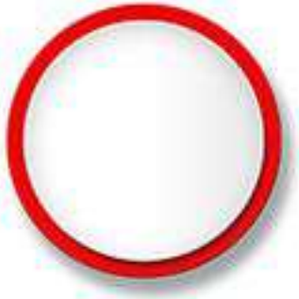
RanchiMall

WhatsApp, Google and Twitter on the FLO

Technology



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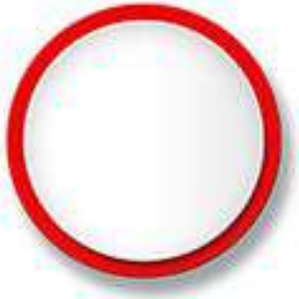
INTRODUCTION

WhatsApp, Google, Twitter and Facebook are data giants.

Blockchain based alternatives for these cannot compete on volume of data basis.

They can only compete on higher quality basis.



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Every 10 years a window of opportunity opens to replace successful online businesses.

Social Media and search needs to be re-imagined.

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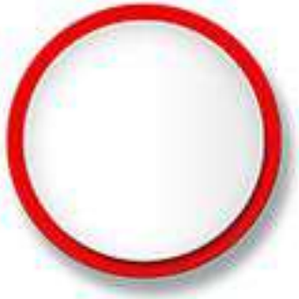
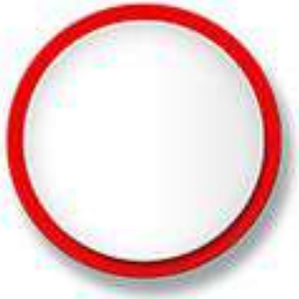
We know that Apple Inc. has about 12 to 15 percent share of smartphone market share, but more than 50 percent of profits.

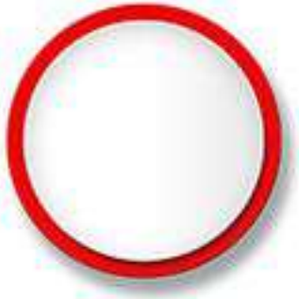


This is because every contributor in Apple ecosystem adds more value than a contributor in Android ecosystem.

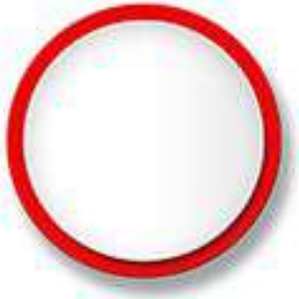


If 10 users in Android ecosystem is bringing value equivalent to one user in Apple iPhone ecosystem, then we will assign a weight of 10 to an iPhone user.

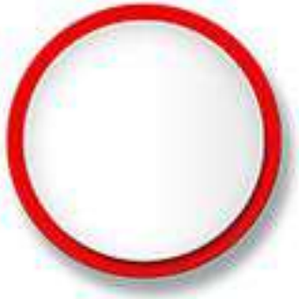
We will say 1 user in Apple = 10 units



We will call this factor as user magnifier.



We need to build user magnifiers for blockchain based social media and search apps.



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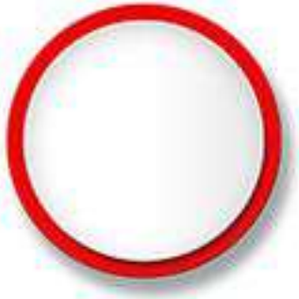
The quality standards have to be set in intial bootstrap phase very high.

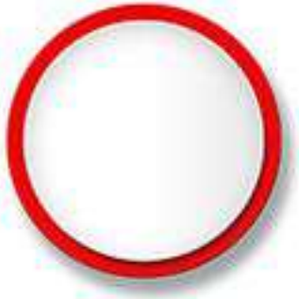
Slowly users have to start contributing more in quality and value terms.

Then system has to expand to encompass everything that Facebook, Youtube, Twitter or Google offers.



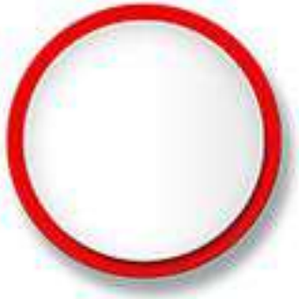
Such system will be slow to grow up, but time will be it's ally.

Over a long time it will take over current large successful businesses.



A long term blockchain app should not aim to become very popular very early.

