Challenge Puzzle for Afari PSIP Business, Marketing and Strategy Intern 2019

We value people who put in effort, thought and care into their work, much more than someone who just has a good resume/ good grades. This is your chance to stand out, show us how you can execute and really make an impression, as well as get a taste for the difficult problems we’re working on at Afari.

Your mission, should you choose to accept it:
Pick ONE out of the following 4 puzzles and complete the associated deliverable as described in the challenge. You also get 3 hints - if you get stuck, email us at hello@afari.io, describe your problem and we'll do our best to guide you.

If you’re new to blockchain tech, we encourage you to read the following resources to get up to speed on Bitcoin, Blockstack and Afari before proceeding:
- Bitcoin Explainer (or if you’d like the OG, Bitcoin Whitepaper)
- Blockstack Whitepaper or read these blogs if you’re short on time [Part 1] [Part 2]
- Afari technical talk

The following Afari resources will be general useful to refer to:
- Afari website
- Functional capabilities of Afari
- Afari's response to the Facebook Hack
- Talk at Decentralizing the World Tour
- Article by Princeton University on Afari

There's no single right solution to the following challenges. The goal of this is for you to get a sense of the kinds of ways you could contribute to Afari and for the kinds of problems we deal with:

Pick any ONE out of the 4 questions below and submit it to us as your challenge puzzle.
Option 1: **User Acquisition on College Campuses**

In a nutshell, Afari empowers groups of people to share content (pics, videos, text, voice) with each other in a secure, private manner where they have ownership over their data. Many social, consumer applications (eg. Facebook, Tinder, Bumble, YikYak, Snapchat) have found success by marketing to college students and college campuses, as younger people are generally more digitally literate and open to new trends.

Your task is to design and outline a strategy for how you would acquire 2500 users for Afari on Princeton’s campus (This could’ve been any top tier school, but we’re using Princeton because you have intimate knowledge and can thus get into more details about specifics of your strategy). The basis of your strategy should be based on insights about how and why students communicate and share content. From those insights, you can them isolate groups of people at which to target your strategy.

Deliver your findings in a presentation/report of no more than 12 slides and submit it in pdf form and cite all your sources.

Here are some questions to get you started:

- What kind of content do students share with each other?
- Where do different groups of people share user-generated content (e.g. your pics for Princetaween) vs content that others made?
- What content gets shared in large groups (FB Meme groups) vs Group chats (iMessage, Fb Messenger, Group Me)?
- How do groups, clubs, organizations communicate and share content?
- Look at the capabilities of Afari and think about which features your target audience would find useful

Option 2: **Business Model Analysis**

Consumer facing, social applications have almost always exclusively relied on advertising for revenue. This gives them the incentive to collect as much data about a user as possible in order to create a profile against which they sell advertising. Since much of Afari’s value proposition comes from the privacy and data ownership we give our users, we’re exploring business models that don’t require us

Your task is to create a report which proposes 2 non-advertising based business models for social apps like Afari. Your report should evaluate their strengths and weaknesses, including the model’s incentives for Afari and its defensibility. Deliver your findings in a presentation of no more than 12 slides and submit it in pdf form and cite all your sources.

Here are some tips to get you started:

- Who are the stakeholders in social media applications?
  - Consider all possible stakeholders and their needs and goals
Stakeholders include, but are not limited to: general users, content creators, celebrities, brands, influencers, companies wanting to reach a specific audience, small businesses,

- What matters to key stakeholders? What would be valuable enough that they pay for? Who has the means to pay?
- What kinds of media to people pay for today and why? (e.g. Spotify, Netflix, Amazon prime etc)
- What are other privacy/security focused products that people pay for, or at least have successfully monetized a user base?
  - Could be a physical product or a digital product
- Afari wants communities/groups of people to share content
  - What kinds of monetization opportunities exist here?
- Think about all the people who use social media/would use Afari? What do they value enough that they’d pay for it?
- What are companies who have tried non-advertising models before?
  - eg) Youtube Red, Spotify Premium, Netflix, Patreon, etc
- Vero is an Instagram competitor that runs a subscription model - what can we learn from their failures/successes?

Option 3: Competitor Analysis

Afari is not the only decentralized social media platform being built today. As blockchain tech and decentralization gains more following, more companies are entering into the space, all trying to differentiate themselves and gain mainstream appeal. Four such companies are Sapien, Peepeth, Minds and Props by YouNow.

Analyze the above 4 companies along the following dimensions, comparing and contrasting where needed:

- Founders, Team, Investors
- Success milestones to date (e.g. investment, usage, partnerships etc)
- Business model
- Target audiences
- Key use cases
- Differentiating factors
- Failures/Weaknesses

What can Afari learn from them? What mistakes should Afari aim to avoid? How should we think about Afari’s competitive advantage compared to them?

Deliver your findings in a presentation/report of no more than 12 slides and submit it in pdf form. Please also cite all your sources.
Option 4: Content Marketing Piece
Content marketing is a useful user acquisition channel for social apps. It's particularly useful when it’s aimed at a specific audience, with a specific goal in mind. Afari is potentially valuable to many different audiences, such as college students, freedom fighters and crypto/blockchain enthusiasts.

For this task your audience will be college students at Ivy League schools. Your goal is to produce a piece of digital content that (1) educates them about the privacy and security pitfalls of existing social media like Facebook, Instagram and Twitter and (2) suggests 3 steps they can take to protect their privacy, one of which should be using Afari/ signing up for the Afari waitlist.

Your content piece can take one of the following forms (please only do 1):
- 90s max video for Youtube, Instagram, Facebook
  - If you choose to do a video, upload your video to youtube and send us an unlisted link to it.
- 500 word blog (including images/ memes etc)
  - If you choose to do a blog, submit your finished product as a pdf.