In the New Generation social network
'You are the algorithm'

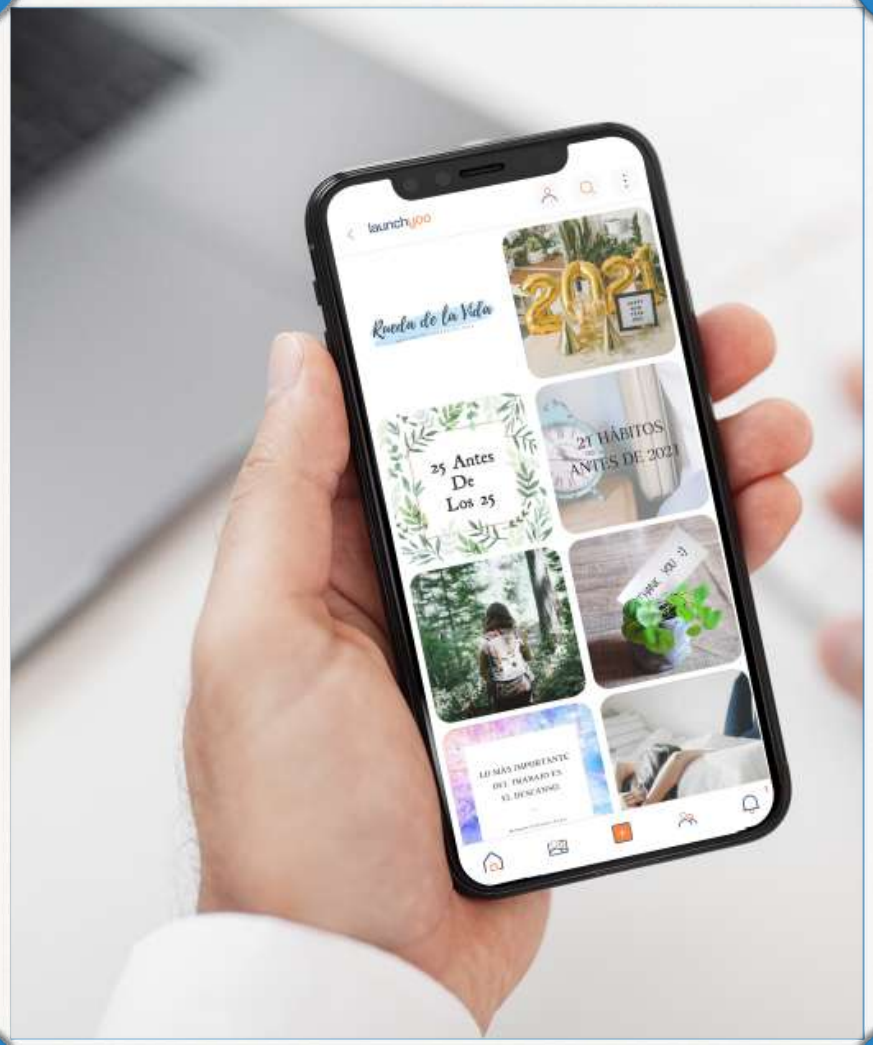
launchyoo

DOSSIER. Using the SOCIAL NETWORK.

Transparent, ethical, new, european

PECH *Network Services* SLU

Index



- Welcome to Launchyoo.
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- Ads within the platform.
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We welcome you to Launchyoo

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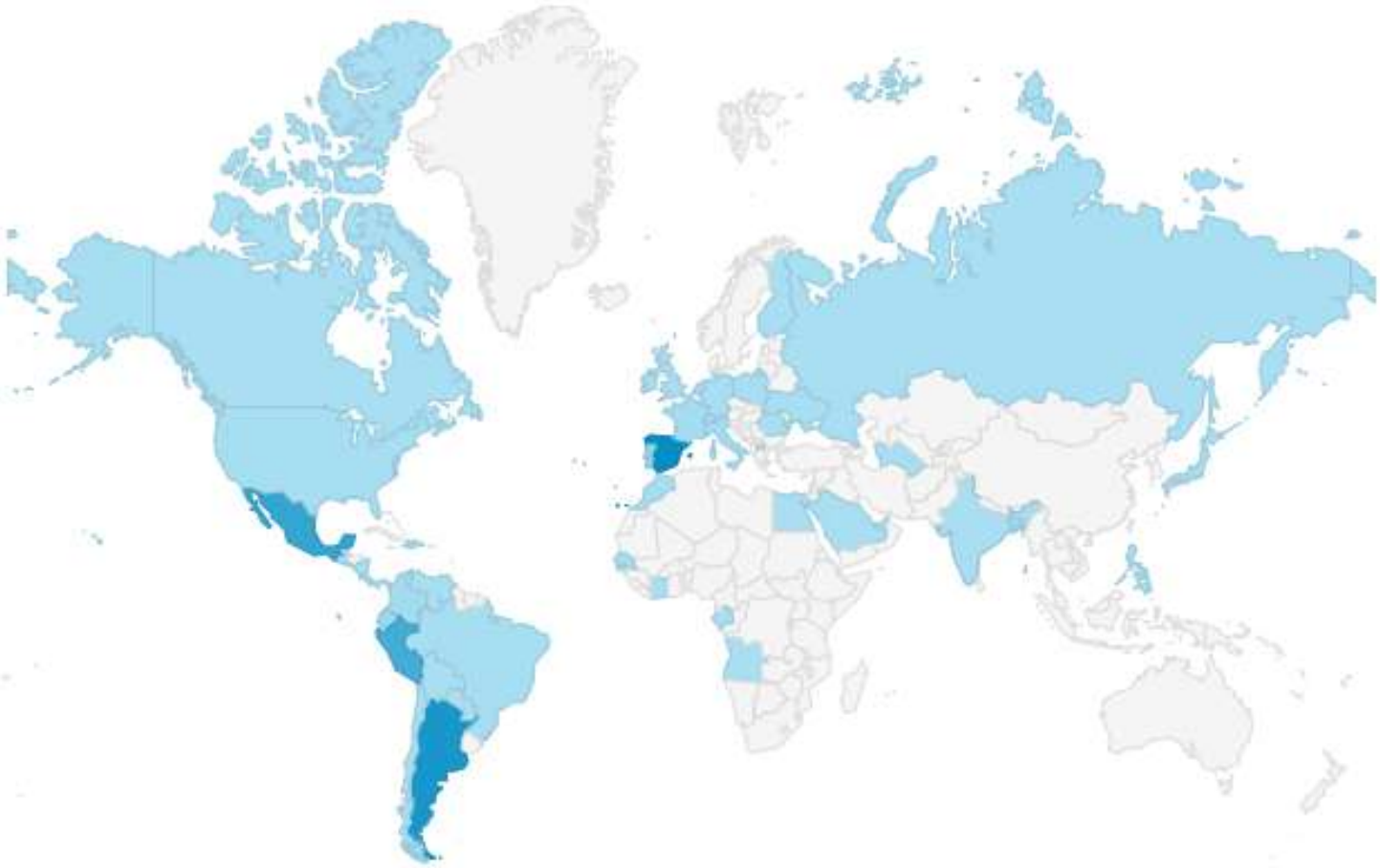
Thank you for your interest and welcome. We hope that this Dossier can allow you to discover Launchyoo and to make the most of all that it has to offer.

Launchyoo is the first great **European** Social Network, which was born with the ambition of reformulating the way in which the digital socialization experience is lived, to make it more serene, more personal. With the hope of fighting the way of doing of big social networks, full of data scandals, dehumanization, censorship, lack of ethics, the use of AI algorithms. Products with an agenda that does not include people.

With the desire to promote a space for content dissemination, with strong and interesting new features, in which quality rewards over quantity, in which indiscriminate censorship has no place and in which the objective is **sustainability** through respect for users and their data and a positive user experience.

Launchyoo is a new future. Nothing more, nothing less.

Launchyoo's geographic expansion Map



Presentation video

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Your new social network is loaded with new features. Click on the icon to get to know them.

Registration on the platform

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GET IT ON Google Play | Download on the App Store | Download on AppGallery

Registration on the application is possible through a computer (www.launchyoo.com) or a mobile device, once it has been downloaded from the **Android**, **iPhone** or **Huawei** Stores.

During the registration process it is necessary to indicate:

- A **nickname**.
- An **e-mail**.
- A **password**, which will need to be entered twice.
- The selection of the **TYPE OF PROFILE** (see next section).

Once all this has been completed, the acceptance of terms and the minimum age confirmed, an **e-mail** will be received for secure two-steps registration. Through it, the creation of the profile is definitely validated by clicking on the **ACTIVATION** button.

Registration on the platform

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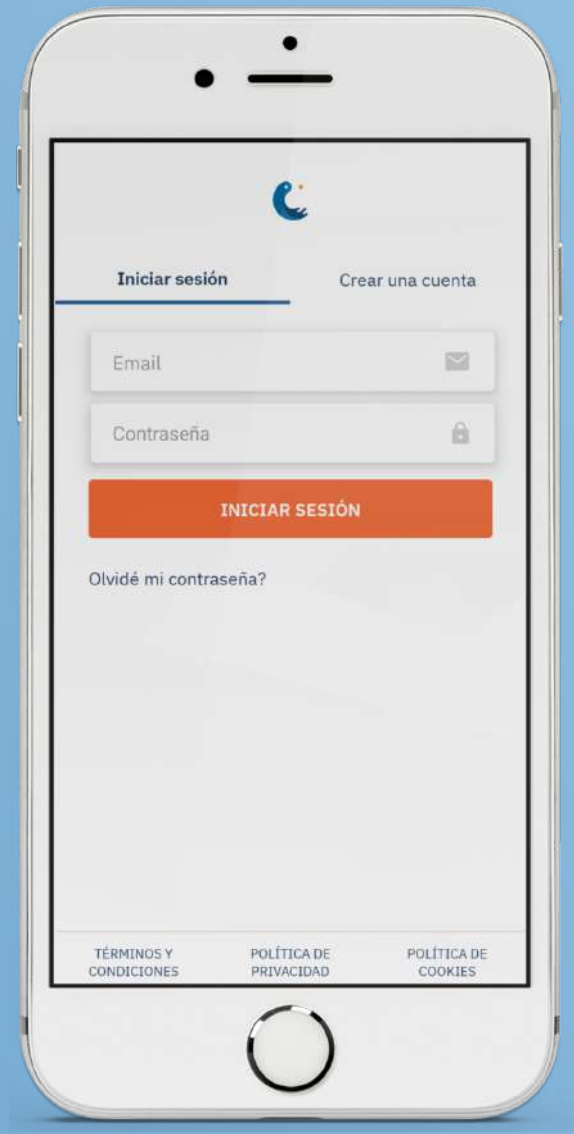
The **login** page allows access to the platform to registered users.