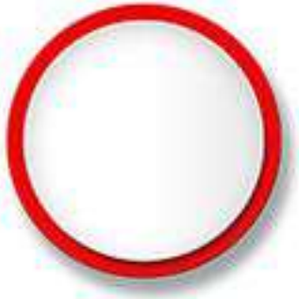
Otherwise it will get locked into mediocre early user culture.



It should rather aim for a high user magnifier factor, and filter to accept only those users that make the cut initially.

Thereafter it should give a gamified road map to all users to aspire to reach highest standards.

Set the bar for users high.



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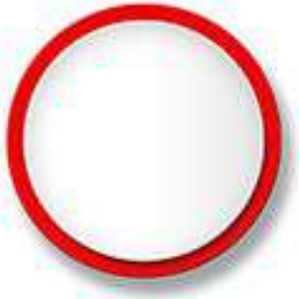
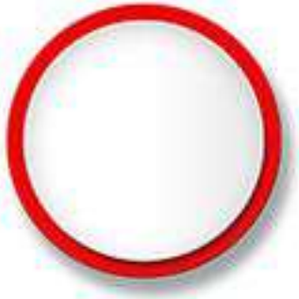
First set high quality standards, and then get all users reach there one by one.

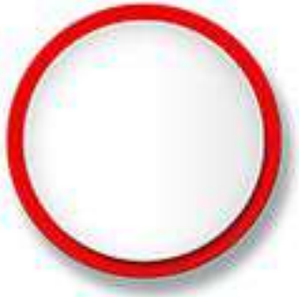


Let users celebrate their accomplishments in the app.



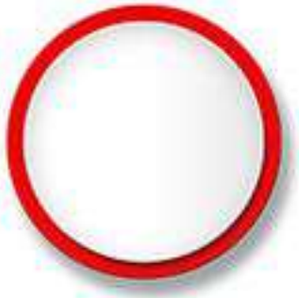
In hardware, it's very important to be the first past the post.

The earliest who creates economies of scales, gets the cheapest hardware delivered outpricing the competitors.

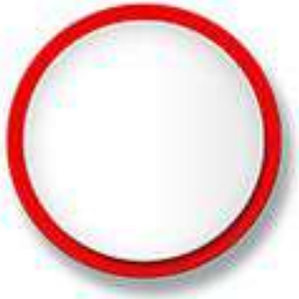


In software with zero marginal cost of distribution, there is no cost advantage in numbers.

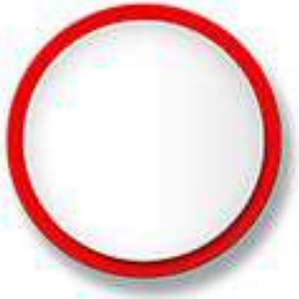
It's only the loyalty of users that matters.



In software, often costs can scale up faster when number of users grows initially.

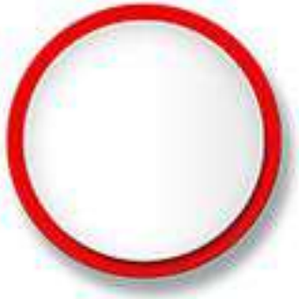


So, if the software business is sustainable, then make sense to grow the users up carefully and sustainably.



The core customers and core investors will always love a great culture.

Holding a great culture must be higher priority than super fast growth.

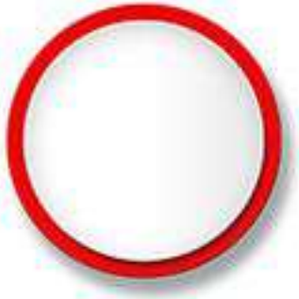


These ideas will lead to sustainable growth which will ultimately have more numbers of users over time compared to a very fast growing system where culture has broken down.

For any new app to become widespread, there are two things needed:

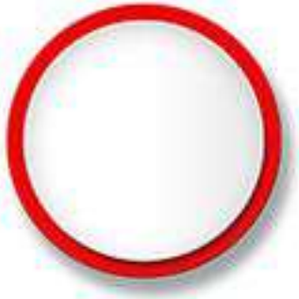
1. The app should be extremely easy and accessible to users.

2. People should be made familiar with the concept of the app.



Whenever a new technological revolution appears, it becomes possible to replace old business leaders.

Blockchain is the new technological revolution.

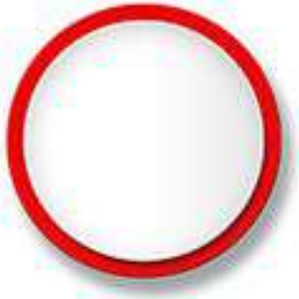


Current businesses are locked into their present customers, and all employee processes are geared to service the present market.

