

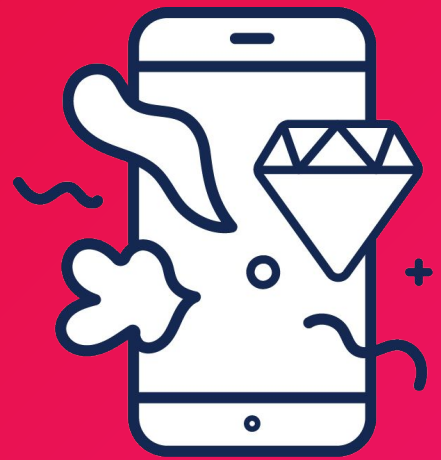


Please read this before continuing!

By clicking this button and continuing to access the **Viral Loop** document I do hereby confirm that I am not (i) a U.S. Person; (ii) a member of the public in the Cayman Islands; (iii) acting, directly or indirectly, in contravention of any applicable law; (iv) a politically exposed person; (v) subject to any sanctions; (vi) a person that has been involved or investigated at any time in connection with any type of activity associated with money laundering or terrorist financing or any other applicable anti-corruption or anti bribery statute; or (vii) a resident in, or a citizen of, any jurisdictions which prohibits the acquisition of cryptographic tokens.



A user-generated
video marketplace
powered by blockchain.



What is Mobs and why is virality important to us?

Mobs is a user-generated video marketplace powered by blockchain; the ideal space for everyday creators and marketers to meet and create crowdsourced video stories.

While marketers struggle to find authentic user-generated content, everyday creators are saving footage on their smartphones at a rapid rate, not realizing the potential they hold in their hands.

Mobs helps people create video stories like never before, focusing on collaborative group chat dynamics to build a video masterpiece from many different sources.

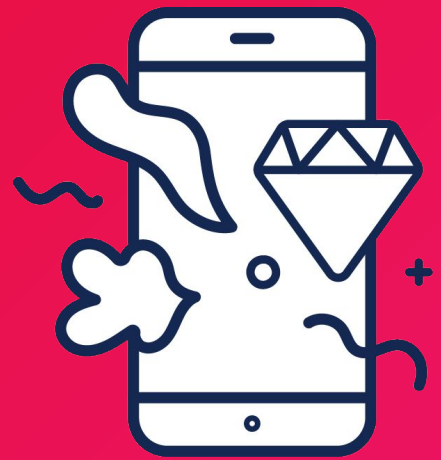
Leveraging AI and blockchain technology offers a secure and transparent playground for marketers to find authentic, engaging content and properly pay creators without friction or barriers.

Mobs aims to be a leader in the future of video and seeks mass adoption in order to bring on video disruption.

As a mass market consumer app, **we will leverage our viral potential.**



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What is a Viral Loop?

How does a company become the next “big thing”? What is “going viral” and how does a company make it happen? These questions plague the entrepreneurial world and every company is looking for that secret sauce or x-factor.

Virality and Viral Growth suggest that a product or company grows like a virus, spreading among its users, who share it with others.

Andrew Chen, a consumer startup investor and thought leader on viral growth, defines the Viral Loop as **“the steps a user goes through between entering the site to inviting the next set of new users.”** Virality is much sought after and difficult to attain.

Andrew Chen cautions companies from using viral marketing as a marketing strategy:

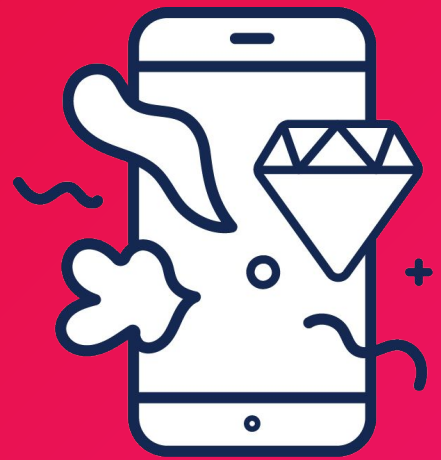
“Successful viral products don’t have viral marketing bolted on once the product has been developed. It’s not a marketing strategy. Instead, it’s designed into the product from the very beginning as part of the fundamental architecture of the experience.”

