



Snip.City
The Future of Social Media

The Market

- FB is hemorrhaging users.
- FB has no competition.
- Privacy and data rights matter.
- With every FB scandal and every Snowden interview, we gain relevance.
- Social media will never die.

Social Media is Mature

Social media is no longer new and exciting. It's now part of our daily lives. People now understand its impact on:

- Psychology
- Data security
- User privacy and data rights
- Free speech and democracy

The Need for Social Media

- Keeping up with people you know
- Meeting like-minded people
- Finding work and opportunities
- Marketing
- Applying for visas and jobs

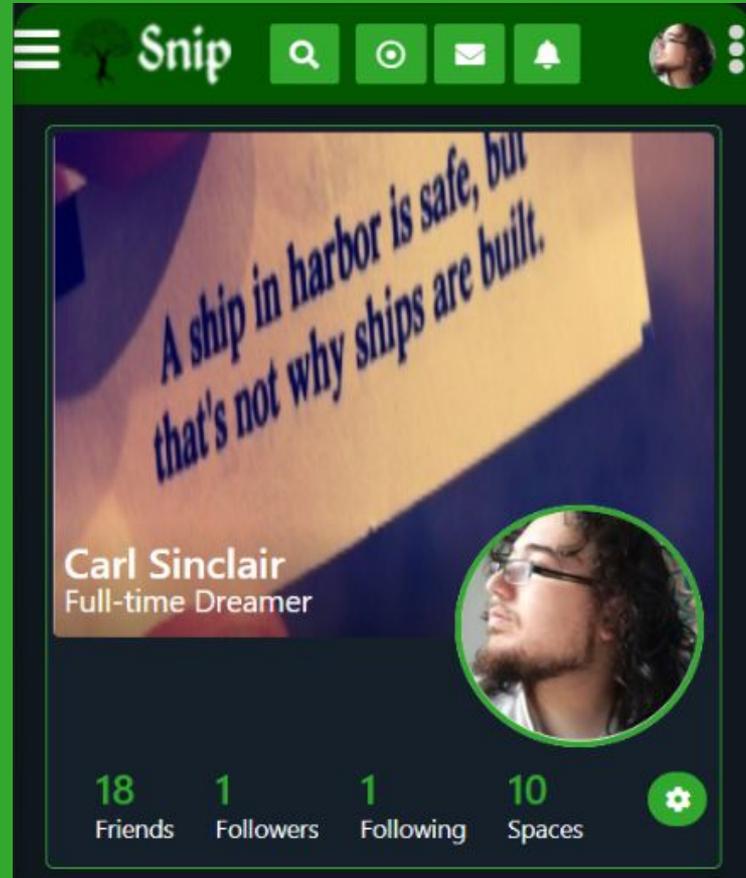
The Problems

- Ads and distractions
- Unintuitive, cluttered UI
- Waste of time
- Spying
- Sharing and selling user data
- Legally own user photos and videos

Snip, on the other hand...