It's very difficult to retune the business to new technology platform.

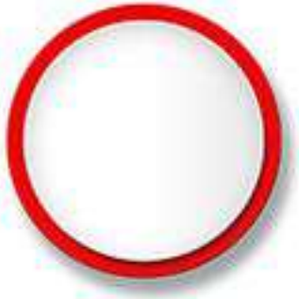
Customers have been shopping since time immemorial.

But who gets to sell changes all the time.

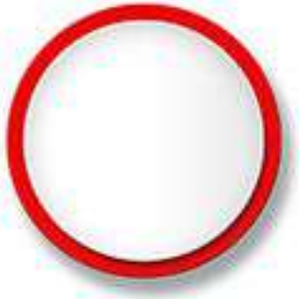


First it was mom & pop stores, then larger stores, then department stores, then very large marts, and now e-commerce shops.

Blockchain will also make an impact in e-commerce.



Blockchain can enable shoppers to buy collectively in groups, with more trust data, lesser information to sort out, and with better incentive designs compared to e-commerce shops.

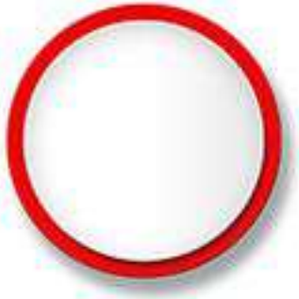


Google was born when webpages just started exploding.

But information now lies in a variety of other platforms like Torrent Networks, TOR networks, blockchain networks.

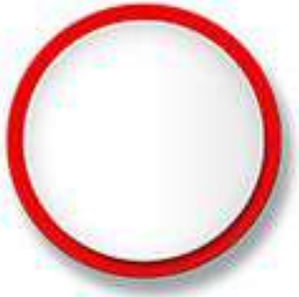
Google has no access to them.

Google search results also have massive spam problems.



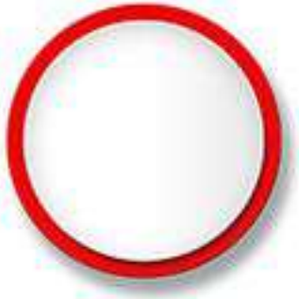
Google competitive advantage was speed and fast indexing.

Those advantages are widely available now at much cheaper costs.



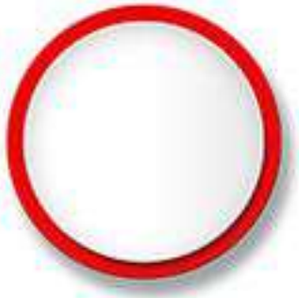
Google provides no incentives for those who submit good webpage references.

Blockchain has an advantage there.

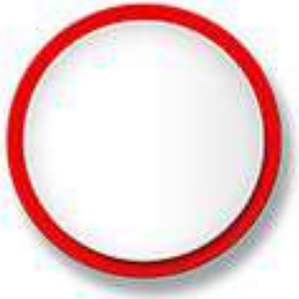


And Google subjects users to lot of data profiling as well as ads.

That gives several openings for a blockchain challenger.

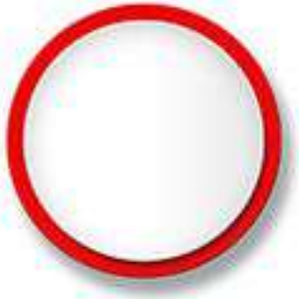


Just one of those openings is good enough.



FLO Blockchain based search linked to user rating is a powerful concept.

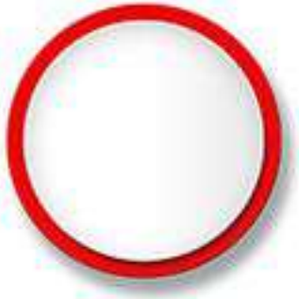
Combine search results with blockchain based rating of the person owning the data.



Spam, violation of user privacy and online abuse is a massive problem with Facebook.

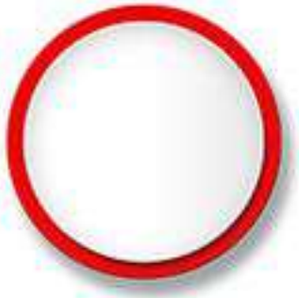
There are all kinds of unsavory characters in Facebook.

Would it not be better that people have certain rating points before they can approach others.