At Mobs, we subscribe to this same development philosophy .

Let's see how it works.



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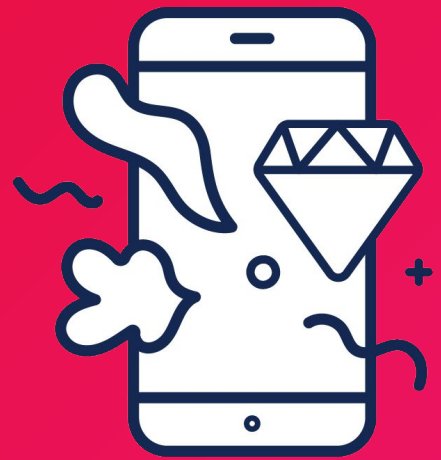
Viral Cycle Steps

A Viral Loop involves several steps that must be completed in order to trigger virality. These steps make up a cycle. An important aspect of virality is how long it takes for this cycle to complete, also known as the Viral Cycle Time. If the cycle takes too long the potential new user is lost.





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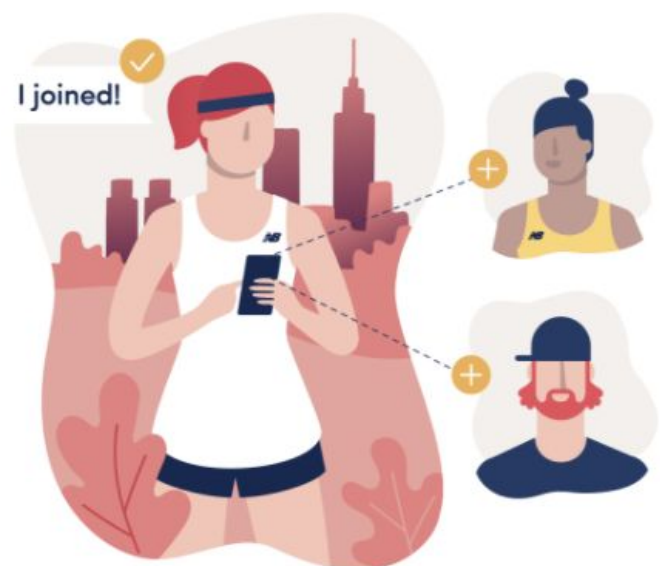
Major Factors For Viral Success

Virality requires several major factors for success, and understanding the motivations behind user-behavior is key.

Major factors of successful virality are the invitation process and cycle time as well as the conversion rate of new users.

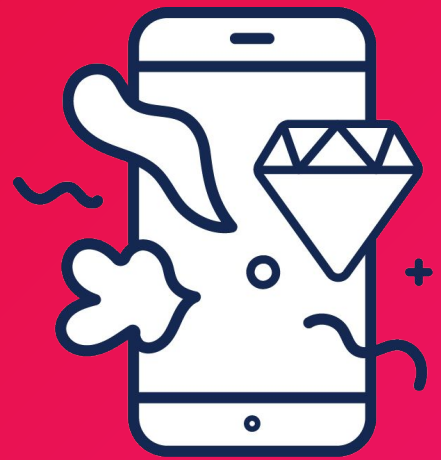
Finding baked-in incentives for current users to bring in new users is a great way to build viral growth. It is important to eliminate as many points of friction as possible along the user's journey in order to provide the most optimized and enjoyable user experience. With less friction the cycle time is reduced and the growth is increased.

To calculate virality we use the Viral Coefficient (**K**). It is the number of new customers that each existing customer is able to convert. However, speed and repetition are the most important factors here (**U_t**). The goal is to make the cycle happen as many times as we can during a given period of time.