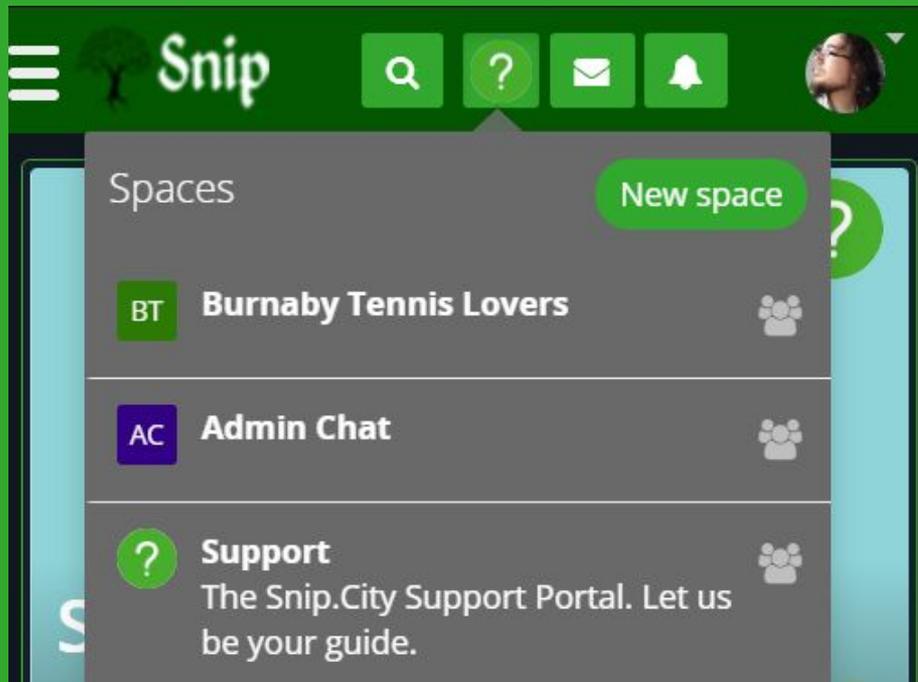


- Personal
 - Intuitive UI
 - Dark mode
 - Modular
 - Customizable*
- Private
 - Uses Telegram's encrypted chat*
 - Does not collect personal data
 - Deletes all logs after a week
 - Private by default
 - Granular privacy controls
 - Privacy alerts when you share



Spaces

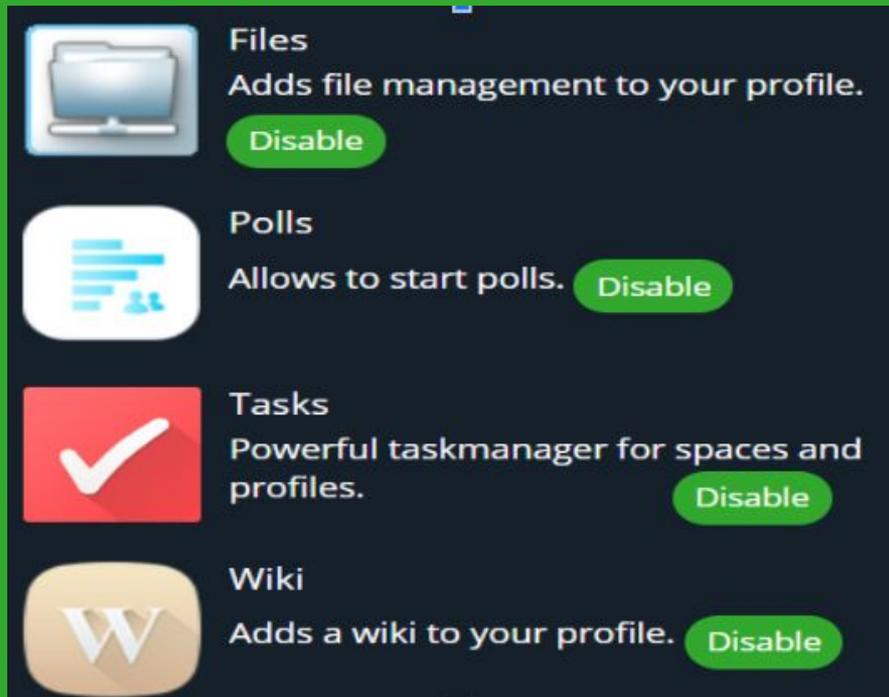
Quickly switch between all your spaces.



Modular

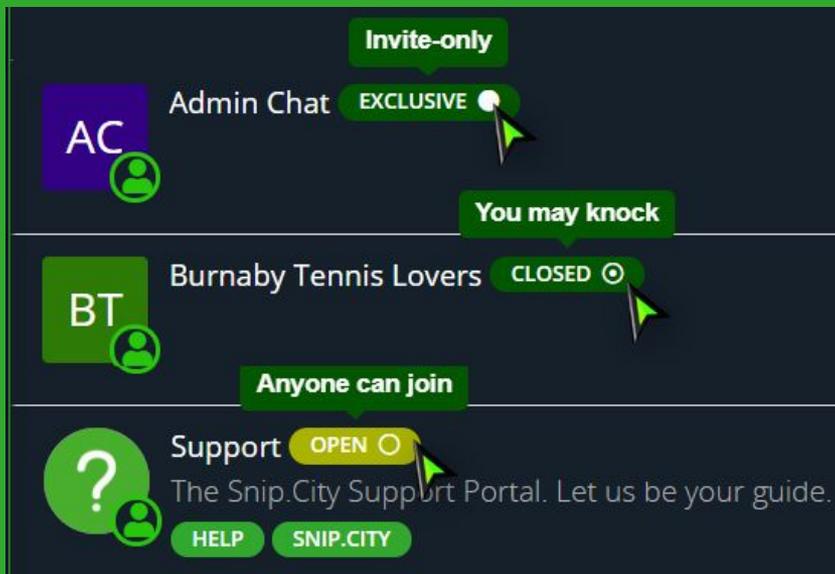


Only enable the features you care about.



Privacy

Baked in and clearly labeled.



