetics

fun/entertainment

attractiveness

provides access

Mamby's business strategy is based on the following types of business models:

Two-sided market:

Two-sided markets, also called two-sided networks, are economic platforms having two distinct user groups that provide each other with network benefits. The organization that creates value primarily by enabling direct interactions between two (or more) distinct types of affiliated customers is called a multi-sided platform (MSP). A Two-sided Market facilitates interactions between multiple interdependent groups of customers. The value of the platform increases as more groups or individual members of each group use it. The two sides frequently come from disparate groups, for example businesses on the one hand and private interest groups on the other. Any product serving two distinct sets of users is addressing a two-sided market. eBay connects buyers and sellers. Google connects searching consumers with advertisers. Social sites like Twitter and Facebook are also two-sided connecting consumers with advertisers.

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Network builders:

This pattern used to create Network between people, It provide basic services free of cost but charge for additional services.

Markets are conversations:

For professional services firms, the difference will be made by converting non-engaged customers into engaged customers. Product development will be obsolete. It will be replaced by customer relations and conversations. By sharing modular and beta products and services with your current and future customers, companies and their customers interact and collaborate in ongoing conversations.

Not only will customers find and follow companies in online social networks, it will be the other way around as well. Employees have always been an important resource for professional service firms, and this importance will be especially true for social media skilled employees. Professional services companies will need to become active with real-time tracking and conversion, with a little help from media partners. This will lead to ongoing product and service improvement and innovation, resulting in lower failure costs and higher recurrent revenues.

An involved customer is a loyal customer.

An involved customer is a loyal customer.

Long tail:

Rather than concentration on blockbusters, the main bulk of revenues is generated through a 'long tail' of niche products which, individually, neither demand high volumes nor allow a high margin.

It a wide variety of these products is offered in sufficient amounts, the profits from the resulting accumulated small safes can add up to a significant amount.

Exposure:

This model provide collection of information and provide access to others, It is proposed to study the effect of advertising on consumer purchase dynamics by specifically relating the distribution of exposures, from a brand's media schedule, to brand purchase incidence behavior patterns over time. The risk that we are not able to respond to technology and market developments in a productive and cost-effective way.

The exposure to this risk is increasing due to changing market conditions, including accelerated technology advancements, increasing customer expectations of performance, and competitors with disruptive and simpler business models in both domestic and global markets.

Community-funded:

Instead of talent identification and development, entertainment and publishing companies become exceptionally good at fund and community management. The most essential resource in this business model is the intelligence of a community. In this multisided business model, there are three distinctive customer segments: believers, suppliers and buyers. Believers become members through the online community platform and fund products that are produced by suppliers. These products can be visual, auditory or textual and are bought by buyers. Believers can be buyers can be suppliers and the other way around.

Referral:

Referral marketing is a method of promoting products or services to new customers through referrals, usually word of mouth. Such referrals often happen spontaneously but businesses can influence this through appropriate strategies. Referral marketing is a process to encourage and significantly increase referrals from word of mouth, perhaps the oldest and most trusted marketing strategy.

This can be accomplished by encouraging and rewarding customers, and a wide variety of other contacts, to recommend products and services from consumer and B2B brands, both online and offline.

User design:

In this pattern, the customer is both the manufacturer and the consumer. As an example, an online platform provides the customer with the necessary support to design and merchandise the product, e.g. product design software, manufacturing, or an online shop to sell the product. Thus, the company function is limited to supporting its customers in their undertakings and so benefits from their creativity.

The customer benefits from the opportunity to realize entrepreneurial ideas without having to establish the necessary infrastructure. Revenue is then generated by the actual sales.

Unlimited niches:

Online retail companies offer niche content to many niche customer segments, by engaging in ongoing mass-customized customer relations. A second customer segment is the segment of niche content providers. Potentially, the combination of these two leads to an unlimited number of niches. New content is created and offered through online channels, which means online retail companies will have to focus on platform management and promotion next to service delivery. This platform is a key resource, as it is the place where supply and demand meet and it allows niche content providers to develop user generated content.

Customer data:

It provide mostly free services to users, save their personal information, provide them platform to communicate with each other. New value is created by collecting customer data and preparing it in beneficial ways for internal usage or transmission to interested third parties. Revenues are generated by either selling the data directly to others or leveraging them for the company's own purposes, e.g. to increase the effectiveness of advertising. It goes without saying, innovative, sustainable Big Data Business Models are as pervasive and sought after as they are elusive (i.e. “data is the new oil”).