It requires indication of registration **e-mail** (more secure than nickname) and password.

Launchyoo memorizes the user so that successive login is not necessary until a log off is performed.

On this page it is also possible to access the option to **change the password** "Forgot my password?".

During the process, you will receive an e-mail for secure two-steps validation of the change.
The new password, entered twice, will take effect immediately.



The types of profiles available

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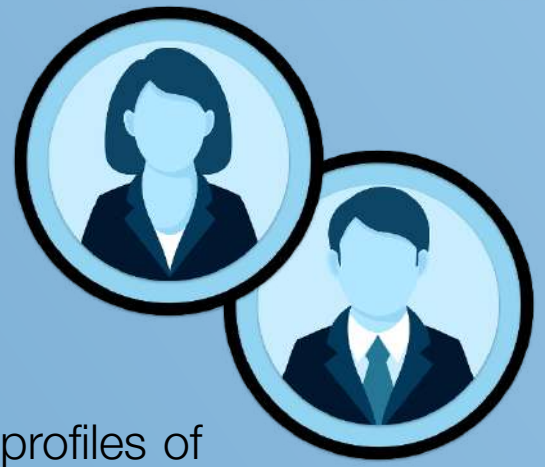

During the registration process it is necessary to indicate the desired **PROFILE** type. Launchyoo is the first Social Network in which various types of profiles coexist, chosen based upon the main use that will be made of the platform.
Ambiguities are eliminated, a heterogeneous and more dynamic ecosystem is created, expectations are clarified.

- **USERNAME**. For those who want to keep in touch with friends and family, follow profiles of their interest, get informed, have fun. For bloggers and podcasters.

- **INFLUENCER**. For people who want to entertain followers and make them grow in number, keep them abreast of their own interests and activities. For content disseminators.

- **BUSINESS**. For companies, businesses or professionals who want to have a presence on the platform for B2B, B2C, networking purposes and to promote products or services.

- **ASSOCIATION**. For non-profit organizations or those that carry out social, cultural, political, outreach, information or leisure activities.

Contact between profiles

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The main difference between the types of profiles is the type of contact possible with the rest.

- The **USER** type profile, the most numerous at all, has a «**FRIENDSHIP**» relationship with other **USER** profiles. And it has a "**FOLLOWING**" type relationship with the **INFLUENCER**, **BUSINESS** and **ASOCIACIÓN** profiles (the so-called **professionals**, which he or she follows).

- The profiles of the **INFLUENCER**, **BUSINESS** and **ASSOCIATION** types have a relationship of "**FOLLOWING**/ **FOLLOWER**" one another (they follow each other) and of "**FOLLOWER**" with **USERS** (users follow them).

It is much more intuitive than it might seem. Two important details:

- **Professional** profiles cannot follow **USER** profiles, only be followed by them, therefore seeing them as *followers*. Consequently, the increase in the number of followers will be obtained through the quality of the content shared, not through indiscriminate calling actions or through dynamics such as "I follow you if you follow me" so common in large networks. In this social network, **quality** is rewarded, and the basis is the same for everyone.

- The contact request to another profile is made on their profile page. The "**friendship**" request needs to be confirmed by the receiver, the "**follow**" request is instantaneous.

Contact between profiles

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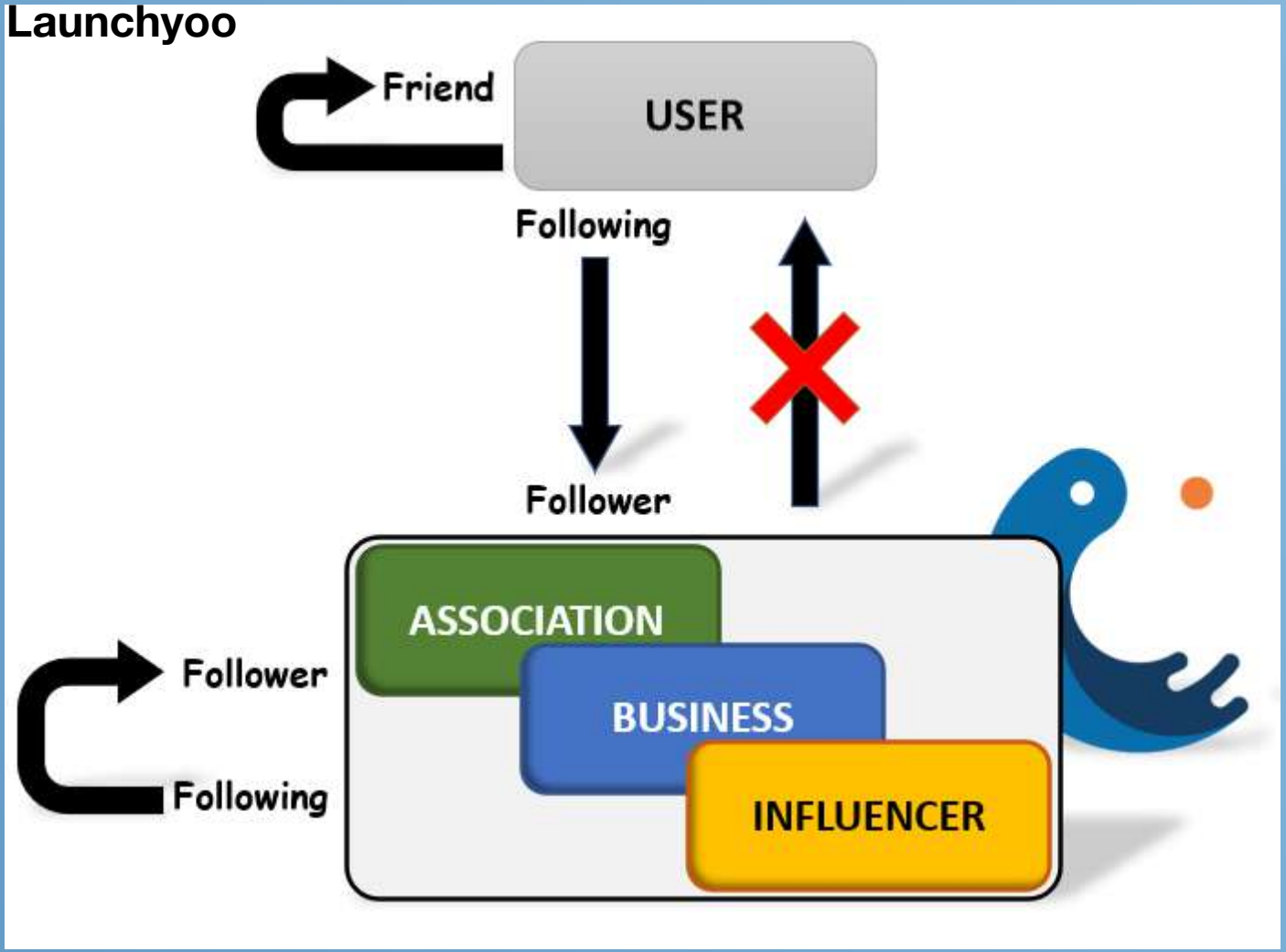
Scheme of contact types in the Social Network **Launchyoo**



The Desktop version

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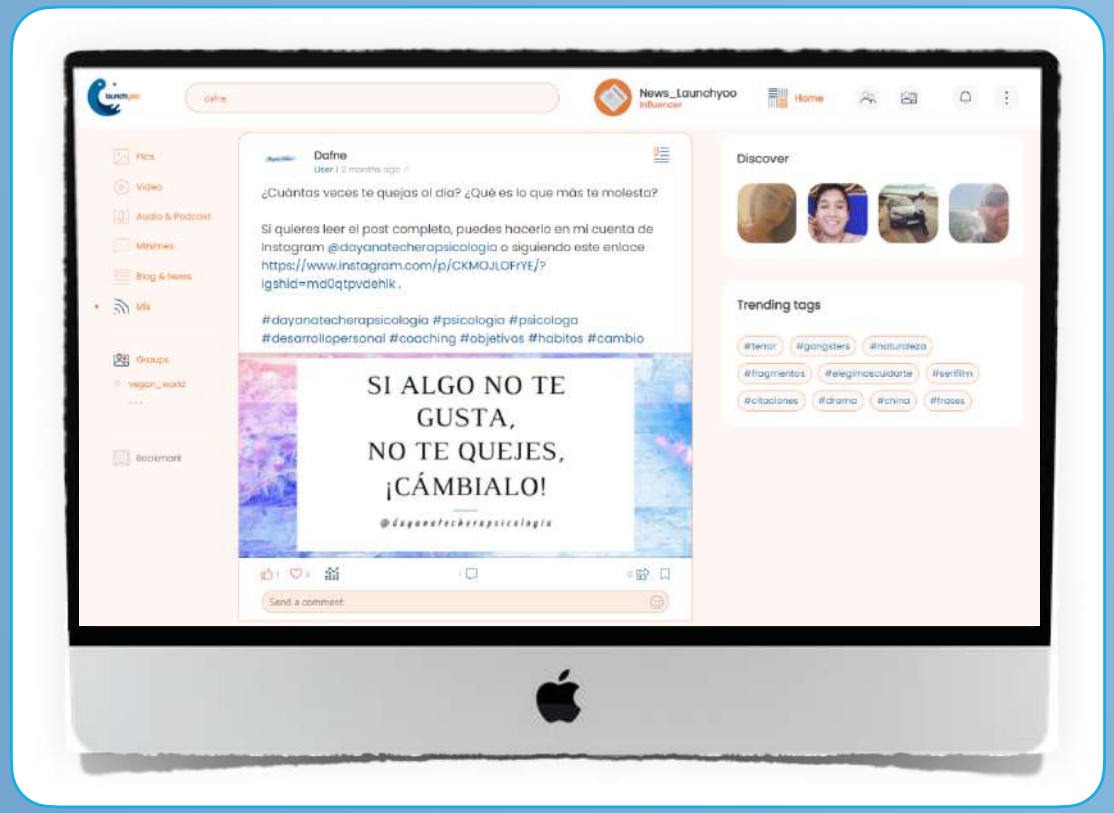
This DOSSIER presents information and images related to '*Step 2*' (February 2021) of the **App** version.

The **DESKTOP** version for computer has been created for a specific professional use, through PC or Mac devices with access from any internet browser.

The functionalities available are the same, with icons grouping and aesthetics optimized for large screens and keyboard and mouse use.

Some peculiarities:

- **Drag&Drop** to attach files to posts, during the creation process, in a speedy way.
- 'Trending Topics' and 'Suggested Profiles' always visible.
- Images shown without crop: natural aspect ratio.
- Content Walls always visible.
- Groups to which you belong always visible.
- Access to posts creation in the upper area.



