

# **XYZ Message Document**

## **March 3 2017**

### **Category**

Dynamic Idea and Opinion Network

### **Corporate Tagline**

**Discovery Powered by You**

**No tags. No trending. It's about discovering you.**

### **Mission**

The XYZ mission is to reorganize information and opinions, promote knowledge and creativity, and empower everyone.

### **Vision**

#### **For Users**

XYZ is an organically created virtual like-minded collective sentiment network that uniquely discovers the images, videos, stories and opinions that energize and feed user obsessions through like-minded collective expression.

XYZ provides users with a collective sentiment network that reduces the amount of content that is of little or no interest to them, while allowing them to express creativity, share knowledge and connect to the products and services that are of interest to them.

#### **For Business**

XYZ is a virtual like-minded collective sentiment network that organically decodes users' intentions, preferences, interests and needs through a collective sentiment journey that is based upon dynamic content interactions.

Once a user's like-minded collective sentiment is discovered, XYZ directs both network and commercial content (media, music, video, eBooks, images, products) to the user. This dynamically and constantly changing user journey enables businesses to acquire highly targeted Lifetime Value customers more effectively for content monetization and provides for dynamic discovery of what a person is really interested in at any given time.

## **Elevator Pitch**

XYZ is a like-minded collective sentiment network where users organically gravitate toward content (media, music, video, eBooks, images, products, questions) based upon their interactions. The end result is that content is provided to users based upon dynamic appreciation, while at the same time reducing the level of noise and spam that they receive, when trying to discover the intelligence and creativity they are looking for.

Additionally, XYZ provides a network where users can ask questions, solve problems, share knowledge and go on a journey of self-discovery and self-expression through like-minded collective sentiment.

## **Corporate Value Proposition**

XYZ is a like-minded collective sentiment network that can be accessed from Web browsers and mobile applications. The XYZ network organically creates a dynamic and fluid like-minded collective based on how each “user collective” and user within them, consumes, interacts and responds to content (media, music, video, eBooks, images, products, questions).

The network supports the creation of content and knowledge sharing. A lot of knowledge and creativity is within each individual, however, the vastness of the Internet, makes sharing and finding it both difficult and overwhelming.

By creating the most dynamic and real-time, like-minded collective sentiment network that utilizes collective intelligence and creativity to cultivate personalized, high value content and interactions, XYZ can simplify the process and cultivate the knowledge and creativity, thus creating a global network that can solve complex and simple problems through crowd based interactions.

Using patented algorithms, XYZ organically puts users into dynamic virtual liked-minded collectives, where they can gather intelligence, solve problems, share content, improve productivity and collaborate within the collective, while keeping their individual personal interests, desires and requirements intact.

## **Product Positioning (FAQs Draft 1)**

### **What is XYZ?**

XYZ is an organically created like-minded collective sentiment network that discovers the images, videos, stories, products and opinions that energize and feed user's sense of self-discovery and like-minded collective sentiment connections, while at the same time igniting a person's desire for knowledge, sharing and expression.

XYZ is unique in that it harnesses the democratized intelligence and opinions of its network of users in order to provide them with the types of content that is relevant to them. XYZ doesn't rely on tags, keywords or titles, which often times don't show the true sentiment of a user.

Traditional social media and social networks like Facebook, Twitter, Reddit and others, require users to follow each other, search through millions of pieces of content to find what they are looking for and generally make knowledge sharing and discovery a complex task.

XYZ's collective sentiment network, groups users into collectives based upon their like-minded interactions with content that discovers them, instead of them having to discover the content. It promotes the sharing of knowledge and creativity through like-minded collective sentiment interactions.

XYZ allows for never-before-seen organic gravitation of like-minded individuals together so that they can curate, discover and share the content that matters to them through like-minded crowds. XYZ discovers the content that is important to the user without them having to go search for it.

### **How Does XYZ Work?**

The power behind the XYZ like-minded collective sentiment network, are several patented algorithms that track content and interactions in order to empower users, crowds and content producers. XYZ's proprietary technologies discover user's interests through their interaction with content, knowledge, then motivates, challenges and empowers them to be heard, develop themselves and maximize their intellectual impact.

XYZ decodes human-driven creativity, content and knowledge sharing to learn what is important to the individual at any given time, and then works to figure out their evolving interests, desires or service needs. XYZ does the work for you to find the content and knowledge that best suits you.

The network can be accessed via the web and Apple devices (iPhone, iPad and in the future Android).