Collaborative production:

Making products with consumers based on community planning and design idea, feedback, naming, pricing. It describes a new model of socioeconomic production in which large numbers of people work cooperatively (usually over the Internet). Commons-based projects generally have less rigid hierarchical structures than those under more traditional business models. Often—but not always—commons-based projects are designed without a need for financial compensation for contributors. The term is often used interchangeably with the term social production.

Technology trends:

Organizations to carve out their places in the digital ecosystems that are defining their industries in the platform economy. Supply chains are morphing into global, complex, interdependent entities, forcing companies to extend planning beyond the four walls of the enterprise. Technology has become the essential tool for global supply chain planning and nearly every other current logistics challenge.

Digital:

A digital strategy is a form of strategic management and a business answer or response to a digital question, often best addressed as part of an overall business strategy. A digital strategy is often characterized by the application of new technologies to existing business activity and/or a focus on the enablement of new digital capabilities to their business (such as those created by the Information Age and often as a result of advancements in digital technologies such as computers, data, telecommunications, Internet, etc.).

Digitization:

Referral marketing is a method of promoting products or services to new customers through referrals, usually word of mouth. Such referrals often happen spontaneously but businesses can influence this through appropriate strategies. Referral marketing is a process to encourage and significantly increase referrals from word of mouth, perhaps the oldest and most trusted marketing strategy. This can be accomplished by encouraging and rewarding customers, and a wide variety of other contacts, to recommend products and services from consumer and B2B brands, both online and offline.

Aikido:

Aikido is a Japanese martial art in which the strength of an attacker is used against himself. As a business model, Aikido allows a company to offer something diametrically opposed to the image and mindset of the competition. The novelty of the value proposition attracts the type of customer who prefer ideas or concepts that diverge from the mainstream.

Blue ocean strategy:

Blue ocean strategy, is based on the view that market boundaries and industry structure are not given and can be reconstructed by the actions and beliefs of industry players. This is what the authors call the reconstructionist view. Assuming that structure and market boundaries exist only in managers' minds, practitioners who hold this view do not let existing market structures limit their thinking.

Infomediary:

An infomediary works as a personal agent on behalf of consumers to help them take control over information gathered about them for use by marketers and advertisers. Infomediaries operate on the assumption that personal information is the property of the individual described, not necessarily the property of the one who gathers it.

Self-service:

Part of the value creation of the service or product is transferred to the customer in exchange for a lower price. This is particularly suited for process steps that add relatively little perceived value for the customer. But in fact incur high costs. Customers benefit from efficiency and time savings. Efficiency may even be increased, as in some cases the customer is able to execute a value-adding step more quickly and in a more target-oriented manner than the company.

Disruptive trends:

A disruptive technology is one that displaces an established technology and shakes up the industry or a ground-breaking product that creates a completely new industry. A disruptive innovation is an innovation that creates a new market and value network and eventually disrupts an existing market and value network, displacing established market leading firms, products and alliances.

Take the wheel:

The basic rules of creating and capturing economic value were once very rigid. Companies tried to execute the same business models better than their competitors did. New sources of sustainable competitive advantage can often only be attained from business model reinvention that is based on disruptive innovation and not on incremental change or continuous improvement.

Channel aggregation:

Combining multiple distribution channels into one to enjoy better economy. Electronic commerce business model where a firm (that does not produce or warehouses any item) collects (aggregates) information on goods and/or services from several competing sources at its website. The firm's strength lies in its ability to create an 'environment' which draws visitors to its website, and in designing a system which allows easy matching of prices and specifications.

KEY PARTNERS

- Users
- Community
- Third-party services
- Registered members submit content to the site (links, text posts, and images)
- Moderators
- Bitcoin wallets
- Worldstream/OVH
- FLOC (as a service and product design company)
- Influencers
- OpenBazaar

KEY ACTIVITIES

- product Roadmap
- Platform development
- Operations
- Copyright content
- Software development
- IT infrastructure
- Deployments
- Quality
- Maintenance
- Data Security
- Customer support
- Marketing
- Community management

KEY RESOURCES

- internet traffic
- Talent
- "catalog of ideas" rather than as a social network that inspires users to "go out and do that thing"
- Big data
- a growing user base
- Hosted photos
- Platform
- Cloud systems
- Engineers
- Community and culture
- User generated content
- Collective intelligence
- Analytics
- Unique recommendation algorithm based on AI
- Bitcoin