A screenshot of three Snip profiles with callouts indicating their privacy settings:

- Admin Chat (AC):** Labeled "Invite-only" and "EXCLUSIVE".
- Burnaby Tennis Lovers (BT):** Labeled "You may knock" and "CLOSED".
- Support:** Labeled "Anyone can join" and "OPEN". Below the profile name is the text "The Snip.City Support Portal. Let us be your guide." and buttons for "HELP" and "SNIP.CITY".

Flexibility

Care more about exposure? Snip can also be used to post public content like Twitter.

Profile visibility

Public: Visible to all (including unregistered users) ▾

Public profiles are visible to everyone on the internet, even to those who don't have a Snip.City account. Private profiles are removed from search results.

Remain in full control with granular permissions.



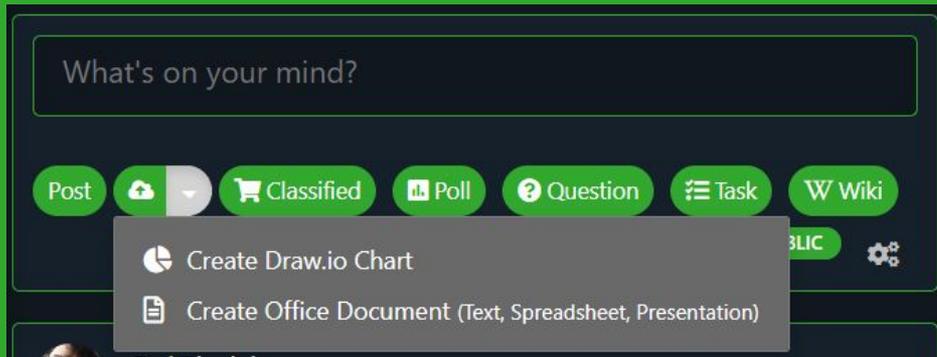
A screenshot of the granular permissions interface for a Snip profile, showing the "Members" tab selected. The interface includes a table of permissions:

Owner	Administrators	Moderators	Members	Users	Guests
			Add files FILES		
			Allows the user to upload new files and create folders		
			Create poll POLLS		
			Allows the user to create polls		

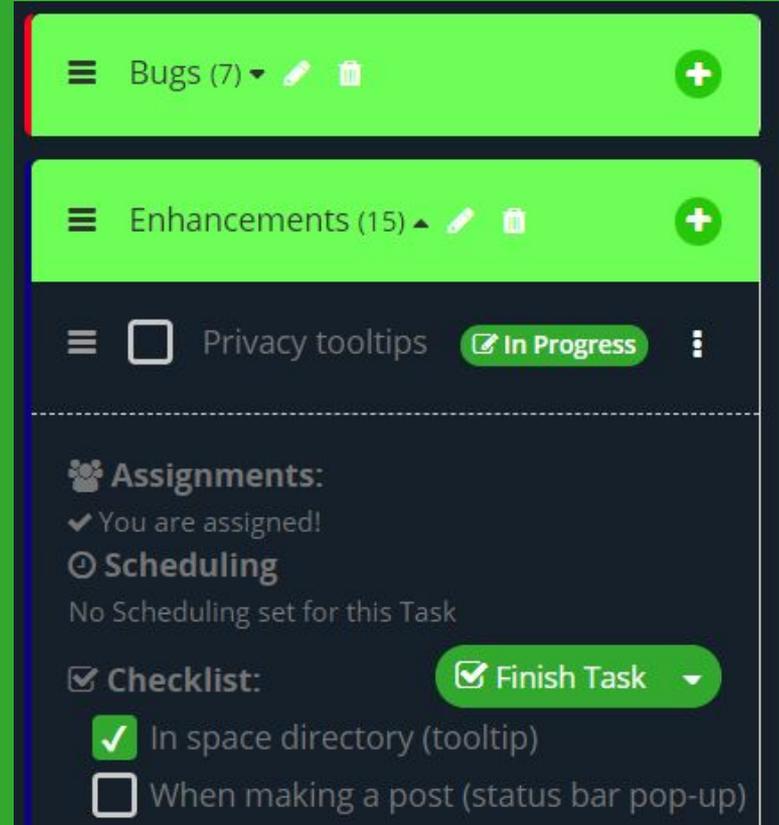
Productivity



- Sign in without a password using social login
- No ads or distractions
- Enable modules for additional features
- Collaborate on files without download and reupload
- Functionality of several websites/apps in one



Tasks manager with lists and sub-tasks:



And one more thing...