## Why Was XYZ Created?

To provide a collective sentiment that filters the internet to find the content and knowledge that **you** really like, while also providing a network where users can create, share and respond to questions, challenges and problems. With the goal of self-discovery and creative expression through like-minded collective sentiment.

The advent of the Internet and social networks has changed the fundamental way everyone communicates and shares. However, the current system is broken. It's hard and very time-consuming for users to find the knowledge and content they're really interested in and many of the person to person interactions leave users feeling disconnected, lost and unheard.

## Product Benefits

- Content influencer
- Content discoveries like-minded user
- Like-minded collective discovery and filtering
- Self-discovery through collective sentiment
- Self-expression through collective sentiment
- Reduction in the internet firehose of content
- Product and service discovery
- Dynamic real-time knowledge and intelligence sharing
- Complex and simple problems and questions solved through crowds
- Organically created like-minded virtual collective sentiment
- Focus on the content, not the person-to-person
- Ability to create, publish and share
- "Connected" crowd intelligence
- Mobile and Web Based
- Tag Free Content
- High Value Content
- Content That Focused Your Requirements
- Distributed network that can filter large volumes of content faster and provide that content to individuals based upon their own desires

- Distributed intelligence becomes collective intelligence
- Network supports several levels of interest in varying content and service categories (high, medium, low)
- Ability to build individual expertise quickly, by producing high value content
- Motivates users to create high value content (media, music, video, eBooks, images, products, just about any type of content)
- Social Noise Reduction Platform that allows for the creation, curation and aggregation of content, opinions and what is important to individuals based upon their own personal desires, thus creating a reduction in information overload.
- Content from 3<sup>rd</sup> parties can be targeted based upon user behaviors and utilization of content
- Superior Signal-to-Noise Ratio
- Dynamically reorganized and optimized network for intelligence
- Capture the user's evolving interests and sentiments

## **XYZ Stealth Message (working)**

This is messaging for the to be named version of XYZ, that will launch with no branding of XYZ.

### **Goal(s)**

- User has a desire to share and consume content in order to make the network flourish
- To communicate stronger like-minded connection will help you to be heard, succeed and improve your life
- User feels that this solution is fighting for a cause
- Status is fluid (followers, likes, etc) don't prove you value
- Communicate 20/60/20 rule – 20% of the population is moving forward; 60% of the populations follows; 20% of the population is going backward
- Prove to the user that they can't reach their level of "full potential" if they don't surround themselves with people that push them to reach that level
- Communicate who you surround yourself with has large consequences to your life
- Create a feeling of something that is not to be controlled, that is focused on democracy as a way to share information through like-minded interactions.
- That "the Collective" is on the edge of greatness and needs the individual to flourish
- Keep XYZ name stealth until there is enough backend data to make the network flourish
- Create network where users are on a journey of discovery of both the XYZ name, finding the content they want, ability to share their creativity and finally become part of the XYZ network
- Provide a sense of connected belonging

### **Strategy**

- Take on current social media and social networks directly without letting them know who we are (i.e. Fake News...Fake Friends...Fake Sentiment) hit each one on their major weaknesses

- XYZ Stealth is a marketing strategy to promote user generated content and to create a robust beta test of the network
- Get people to post and consume content on a daily basis
- The strategy is to build a simple, stark landing pages with generic features (insert images of the Generic Milk carton or something?)
- There will be no XYZ branding anywhere on the site. As the users navigates through content and begins building up a profile of like-minded content, slowly the site becomes more robust and colorful
- Once the user reaches “critical like-minded connections” the screen will morph into the XYZ.com network

## Messages

- Have less anxiety and become more happy
- Become more present in your interactions
- Improve your productivity by removing the content that is not important to you – removing anxiety can be better for you – take a negative and make a positive
- Surround yourself with crowds and people who want to help you rise to the occasion (hold yourself to a higher standard that you normally would)
- Don’t just adapt to the environment that you are currently part of
- Your locus of control is a continuum
- Reality is not fixed. Come together through collective sentiment and make the seemingly impossible...possible.
- There is now no limit to who can be president...making ANYTHING possible.
- Unity through knowledge and creativity
- We are made up of ideas and creativity...we share a come on goal of wanting to feel connected
- You are no longer a grain of sand...become part of the collective sentiment beach.
- Level of control is balance
- Your feed is you...not us

- We don't change your feed you do...freedom of speech, freedom of connection, freedom of intelligence
- All about being real