The profile page

The best possible **showcase**.

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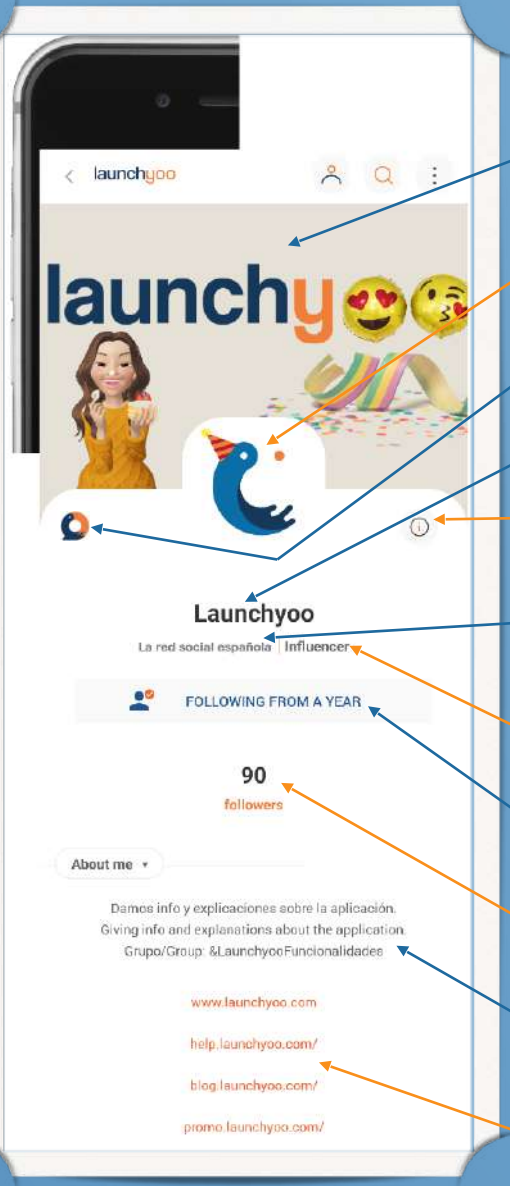
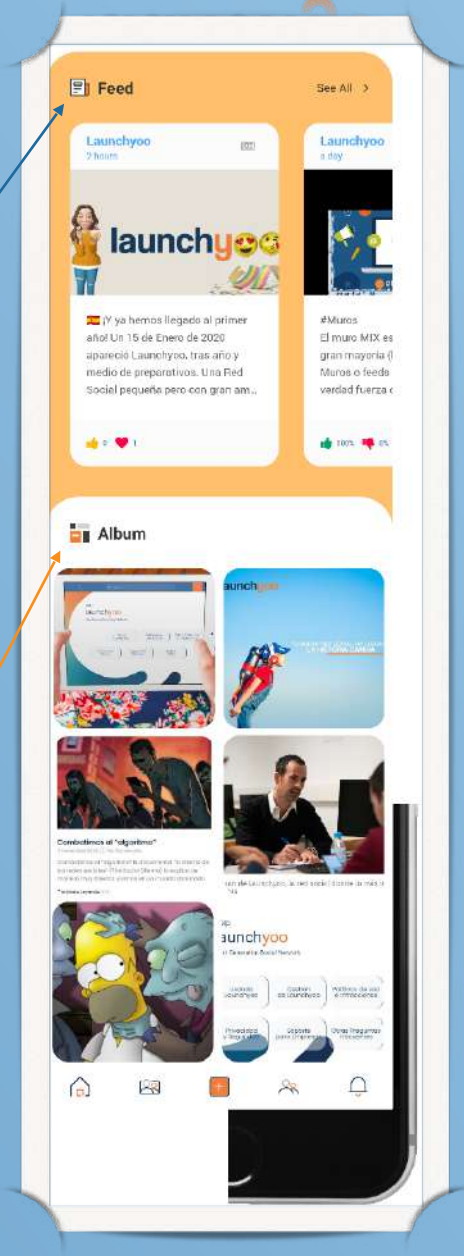


- **Background** image (1200x1200)
- **Profile** picture (600x600)
- **Chatyoo**. Private chat
- **Nickane** (chosen upon registration)
- Age and gender (optional)
- **Real name** or **denomination** (modifiable at any time)
- **Type of profile**
- **Contact** status with the profile
- Number of **friends/followers**
- «**About me**». Limitless description
- 4 **URLs** for external links

Feed: chronology of all posts the profile has shared

Album: pictures, videos and audio files which are **permanent**. It is the space for the best moments, products, services, activities. They grant access to the post



The profile page

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Some details:

Your profile page allows access to your **Archive**, saved publications that you can visit at any time.

The profile page of other profiles gives access to **Chatyoo**, the **private chat** to converse with the profile in question. It is only possible to converse with established contacts: friends or followers/following, as the case may be. Chatyoo allows, in this version, to write text along with emojis.

The application's **search** bar allows you to find profiles by **nickname**, but also by **real name** (**@**) to facilitate professional positioning. It also allows you to search for tags (**#**) and groups (**&**), separately or all together.

Tapping on any of the 4 **URLs** available on the profile page allows you to immediately visit that page.

The **ALBUM** is a **fundamental** audiovisual instrument to present, on the profile page itself, whatever you want to display permanently because of its importance. The content added to the Album will remain there, always available to visitors, until you decide to remove it.

Chatyoo

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Launchyoo's **private chat**.

It allows private communication with consolidated contacts: **Friends/Following** (*User* profile) or **Followers/Following** (*Influencer*, *Business* and *Association* profiles).

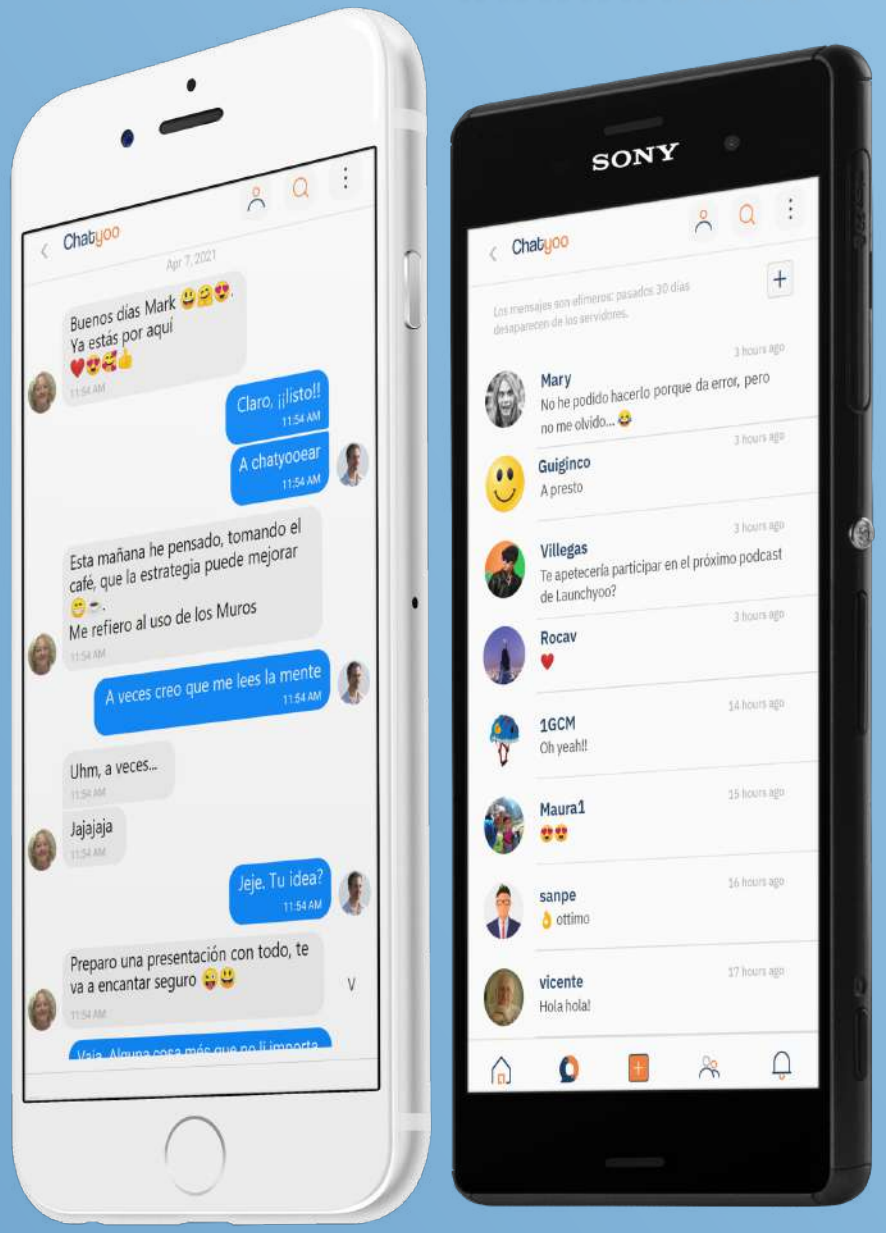
Designed for **customer service** and **Q&A** functions.

Texts are **ephemeral**: they disappear from the servers after **30** days.

Launchyoo renders available three layers of contact and interaction for maximum communication efficiency:

- The **walls**.
- The **Groups** (Public, Private and Secret).
- **Chatyoo**.

In addition, the content can become relevant outside the Social Network. Launchyoo is an '*open*' platform (this is explained later).