- Positive
 - Snip operates on a not-for-profit basis
 - Makes it easier to do social and environmental good deeds
 - Karma points and badges to track contributions
 - Regular contests with potential prizes
 - Drives positive impact
 - Makes the world a better place

Snip will make it easier for people to do good deeds by putting them in touch with people they can help as well as non-profits that they can donate to or volunteer with and help in other ways.

All these actions will be measured and users will be awarded karma points and contribution badges to show off on their profile.

We will also hold regular contests where we will celebrate these contributions and reward prizes for the winners in different categories.

Traction

- Snip.City went live at the end of August 2019.
- Since launch, dozens of features and modules have been added.
- Without any marketing, Snip is gaining almost 100 users per month.
- Most users are based in our key demographic: North America and Europe.
- Feedback has been enthusiastic and very positive from early users.
- Feedback has been used to improve the website.

Competition

Primary competitors:

- Facebook
- MeWe
- Okuna

MeWe launched 7 years ago and is still unknown. They offer an ad-free option and claim to be privacy-friendly but are otherwise very conventional. Their mobile apps have 60k downloads on each platform.

Okuna, despite raising \$60k in 2018, ran out of money in September 2019. They have yet to publicly launch. This is due to their large team and inefficient resource management.

Facebook's strengths:

- Established in the market
- Strong brand recognition
- Robust platform
- Interconnected services
- Unlimited resources

Facebook's weaknesses:

- Declining growth
- Declining reputation
- Alienated user base
- Ignored user feedback

Business Model

We've decided to not show ads because they're annoying and distracting.

We've opted for a freemium model. Most functionality is available for free, with additional premium features. We also charge a fee for transactions made through Snip. In the future we'll also sell merch.

The other side of this discussion is our expenditure, which is ultra low.

Our monthly operating costs are less than \$50, which is how this project has been self-funded so far. Most startup expenses are one-time.

Over the next 6-12 months, during phase one, our recurring costs will remain under \$1500 per year. We will become profitable before the end of this phase.

By phase two, we will become self-hosted which will eliminate our recurring costs. However we will expand our non-profit efforts which will increase costs, but by then we'll be profitable.



Team

Currently, I, Carl Sinclair am only one team member; juggling all duties and responsibilities.

My combined expertise in various areas of technology, in addition to my decade-long experience with people, traveling, working and volunteering in many fields like hospitality and teaching, along with my passionate spirit make me uniquely skilled to handle this task.

I know what people want, enjoy and benefit from. I am dedicated to empowering them.

I intend to outsource some development on a freelance basis.

Once we become self-hosted, we will hire a full-time security expert to manage our servers as well as an accountant to manage the books.

Who is Carl Sinclair?

- Lifelong entrepreneur, developer and designer, from a family of entrepreneurs.
- Only ever self-employed or freelancer.
- Passionate about people, how they think and how to improve their lives.
- Determined to live unconventionally and change the world.
- Spent the last decade traveling the world.
- Speaks 5 languages.
- Lived for at least a year in 3 continents, visited 5.

Why does it matter?

- Having always worked for himself, he sees the bigger picture.
- Working alone, he also minds the details.
- Has a unique understanding of what people want and how to add value to their lives.
- Unafraid to think outside the box, challenge conventions and take risks.
- Brave, always re-establishing from scratch.
- Intelligent, open-minded, fast-learner.
- Possesses combined perspective, wisdom and experiences from all over the world.

Challenges

1. Be market ready
2. Ease the transition for new users
3. User growth
4. Hardware growth to match users
5. Provide quick and effective support

Approaches

1. Snip is fully functional, but it still lacks some essential launch features.
2. Added info to the welcome page and a tour for new users.
3. We will start advertising as soon as we're market-ready.
4. Acquire additional servers, until we build our own.
5. Currently also handled by me, but eventually a dedicated solution will be needed.

Use of Funds

Financial priorities:

1. Hire freelancers to develop features
2. Rent a dedicated server for real-time processing of Office documents
3. Mobile apps
4. Launch crowdfunding campaign
5. Begin marketing via Facebook ads, journalists and bloggers

First two priorities will improve our offering and make us market-ready.

#3 based on feedback, will help adoption.

#1 and #3 are likely to cost around \$500-1000 each. #2 will increase our monthly operating costs by about \$30.

The goal of this funding round is to get us through these 5 steps and become profitable.

Join the Social Revolution! Take back your privacy!



Sign up at [Snip.City](https://snip.city)

Keep up with us at [Blog.Snip.City](https://blog.snip.city)

Get in touch at admin@snip.city

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