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Triggers For Mobs Virality

Successful virality is not achieved by one technique alone. It takes both an inherently viral product and strong marketing efforts to trigger the most optimized Viral Loop.

We have the right combination of great product, optimized user experience, and viral marketing techniques to take Mobs all the way.

1. Collaboration

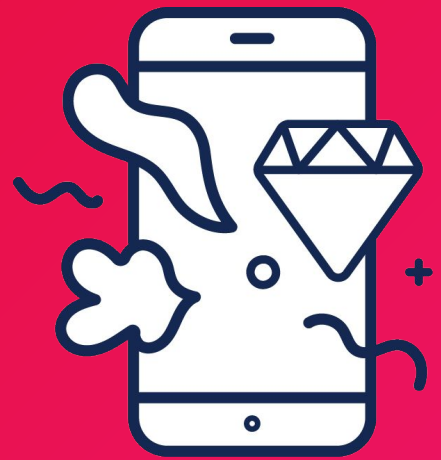
Collaboration is a key part of the Mobs experience. To create a video masterpiece, you have to create a Mob and invite friends into the app. Friends join your Mob in order to share their media and be part of the crowdsourced collaboration.

Inviting friends to the app is a core part of the user experience.





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2. Built On A Messaging Platform

Messaging apps, by definition, are built to bring people together.

All messaging apps have the same structure which eliminates a steep learning curve.

3. Instant Sharing

Once a Mobs video masterpiece is ready, users will be able to share it directly to their social networks. With the “powered by Mobs” text and a call-to-action which invites viewers to download and create their own masterpieces, the user becomes our brand ambassador, initiating word-of-mouth marketing.

4. Notifications

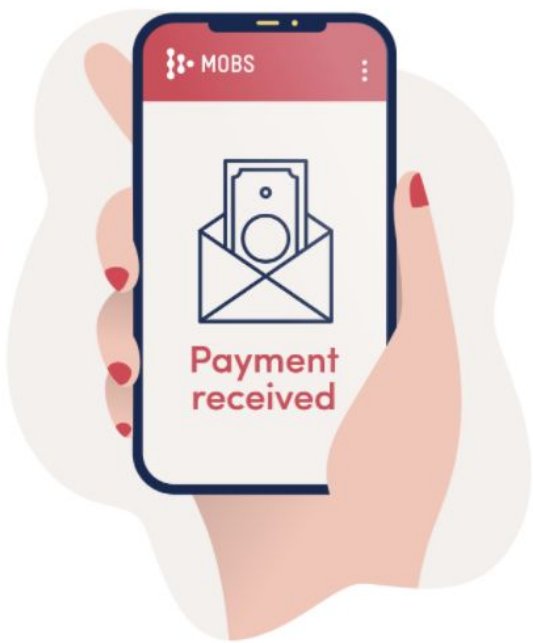
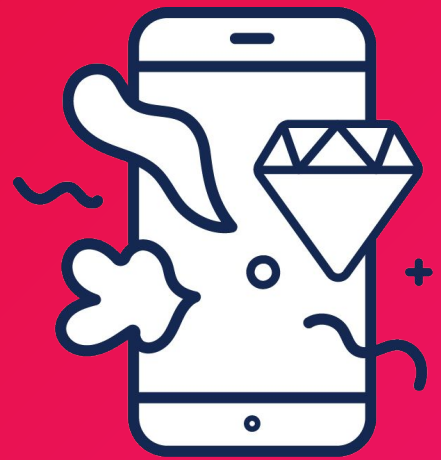
Besides update notifications, users could also be notified about things like a public GeoFenced Mob in their location or when a brand requests submissions.

5. Editing-Free Video Production

A major pain point for users when it comes to creating video is the editing. With our smart video-editing tool manual editing will be left behind. A frictionless way of creating video.



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6. Rewards Program

A thoughtful program to engage the most loyal users for usage, referrals, or for being creative.