Content Walls

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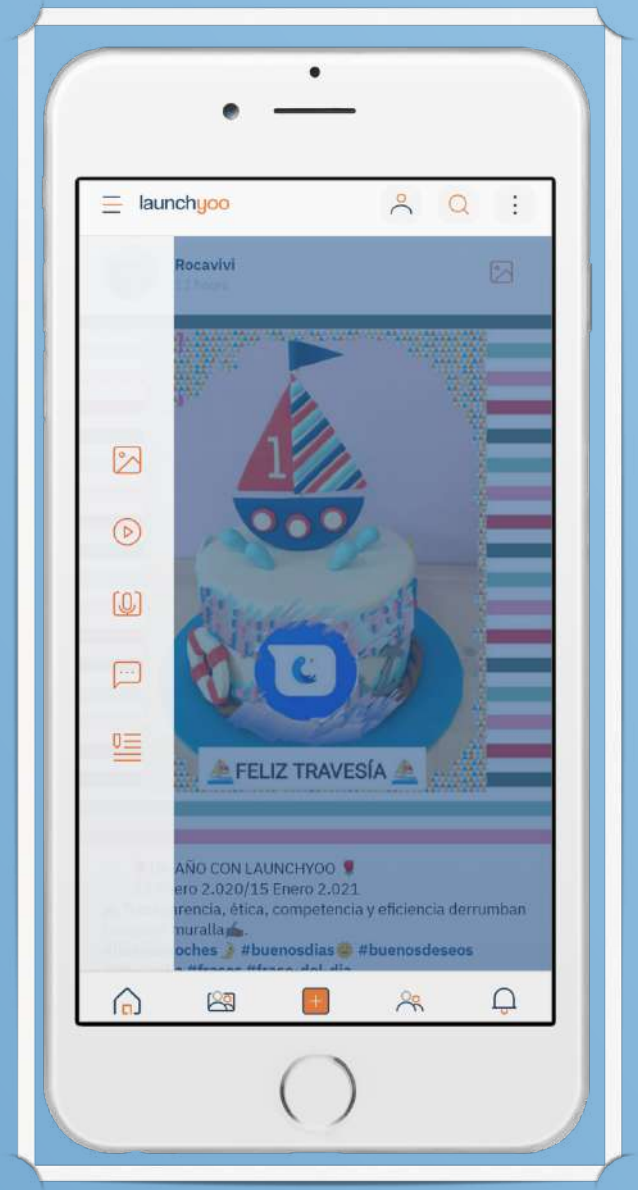
This is the **first** Social Network that separates the publications on different **Walls** or *feeds* based on their content. This allows to:

-Enjoy the type of content most desired, at the moment, depending on tastes, age or specific situation.
-Create and promote users ecosystems.
-Give value to ones messages by making use of the walls in which they can be more successful based on a multitude of factors.
-Dynamize the platform.

The selection of the Wall to visit is made through the "sandwich" icon in the upper left corner, which displays the Menu.

The default Wall is **MIX**. It displays varied posts with all kinds of mixed content. Here, in each publication, the icon of the type of content can be seen in the upper right side. The icon is ***active***, it allows you to visit the Wall associated to it.

All posts go to MIX, **always**, in addition to the given Wall based on their content. They are displayed in **chronological order**.



Content Walls

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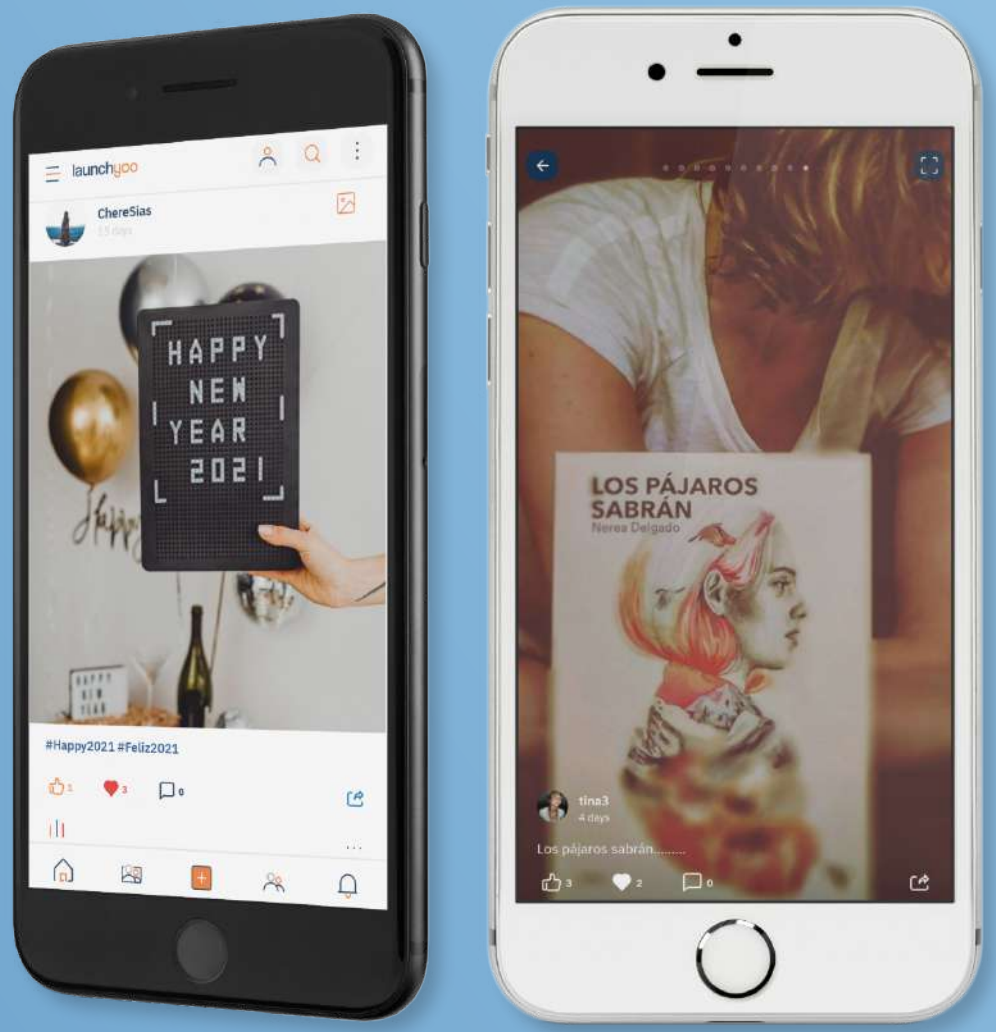
The **PICS** Wall shows posts with an image (only one) accompanied by a short text of no more than **250** characters. Maximum expression of visual content: for those who think that *an image is worth a thousand words*.

This Wall has a double browsing mode:

- **Standard**. Vertical scroll through publications.
- «**Immersive**». The images occupy the entire screen, horizontal scrolling to go from one to another. It is a more dynamic mode, ideal for the younger audiences.

Note: The application sends each created post to one Wall or another depending on the audiovisual content present and on the length of the text. It is exposed in detail in a chart at the end of this section.



Content Walls

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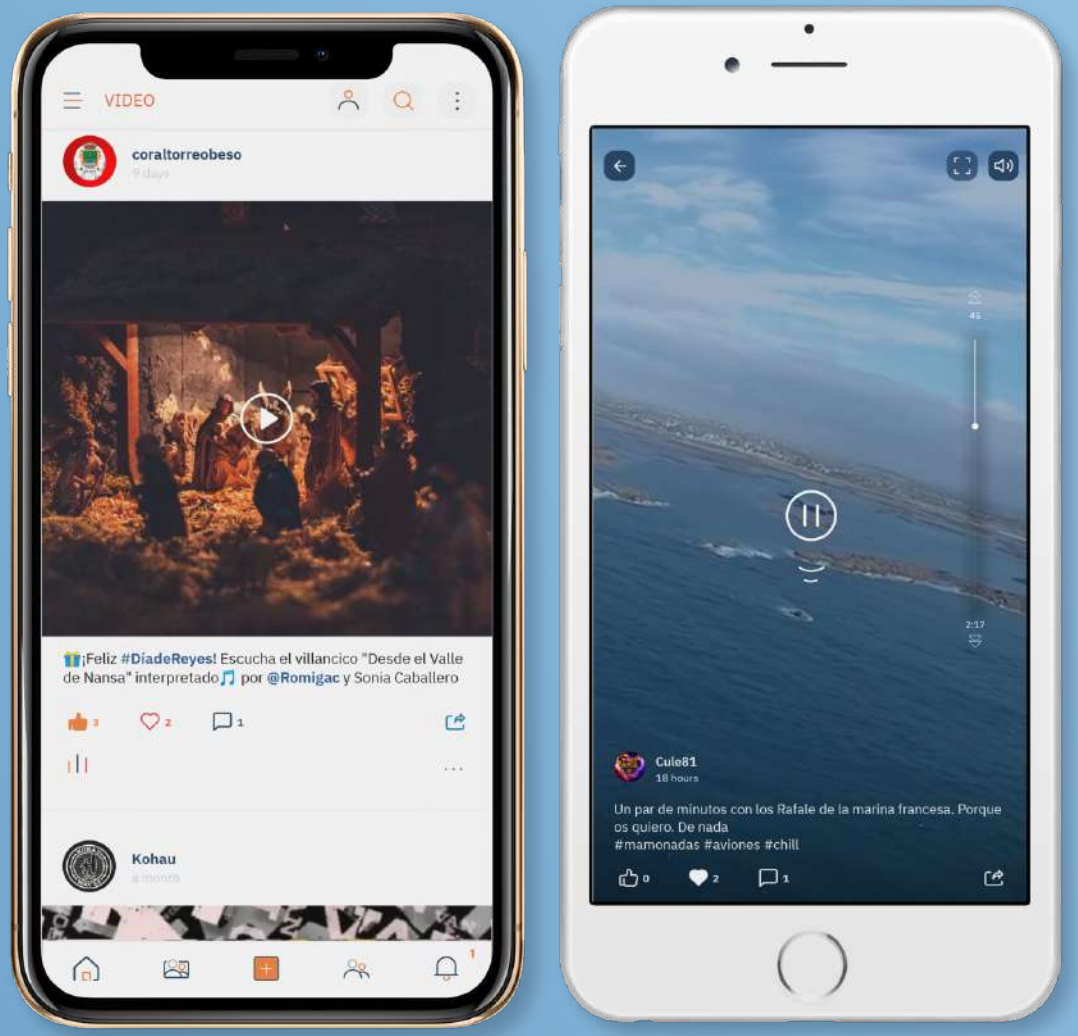
The **VIDEO** Wall shows a video (only one) accompanied by a short text of no more than **250** characters. The maximum weight of the video will be **400** Mb. It is possible (and desirable) to incorporate an image as a **cover**.
There is a double browsing mode:

- **Standard**. Vertical scroll through publications.
- «**Immersive**». The video occupies the entire screen, with a specific button to go from one video to another. The next video starts automatically at the end of the current one. It is a more dynamic mode, ideal for younger audiences.

Note: the «**immersive**» mode of the **PIC** and **VIDEO** Walls, recently introduced, allows immediate browsing, full screen, with the text in overlay, with the possibility of rapidly accessing the preceding and subsequent content and of interacting, commenting or sharing.