KEY PROPOSITIONS

- Content sharing web service that allows users to "pin" images and videos to their pinboard
- Visual discovery
- Advertisements are displayed
- The website is known for its open nature and diverse user community that generate its content
- Internet culture
- Cryptocurrency exchange in moeny or product from openbazaar store.
- Inspiration
- The Intelligent Community
- A new way to discover the content you love
- Content generation rewarded with money
- Recommendation algorithm

CUSTOMER RELATIONSHIP

- Registration is required for use
- User Communities
- Co-creation
- Social network sharing
- same-side and cross-side network effects
- publicly or privately
- Self-service
- Personal engagement
- Community
- Vote on links that you like or dislike and help decide what's popular
- Web content rating
- Submissions with more up-votes appear towards the top of their subreddit
- Users earn "post karma" and "comment karma" for submitting text posts
- Revolutionary
- Participation
- Net neutrality
- Transparent
- Automation

CHANNELS

- Website
- Smartphones
- Tablets
- App marketplaces
- Android
- IOS
- App marketplaces
- Internet
- Forums
- Similar companies like ...

CUSTOMER SEGMENTS

- marketers
- internet users
- millennials
- businesses
- advertisers
- gen z
- People who earn money through the Internet.

COST STRUCTURE

- hosting and technology infrastructure
- app design and management
- legal
- software development
- staff
- data centers
- traffic acquisition
- employees
- customer support (self-service helps to reduce this cost)
- marketing and promotion
- servers
- community management
- ads revenue is splitted between the user and the platform. Mamby will pay a small micropayment per each post.

REVENUE STREAMS

- advertising revenue
- advertising fees (sponsored posts, stories, carousel, etc)
- banner ads
- promoted links
- the value of the token is based on user attention
- basic attention tokens (bat) that can also be automatically converted to fiat currencies
- referrals from bitcoin wallets
- ads revenue is splitted between the user and the platform.
- brands reward users for linking to their content

SWOT

STRENGTHS

- Get paid by sharing your content.
- Earn rewards and give back to your favorite publishers.
- Open community.
- Unique recommendation algorithm.
- Content tailored just for you.
- Bitcoin flexibility for micropayments.
- Allows users to monetize the information they post on the website.
- Creates an incentive to submit quality content.
- Enables content creators to make money by rewarding them.
- The system of reward provides incentives for users to participate.
- A curated content platform for Spanish speaking market.

S

SWOT

WEAKNESS

- Lack of capital: All startup funds will come from loans and investors.
- Lack of reputation: They haven't established themselves as reputable social media providers yet.
- Fake and fraudulent accounts and activity (like the purchase of followers and other forms of fraud); online harassment and other abuses; and content that is hostile or inappropriate for various audiences, such as children.
- Reducing the incentive to network with each other offline
- Monetizing friendships
- Promoting social media addiction

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OPPORTUNITIES

- The vast majority of these kinds of content platforms are focused on the Anglo-Saxon market.
- Privacy scandals on social media open a new wave of companies that pay their users for their data and contributions.
- No more data charges to download unwanted content.
- The sense of urgency, the Internet needs to redefine new levels of transparency.
- Crypto and bitcoin adoption.
- Monetization and copyright protection. The monetization opportunity has a broader potential because a social network that pays a user to post and share content on the platform provides a framework that rewards copyright-free content.
- It provides a platform for people to earn money. It rewards the users for sharing outposts and other content. This can be a great opportunity for people who are not in a position to find a job.

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SWOT

THREATS

- Competition: One competitor rewards with similar tactics, and has loyal customers as well.
- Copy: Other competitors are starting to use the content reward system, what's new today won't work tomorrow.
- As outlined in the social media world, payment by social networks, such as the ones mentioned by the question could pose a serious threat.
- There are several repercussions to such a system, including the potential for information to be skewed, the lack of free speech, and the loss of creativity.
- Issues with privacy.
- Profit-driven mass surveillance.
- Decreased privacy in traditional social media.
- Limited privacy.

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PEST

PEST

PEST

POLITICAL

- Spain's performance in specific areas of the Public Sector Performance category shows the greatest room for improvement in terms of the burden of government regulation, where it has a progress score (ranging from a poor mark of 0 to a top mark of one 100) of 31.4, resulting in a rank of 114th out of 141 countries; and in terms of the efficiency of the legal framework in settling disputes where it has a progress score of 49 that results in a rank of 63rd out of 141 countries.