7. Gamification

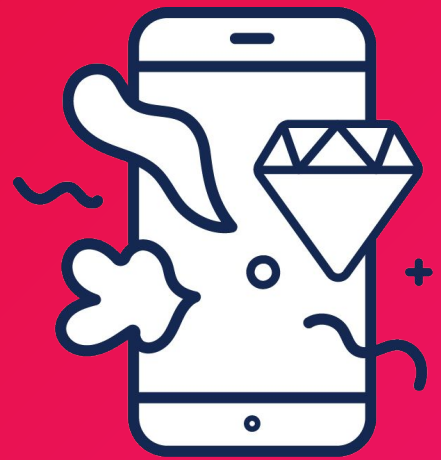
Marketers can reach out to their audiences and ask them for custom user-generated content submissions, announce contests, and much more. This new approach to marketing means endless opportunities for brands to interact with their public by creating unique and authentic experiences. This, ultimately, helps Mobs gain traction as well.

8. Amateur Content Has Value

With companies like Uber and Airbnb, people were able to monetize an unrealized asset. Mobs is offering the same opportunity. Everyday creators make videos for fun and will now realize they have the chance to monetize their creations with Mobs.



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Viral Growth Formulas

Viral Coefficient

K = Viral Growth Coefficient
N = Invitations sent out by each user in one cycle of the loop
X = percentage of invitations that convert to new users

$$K = N * X$$

K > 1 Exponential "viral" growth
K ≤ 1 Lineal growth

$$K = N * X$$
$$(i/O) * (a/i)$$

i = total invitations sent
O = users that send invites in a given time period
a = invitations accepted

Cycle Speed

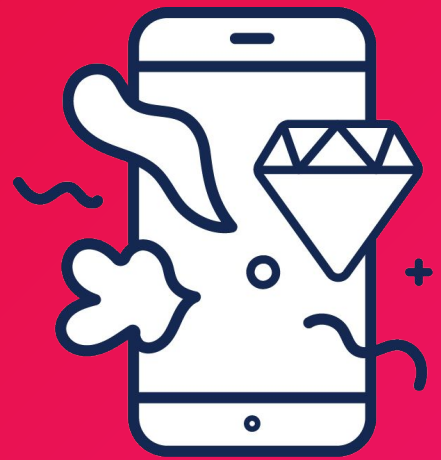
$$U_t = \frac{(O + K^{(t/ct)} - 1)}{(K - 1)}$$

U_t = Final Users
O = Users that send invites in a given time period
K = Viral Growth Coefficient
t = Time (days)
ct = Cycle Time (days)

When examining the relationship between (t) and (ct), if (ct) is ≤ 1 then the speed increases. The shorter you make the cycle the more cycles you can fit in a specific time frame. This is an important goal as it would make Mobs grow exponentially.