Content Walls

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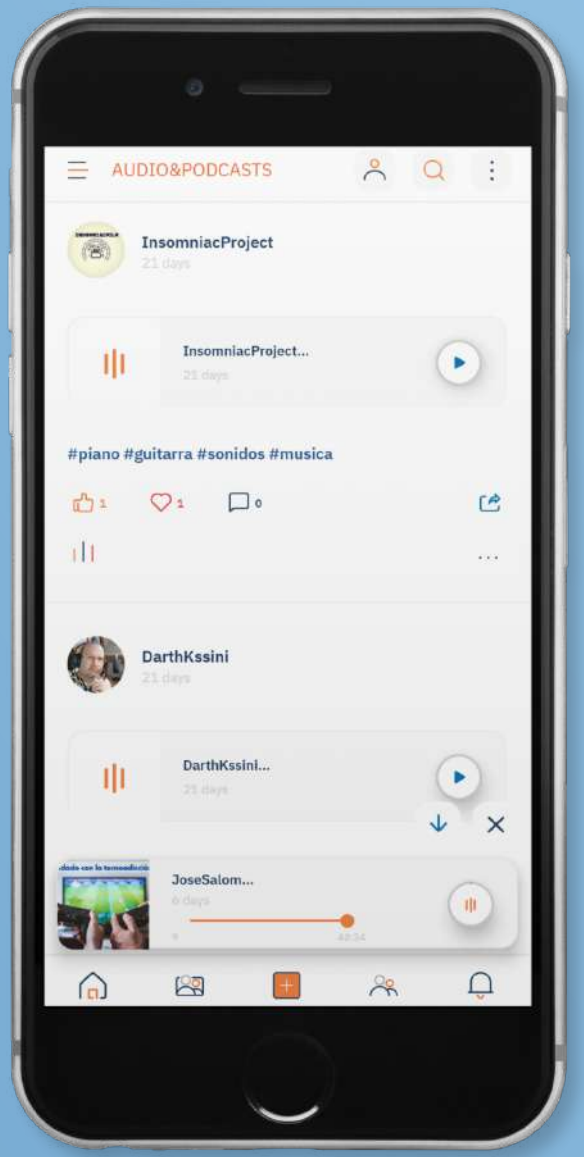
The **AUDIO&PODCASTS** Wall is an ***absolute novelty*** in Social Networks: a specific space dedicated to **audio content**, ideal for podcasting, radio, music and broadcasting. It brings together the best of audio platforms such as Spotify (content and hosting) and of Social Networks (interaction and growth).

Launchyoo allows you to upload an audio file of up to **400** Mb, accompanied by a **cover** image and text of any length.

The **Audio&Podcasts** Wall offers the possibility to listen to the audio files through a dedicated Player. It also allows access to the audio content previously shared by the profile that is being visited, listed by tapping on a specific icon.

The display mode is **standard**, with vertical scroll to visit successive publications. The Player is anchored at the bottom of the screen, as an expandable circular icon, while browsing, allowing continuous listening.

Note: Sharing posts outside of Launchyoo **allows unregistered people to hear its content**.



Content Walls

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The **MINIMES** ("mini messages") Wall is the best place to quickly and **immediately** communicate emotions and opinions. Publications consisting of a text of no more than **250** characters, without any attached content, are sent to this Wall. They may contain a GIF.

It is plausible that this will be the preferred Wall of those accustomed at using the Twitter platform, and it might be regarded as the opposite to the **PICS** Wall, assimilable by type of content to Instagram.

Note: Twitter, Instagram or Clubhouse are **specific** social networks, mainly focused on a particular type of content (short text, photos and audio respectively). TikTok is also part of this type of Social Networks, it focuses on video.
On the other hand, Launchyoo is a **generic** social network, which accommodates all kinds of content. It is similar to Facebook in this sense, but modernized with respect to it, with technical and functional innovation, with improvements at the content management level and the user's ability to enjoy it, as well as being infinitely more ethical and transparent.

Content Walls

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The **BLOG&NEWS** Wall is the specific format for **news** or **blog posts**. Long texts accompanied by one or more multimedia files.

Expression of the maximum fullness and richness in terms of content created, a publication on this Wall can contain up to four media files, among which there can be found a video file and an audio file (no more than one for each type), in addition to the preview of a link to an external web page, and even a GIF if desired.

The browsing mode is **standard**, with vertical scroll to visit successive publications.

The audiovisual content is displayed through a horizontal carousel.

Long-text posts are displayed in partial mode, with the "**Read more**" option to read the entire content.

It is to be expected that this will be the most visited Wall by people of a higher average age, as opposed to PICS and VIDEOS.

Content Walls

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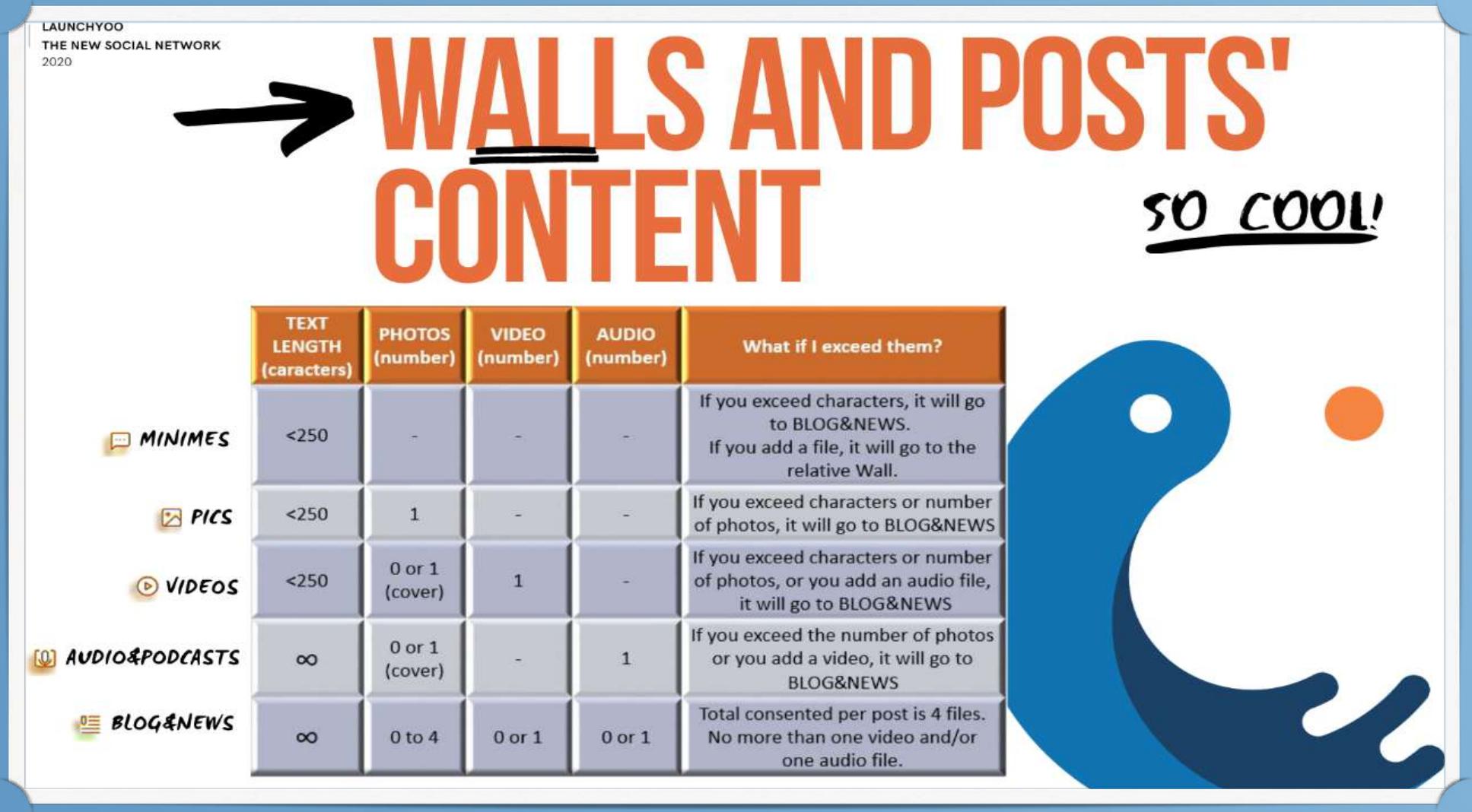
Chart with content of publications. Which **Wall** will the post go to if it includes:



	TEXT LENGTH (caracters)	PHOTOS (number)	VIDEO (number)	AUDIO (number)	What if I exceed them?
MINIMES	<250	-	-	-	If you exceed characters, it will go to BLOG&NEWS. If you add a file, it will go to the relative Wall.
PICS	<250	1	-	-	If you exceed characters or number of photos, it will go to BLOG&NEWS
VIDEOS	<250	0 or 1 (cover)	1	-	If you exceed characters or number of photos, or you add an audio file, it will go to BLOG&NEWS
AUDIO&PODCASTS	∞	0 or 1 (cover)	-	1	If you exceed the number of photos or you add a video, it will go to BLOG&NEWS
BLOG&NEWS	∞	0 to 4	0 or 1	0 or 1	Total consented per post is 4 files. No more than one video and/or one audio file.

* The **preview of external links** and **GIFs** do not intervene in the calculation of the target Wall

Sharing posts inside and outside

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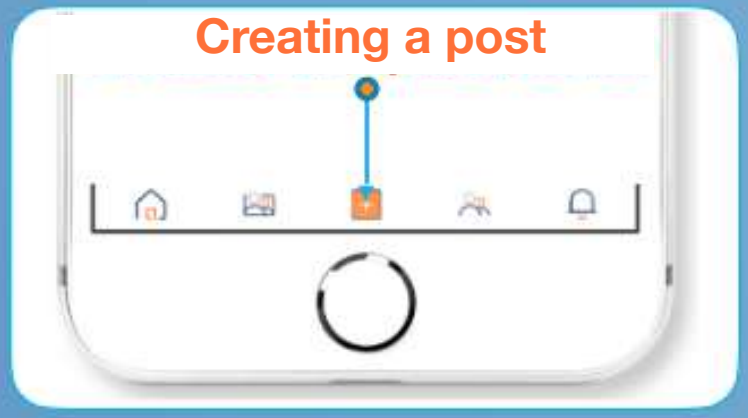
Creating a post



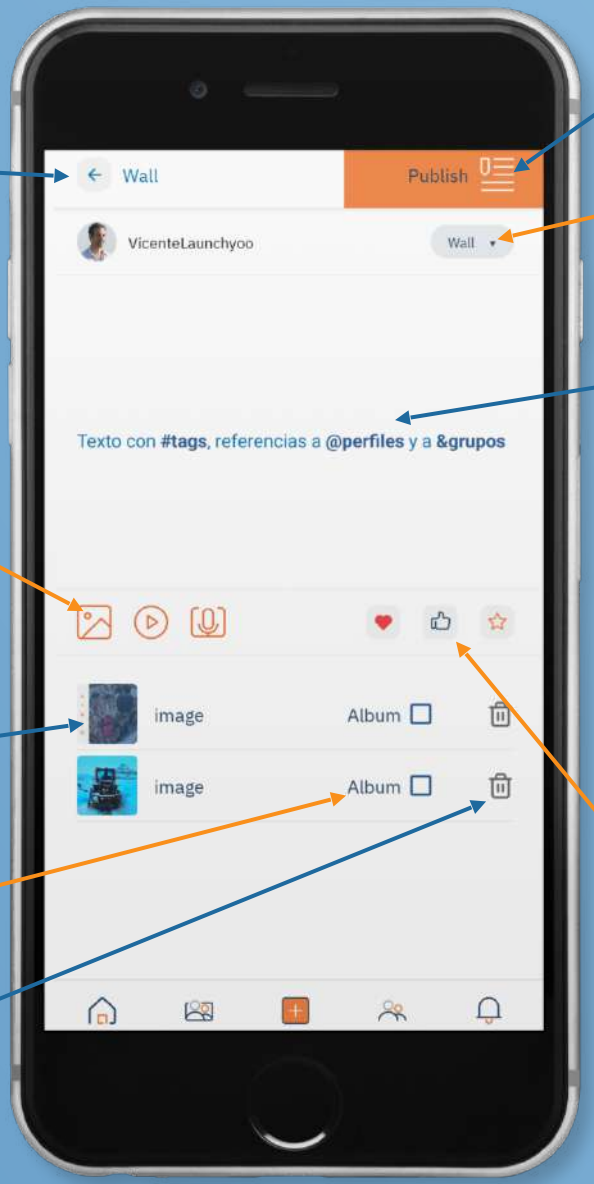
Go back

Attach an image, **GIF**, **video** or **audio** file. Images and video: from memory or use camera. Audio: from memory. GIF: selector through the image icon.