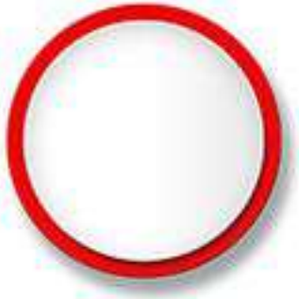


When a network is small, the user experience is very good. But it's not too useful as number of users are not large enough.

When the network is very big, user experience is bad, but it's more useful as number of people to connect to is very large.

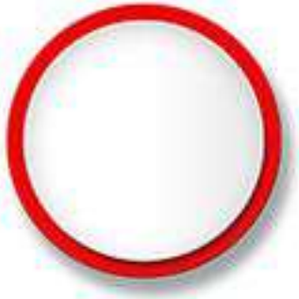


So network business design has to incorporate additional incentives such that initial users just not get good user experience, but it's useful to them too.

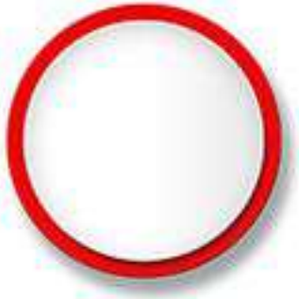


After a certain point in a network, the user experience starts to fall dramatically.

People are subjected to more ads, more spam, bad actors and poor experiences.

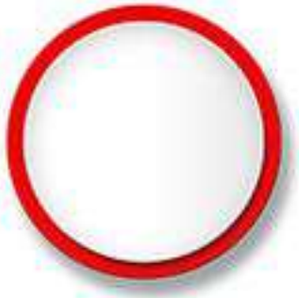


When any network reaches that point,
an new opening emerges for new startups.

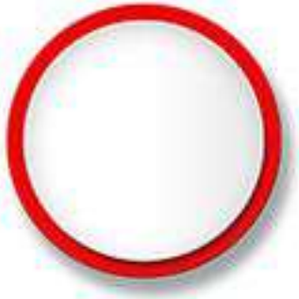


For instance, if a new YouTube were to be done now, people will not find too many videos to search.

But they will get excellent response time and great user experience for the videos already loaded.



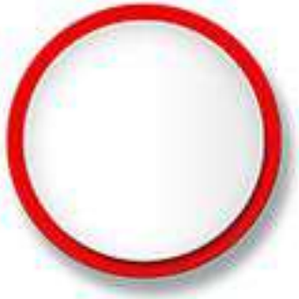
So if new incentives are drawn to compensate for lack of more videos, then the new YouTube will emerge very rapidly.



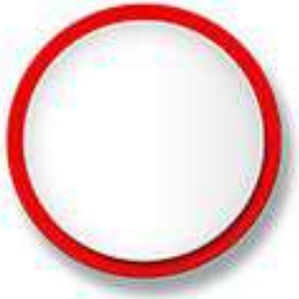
Also the curation of such videos should be very well done initially in order to attract high quality users.

And earlier uploaders should be given more incentives otherwise to participate in new YouTube.

The core objective should always be quality of user experience must improve over time, otherwise the network growth is destructive.



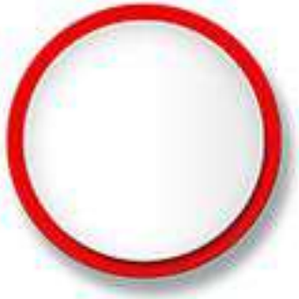
Facebook has an additional issue that it is trying to do everything. It wants to be Amazon, Snapchat, TikTok, Twitter and Facebook all in one.



The core value proposition for the user has to be very sharp.

And only offer those features where network has clear distinct competitive advantage.

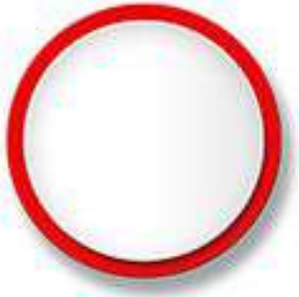
Doing everything for all users is not a good strategy.



If the data volume is large, data search capacity has to be really awesome.

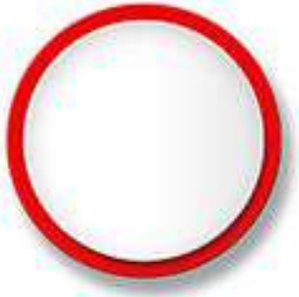
Facebook data search capacity is very poor.

These are the problems in centralized networks which have outgrown their capacity to deliver well.