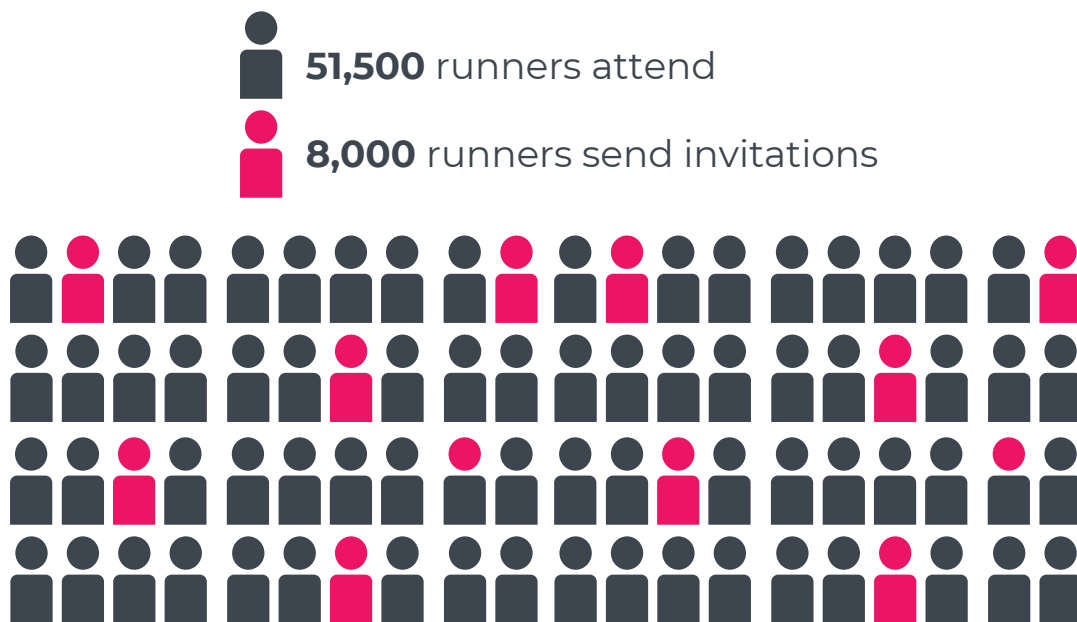


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Viral Growth In Numbers

Let's analyze a real use case: The New York City Marathon.



t = 7 days

We will analyze 1 week because we assume this to be the amount of time the emotional impact of this kind of event will last.

ct = 1 day

We assume 1 loop will last one day, this is the time it takes one user to download the app and invite other potential users.

i= 10 invitations per user

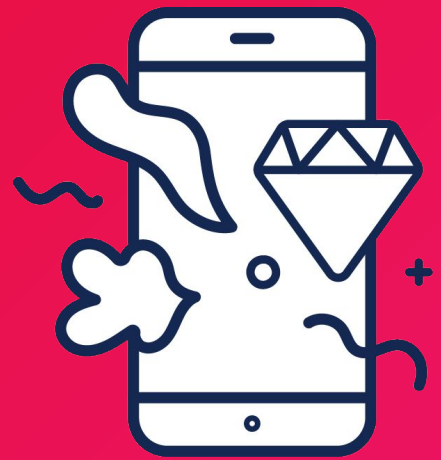
We assume this to be the number each user will send based on averages.

X = 13.5% of invitations sent convert to new users

This is the assumed conversion rate based on early adoption standards.



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Viral Growth In Numbers (cont.)

- **10** invitations sent per runner
- **13.5%** of those invitations are accepted
- **7** days is the time frame we will analyze (**t**)
- **1** day per cycle = **7** cycles
- **229,000 $U_{(t)}$** Mobs users at the end of the time analyzed (**t**)

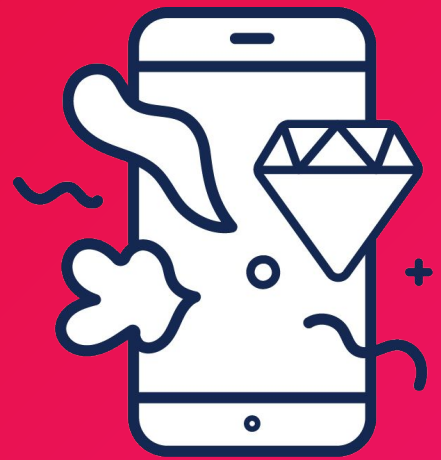
$$K = 1.35$$



$$\text{Users}_{(t)} = 229,312$$



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Conclusion and References:

Mobs app is being designed with these principles in mind. We are creating a frictionless UI experience to empower users to send invitations and trigger the viral coefficient.

We are also crafting a set of marketing actions to motivate users to quickly share the app and speed up the cycle.

David Skok: [Lesson Learned: Viral Marketing](#)

Adam Penenber: [Viral Loop](#)

Andrew Chen: [5 Crucial Stages In Designing Your Viral Loop](#)

For more details check our website
mobs.video
or send us an email to
info@themobs.com