Displays already attached files. Tap to see them in full screen

Send the attached file to your **ALBUM** on your profile page

Remove the attachment from the post



PUBLISH button. **The icon indicates the Wall to which the post will go**

Target: the **Walls** («Wall») or a **Group** to which you belong or that you have created

Text of the publication. It can include references to **tags** (**#**), **profiles** (**@**) and **groups** (**&**), as well as **emojis** and **links** to external web pages (with **preview)**

Selection of the type of desired interaction with the post:

- Like/Love
- Yes/No (Thumb up/down)
- Star Rating

It is the "*advanced interaction*"

Sharing posts inside and outside

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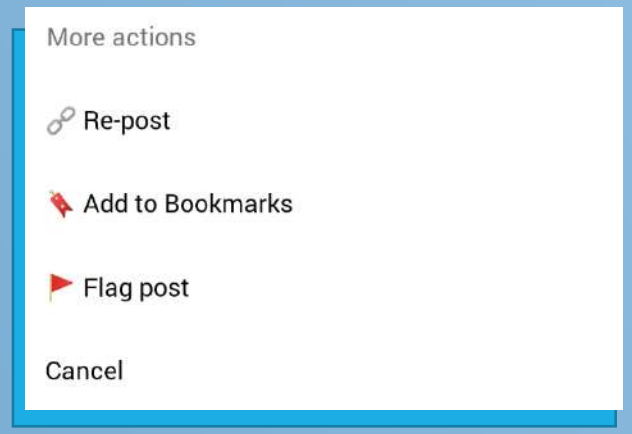
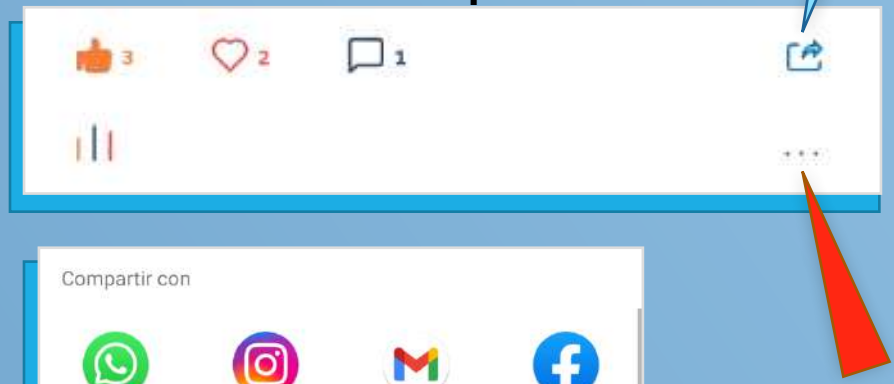
Inside.
Re-Post of a publication. Available in the **menu of each post**.
It allows to "**breathe new life**" into a post, bringing it back to the top.
In Launchyoo, the order of posts displayed is **chronological**, the Re-Post is therefore one of the most powerful ways to make content relevant again, and it is in the hands of users, not AI algorithms.

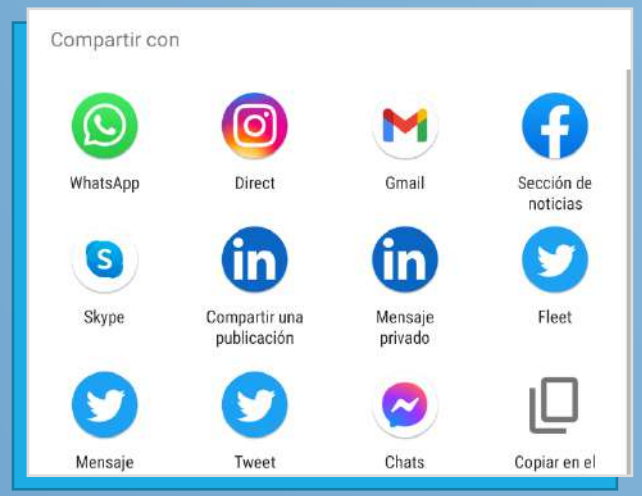
New interactions to a post that has been Re-Posted (Likes or others, views) add to those of who originally shared it. **The credit goes to the creator.**

Outside.
Sharing a post in another application/**copying** the link. Available through a **specific icon** in the footer of each publication.
It opens the window for the selection of the application in which to share the content, or for copying it to clipboard.
Launchyoo is an "*open*" social network (SEO, Google search).



Footer of posts





Content personalization

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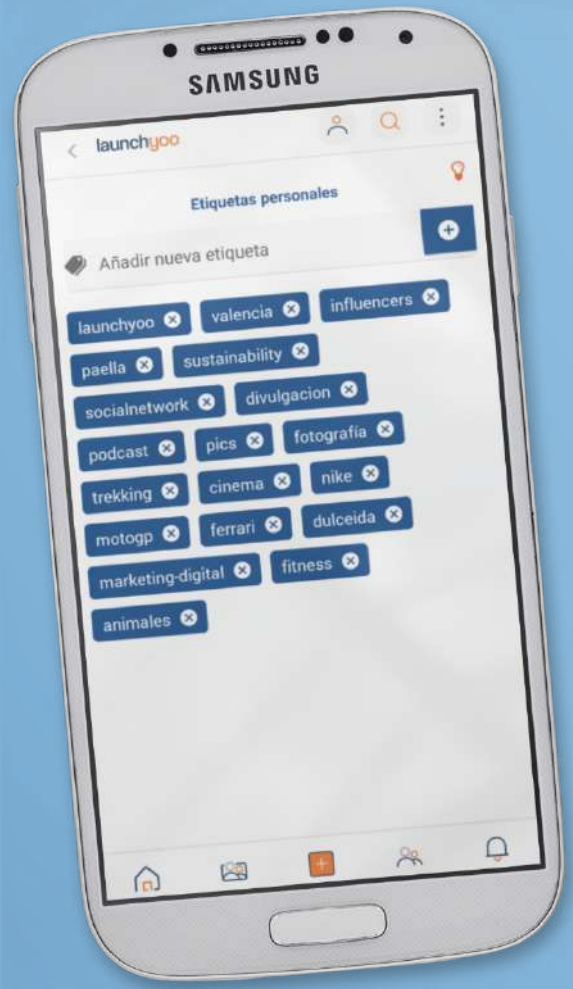
One of the **absolute novelties** of this social network is the **individualized content management**, which belongs to each person, **not to an Artificial Intelligence Algorithm** that monitors behaviors to then choose what each one of us will see, distorting the essence of socialization, of communication, with negative effects for the **user experience** for those who share and for those who read, see and listen as well.

Launchyoo allows the user to decide the **preferred** content through a series of brand new functions. It's about time.



- **Personal tags.**

Each person can add **tags**: words or phrases to indicate what they like and are interested in, thus defining their unique "**sphere of tastes**".
In any language (yes, even Klingon).
Phrases use the '-' character as spacing.
The application recognizes these tastes and will be more likely to display posts that contain any of the relative tags. The use of *#hashtags* in Launchyoo is therefore **organic**, especially **important**, and content creators must **catch** trends and **encourage their use**.
The user can update his or her personal tags any time, based on current events and changing tastes.

Content personalization

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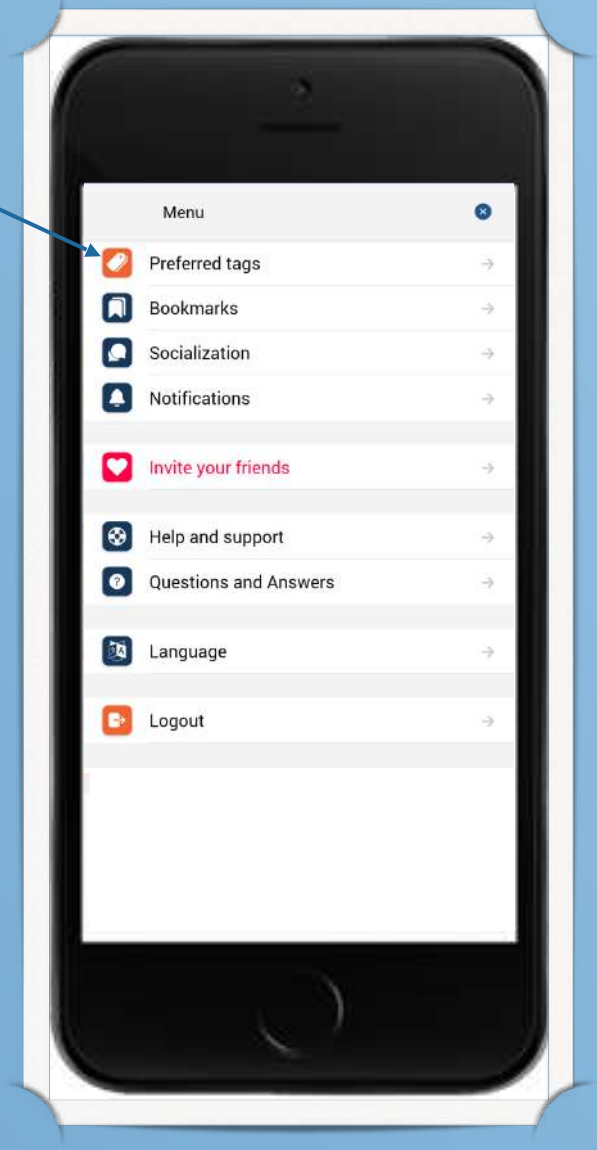
The **personal tags** management page is accessible from the App main menu



- Contacts temperature.
It is possible to assign a temperature to each contact. Three values:
- **Cold**
- **Warm**
- **Hot**

In this way, you choose how close you are to each profile and how much you want to see from them on your Walls.