- One indicator reflects a better performance: the government's use of the internet to provide information to the public (referred to as "e-participation" in the Index), where it has a progress score of 98.3 that results in a rank of 5th out of 139 countries.

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ECONOMIC

- High inflation problem worldwide.
- The usual difficulties with competent and hardworking employees and no company support,
- Spain is in the midst of an economic crisis.
- Spain has no history of startup success.
- Spain is in the midst of an unfolding political crisis.
- A recent article from Wired suggests that economic challenges are one of the main problems when launching a social media start up in Spain. In the article, the author has mentioned that the challenges in Spain are mainly in the form of expensive offices and a small local market.

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SOCIAL

- Social media started to play an essential role in today's culture and influence our everyday life.
- Spain has currently more than 25 million social media users, 85.5% of the population.
- The main social problems with launching a social media startup in Spain are legal ones. The main law that entrepreneurs need to be aware of is the Data Protection Act. The Data Protection Act states that any company that processes personal data must register with the Personal Data Protection Agency.
- Furthermore, the Data Protection Act also states that any company that processes personal data must inform the owner of the data before they start to process the data. If a company is processing the data without informing the owner, or not registering with the

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TECHNOLOGICAL

- Spain's performance in specific areas of the Innovation Capability category shows the greatest room for improvement in terms of R&D expenditures as a percentage of GDP.
 - The lack of aid programs for startups hinders the development of innovative ideas.
 - The main technological issues of launching a social media company in Spain are the data protection laws, which are different in each European country, and the fact that if a company were to launch in Spain, it would have to have representatives in every European country in order to be in compliance with legislation in all the member-states.
- Recently, social media platforms have been facing scrutiny for how much data they are sharing with the government, be it in the U.S. or in Europe.

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PEST

PEST

PEST

POLITICAL

- There are many challenges facing marketers in Spain especially when it comes to emerging technologies. Due to the lack of transparency in the market, the presence of an inefficient government regulator.
- The dominance of traditional TV media channels, the lack of incentive for consumers to use social media, marketers are facing an uphill battle.

P

ECONOMIC

- They also seem to be limited in terms of return on investment in the region. A few other challenges in Spain include a limited base in a customer base in the region, forcing to rethink Latam as a big market.

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SOCIAL

- Social media use has skyrocketed in Spain with an estimated usage of 6 hours per day. Spaniards are more likely to have Facebook profiles than have internet at home. Social media has made it easier to fight for causes that mattered to them, with the Arab Spring being the most recent example of this.
- Sadly, most of the use of these companies is being produced by millennials. The older generations are not following - most likely due to the lack of support for causes that have stood the test of time.
- Unemployment rate in Spain is about 16% limits the opportunity for Spaniards to find or create new jobs in different industries, social media companies included. Even in major tech startups in Spain, the labor force is dominated by underrepresented minorities, which means tech startups with diverse labor forces don't exist in Spain.

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TECHNOLOGICAL

- The main technological problems that are being faced by Spanish startups are being spammed by bots, being cannibalized by giants, being eclipsed by rivals, being bullied by bullies, being hunted by hunters, being barred by groupthinkers, being bamboozled by regulators, being brute by monopolists, being corrupted by influencers, being consumed by vultures, being curbed by regulators, being disrupted by disruptors, being delayed by recalcitrants, and being disrupted by insurgents.
- The lack of past experience, the high costs of technological development, and the high competition in the market.

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CONCLUSIONS

CONCLUSIONS

CONCLUSIONS

- The reward system can provide pricing flexibility that can help combat inflation, it's an option for monetizing social impact, the rewards-based model will help to drive down the cost of operation and promote development, and the money-based model may be a better option for enterprise customers adoption.
- While a social network that does not pay a user to post and share content on the platform can monetize content via ads and sponsorships. Therefore, a social network has the potential to make the most money due to the high differentiator factor.
- There are many other opportunities, such as advertisers getting satisfied by easily targeting their demographic audience by using this social network.
- The rest of the user-generated paid systems offered by the leading Social Media platforms aims to create content from scratch. The difference provided by Mamby is that anyone who publishes a link is paid, so people who reshare content are paid too.
- Traditional schemas of compensation like Youtube translates into a high effort to gain a small amount of money through Ads.
- The option of launching the product in Spanish-speaking countries is a great opportunity, considering Latam as a territory where the economic compensation will attract a large mass of users.