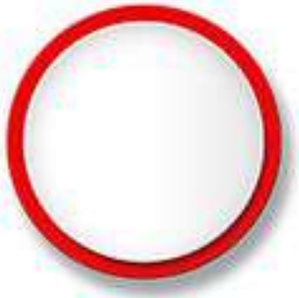
Offer only those features where users get exceptional experience.

Otherwise it drags the brand.

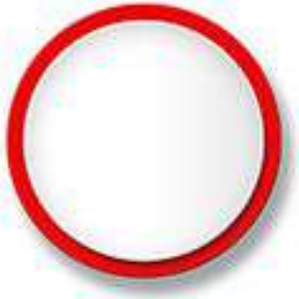


WhatsApp being quasi peer-to-peer offers very high quality of engineering.

So far it has managed to stay ad-free too.



However advertisements will come to WhatsApp sooner or later.



A blockchain alternative to WhatsApp will have several advantage.

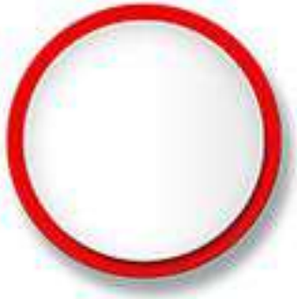
Users could choose their own identity not linked to a Telephone number which is relic of past.

Also user privacy will not be linked to Telephone number in blockchain based WhatsApp.

You will not be able to know when the user is online if he uses completely independent blockchain identity.

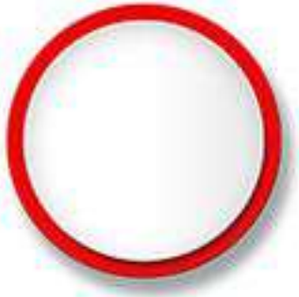
Another debate in social networks in user privacy versus need to grow the network fast.

If user information is private, it will not be easy to locate them through third party sources, and that limits short term growth of the network.



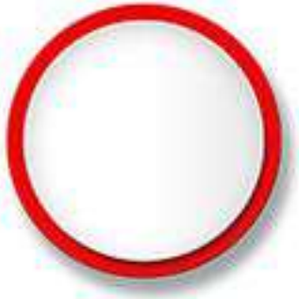
However if quality of user experience has to be kept paramount, then privacy must be protected.

And default options should be all privacy oriented.



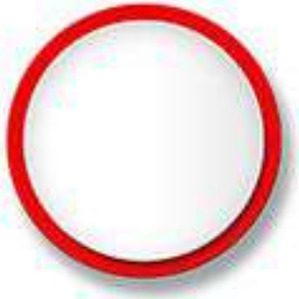
If the system manages to gain user trust, the long term payoffs are very high.

Users must feel secured with the system.



Twitter was originally designed to be efficient curation of public information by participants.

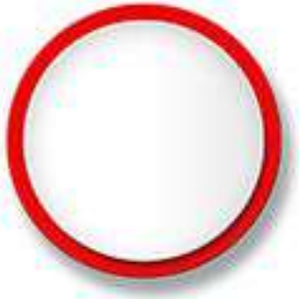
However the data blowup is very fast in Twitter.



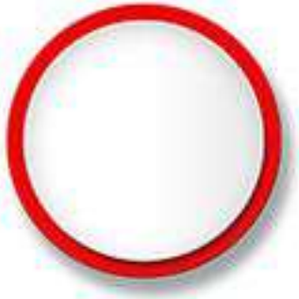
A blockchain alternative to Twitter will have to solve data blowup problem.

That can be achieved by limiting only highest quality tweets to be publicly visible for prolific tweeters.

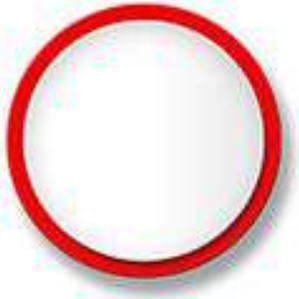
And showing everything from people who tweet less.



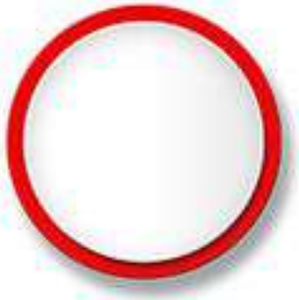
Blockchain based Twitter can also improve group capabilities of Twitter.



And in all of these blockchain alternatives, better incentive design for consumers, producers and investors can be done if the system objectives are well defined.



Improving user experience as the network grows has to be at the core of those system objectives.



Sustainable growth rather than super fast growth is another important objective.

Super fast growth is almost certainly a wrong strategy.