Limit of 50 "**hot**" contacts (separately for **Friends** and for **Followers**/**Following**).
Reason: to avoid trivialization of this option, to bring Launchyoo closer to the concept of real socialization (see "*Dunbar's number*").

The objective of any content **disseminator** is to be selected as a **hot** contact, through the quality of shared content and the **proximity** of their messages to each user tastes.

The selection of each contact temperature is possible on the contacts page.
See next slide.

Content personalization

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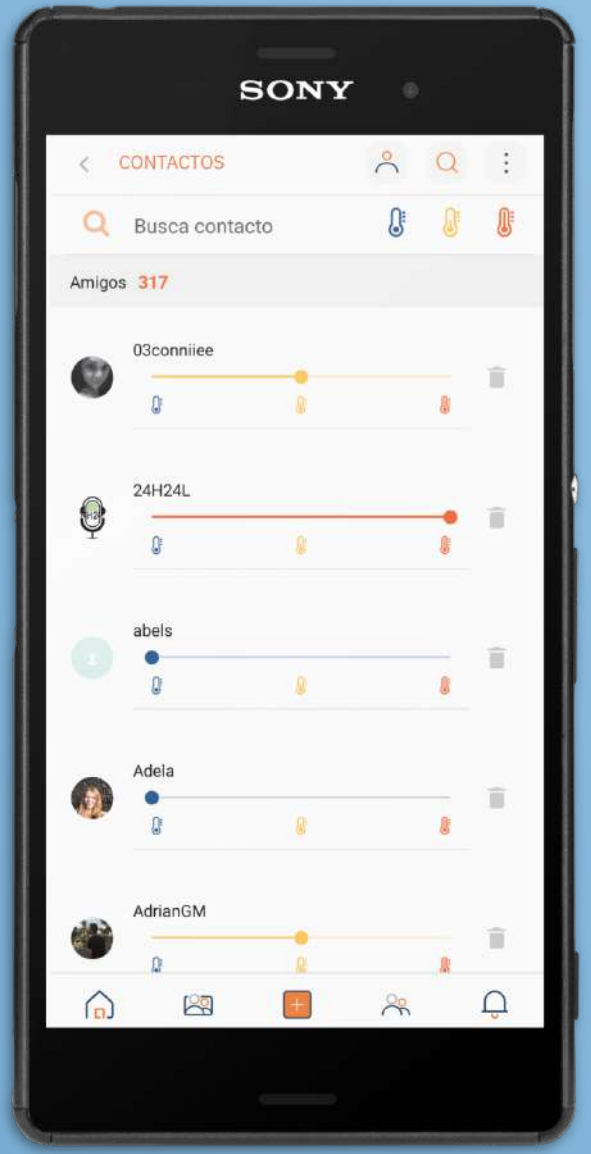
Contacts page.
- It allows the view of consolidated contacts (**Friends** and **Following** or **Followers** and **Following** depending on your type of profile).
- Viewing friend requests that are awaiting decision (sent and received).
- Gives option to delete a contact or to block it.
- Allows contacts display filtered by temperature.
- Can search for a contact in the list.
- **Allows selection of the temperature of each contact**.



- Multiple languages.

Launchyoo is **multilingual**. The application detects the languages that are known based on the languages of your publications and of those that are visited, as well as personal tags, and displays content in all of them.

The aforementioned functionalities, whose control **belongs to people**, allow **prioritizing** the publications that will be shown to each person.
Their appearance on the Walls is in strict **chronological** order.
The result is, very simply, a **better social network**, a more **satisfactory** experience and a more **natural** browsing to the advantage of those who operate on it and enjoy it.

Groups

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It is possible to create and/or to participate in three different types of groups:

PUBLIC. They can be searched in the search bar and accessed directly.

PRIVATE. They can be searched in the search bar and access requested (as well as an invitation received), but it will be the moderator (creator) to grant it.

SECRETS. They cannot be found in the search bar, they are accessed if an invitation is received from the creator.

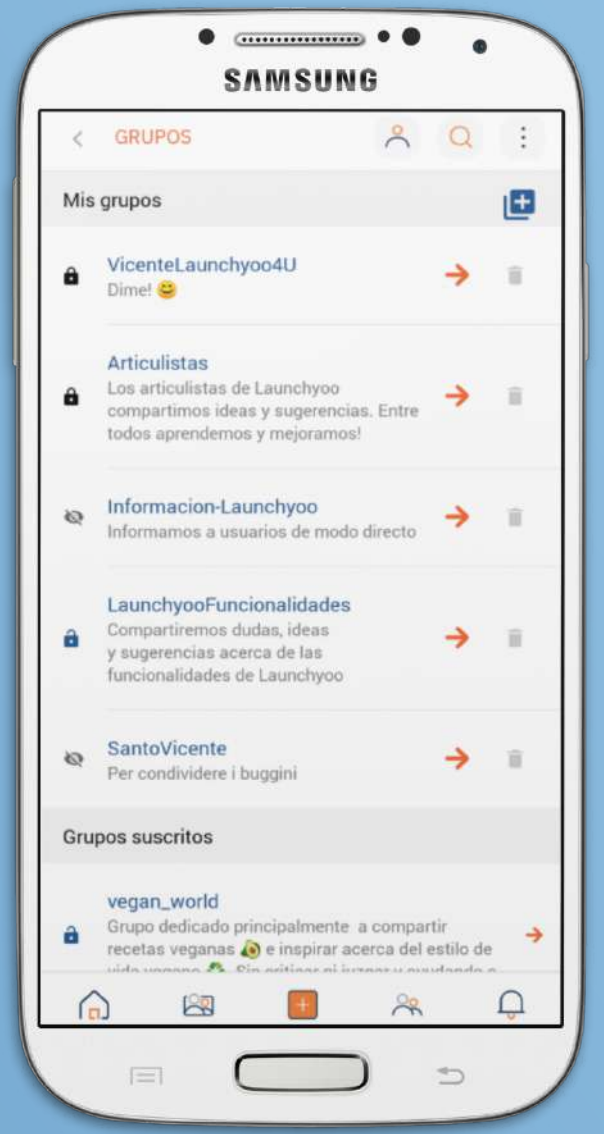
When a publication is created, it is possible to share it on the Walls or on one of the Groups to which you belong or that you have created.

The Group will have a name and a description, which cannot be subsequently modified.

Visualization of the publications in a Group is similar to the **standard** version of the Walls.

Publications in Groups **do not appear in the Feed**, on the profile page.

It is possible to Re-Post a publication from a Group. It is shared on the **MIX Wall**.



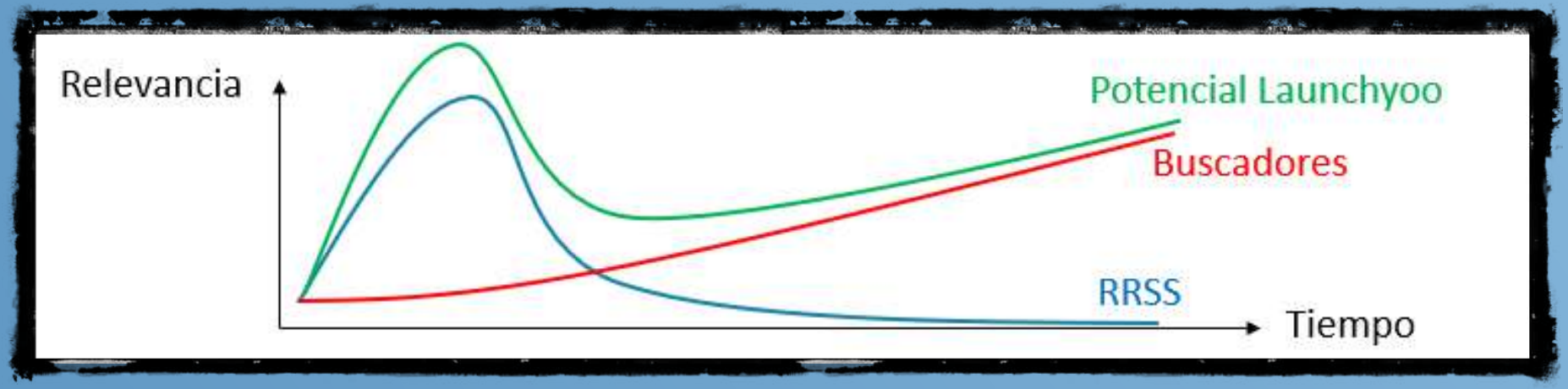
Launchyoo, an 'open' social network.

The Social Network Launchyoo **is not a closed ecosystem.** A person that is not registered to the platform can view:

- Any publication.
- Any profile page.
- The Mix Wall.

if the content is sent through the already described methods designed to share it **outside** the App. Additionally, in the Desktop version for computer, just a **copy**/**paste** of the **web** address will do the trick.

But also: the platform has been specially designed for search engines to detect shared content. Thus, Google indexing will improve. In this way, the use of **SEO**, **links** to external pages and vice versa, and the professional search for **web relevance** are taken to a new dimension. Launchyoo combines the advantages of social networks: virality but rapid organic decline, with those of search engines: with slower but sustained growth, leaving a more lasting "footprint". The advantages for the disseminators and content creators who will make use of these tools are significant.



Launchyoo, an 'open' social network.

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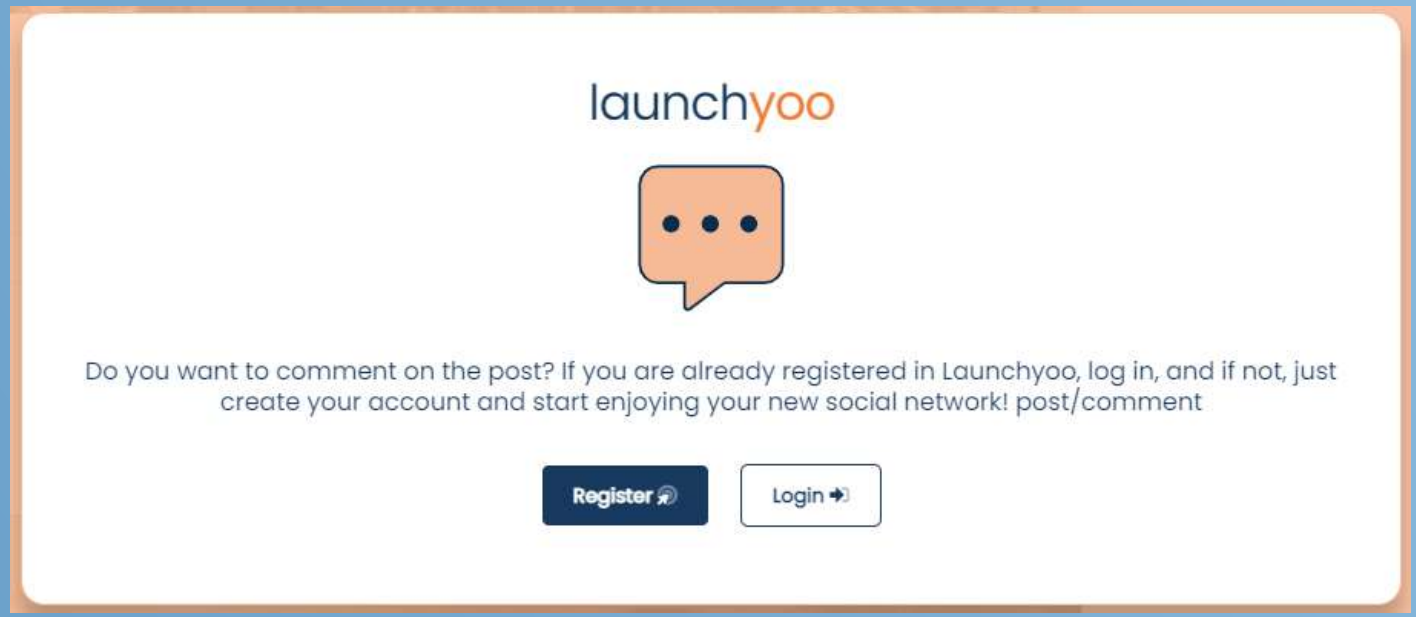
For privacy protection reasons, there are a number of limitations to the content that a person that is not registered to Launchyoo can view. In the future, these limitations will differ depending on the type of profile that generates said content to enhance the benefits for creators and disseminators.

Profile pages. It will not be possible to see:
- Real name.
- Date of birth and sex.
- Full feed (access only to the last 6 publications).
- Album.

Publication. It will not be possible to:
- Comment.
- Interact and see who has done it.
- Re-Post a post.

MIX wall. Those unregistered may not:
- Write a post.
- Access the Walls or Groups.
- Interact with the publications.



One of the call to action messages

Notifications

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In order to keep users interested in the platform, but without reaching the excesses of the large social networks that seek to maintain a permanent state of alert, Launchyoo displays notifications regarding some events that have occurred. These are of two types:

- **Internal notifications.** Its number appears next to the notifications icon that lights up, lower right section.

  - Shared publication.
  - Comment received on your post or reply to a comment of yours.
  - Publication in a group to which you belong.
  - Friend request received (*User* profile) or request to join a Group that you have created.
  - New follower (professional profiles: *Influencer*, *Business* and *Association*).
  - Acceptance of admission to a Private or Secret Group.
  - Mention in a post or comment (@).

- **External notifications (push).** The mobile device displays an application icon. They can be enabled/disabled.
  - Mention in a post or comment (@).
  - Comment received on your post or reply to a comment of yours.
  - New post of a warm contact/New post of a hot contact.
  - New post of a contact you follow.
  - Friend request received/You have a new follower.

Other details

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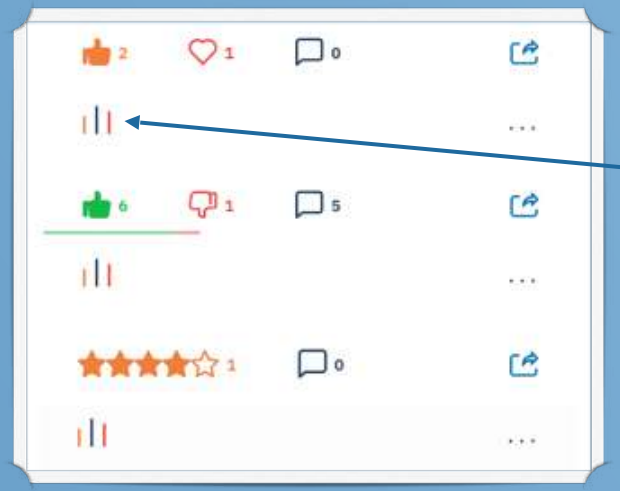
Other useful functionalities for communication and interaction:

'**Discover**'. The application presents the user with random profiles. It is not possible to display existing profiles amongst the mobile phone contacts because such action is not allowed by Data Protection laws.

'**Trending Topics**'. The hashtags with the most activity on the platform are displayed. The update is continuous.

Advanced interaction. It is possible to select the type of desired interaction with a shared post in order to obtain the best welcome feedback. It is a new feature in Social Networks.

- **Like/Love**. The classic and indelible.
- **Yes/No**. Used in video search engines.
- **Star Rate**. Used in forums.



The **STATUS** icon, three vertical bars, shows the individual interactions relative to each profile that has participated.
Launchyoo seeks transparency.

Other details

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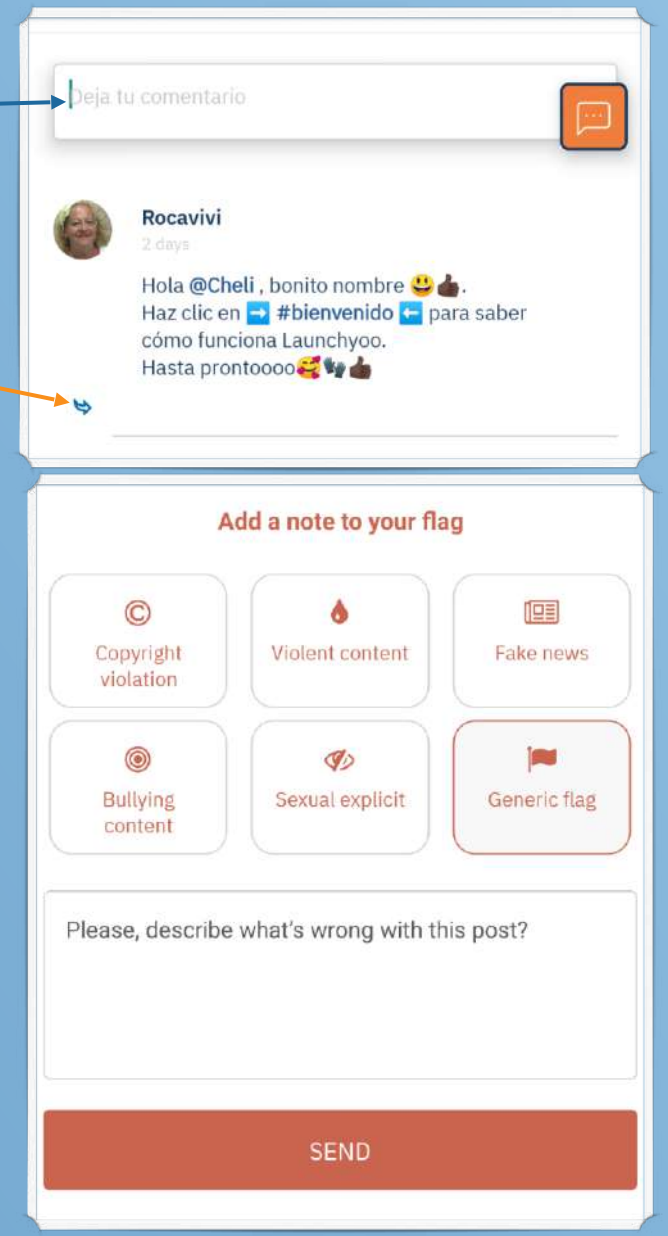
Comments and **responses**. In each publication it is possible to:
- Write a comment. It cannot be edited or deleted

(it's not possible to throw the stone and hide the hand here)
- Write a reply to a comment left by another user

In the first case, a notification will be sent to whoever shared the post. In the second case, both that person and whoever wrote the comment that has been replied to, will receive it.

Content Management, **Community Rules**.
Launchyoo avoids indiscriminate and uncontested censorship and does not use automatic content filtering algorithms.
Users indicate if there is inappropriate content through the "**Flag**" function in the menu of each publication. The platform receives this indication and acts following an open and respectful criterion, and **always** informing in the event of the need to delete content, block or delete a profile.

Post edition. When editing the text, comments and interactions obtained up to that point will be lost. This prevents malicious and a posteriori changes to the text itself.



Tips and advices

launchyoo

To improve reach:

- **Hashtags** have an **organic importance** in Launchyoo, people use them through their **personal tags** in the definition of their tastes. It is important that you suggest, in your messages, that they include those #hashtags you use the most among their personal tags.

- Likewise, suggesting that users include you as a "**hot**" **contact** multiplies the chances that they will see your content. In Launchyoo we talk about the probability that a user will see what you post in his or her feed based on personal choices, rather than sn AI algorithm deciding (or not) to display your content.

- Since there are no AI algorithms that prioritize content and this is displayed in **chronological** order, posts "fall" over time, they are naturally ephemeral. The most powerful way to get them back up on the Walls is through Re-Post. It is important to ask users to **Re-Post** your content. Thus, they take it back up in the feed and it will be visible to those users in contact with him or her. In this way your message **spreads**.

- Take advantage of the **Walls**. They allow different ecosystems of users by tastes and interests to exist. Identify your favorite user target and aim mainly for the Wall where they are most present. Modify the type of message you publish depending on which Wall you are going to send it to. Take advantage of Launchyoo to launch yourself into the audio world, with podcasts or voice messages to complement the visual content you share.

Tips and advices

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- Remember, Launchyoo is an "**open**" Social Network, it allows growth both inside and outside the likes no other does. Insert **links** to your pages in your publications, share your Launchyoo posts and your profile (*very important*) in other networks, blogs or web pages, use **SEO** techniques... Search engines detect activity related to your publications and your profile and your indexing will improve.

- **Your profile page** is the center of your activity on the platform and is more important than this of other Social Networks, where it is a simple passage point. Take care of the aesthetics of the photos, write a good description in "*About me*" and take advantage of the four links to URLs.

- The **ALBUM**. The «anti-Stories». As shared content loses relevance over time, whatever you feel most identifies you can be sent to your Album. Anyone who will visit your profile page will be able to access it and enjoy its content, the photos, audios and videos that they find and the publications to which you incorporated them. It should be the collection of your best products, services or activities, always visible.

- Make good use of the **advanced interaction**. Now it is possible to carry out market and product analysis thanks to the options that Launchyoo offers in terms of immediate interaction with the posts. The **Yes/No** and **Star Rating** options will allow you to know the opinion of the users in a way that goes beyond the typical but always effective **Like/Love**.

Ads within the platform

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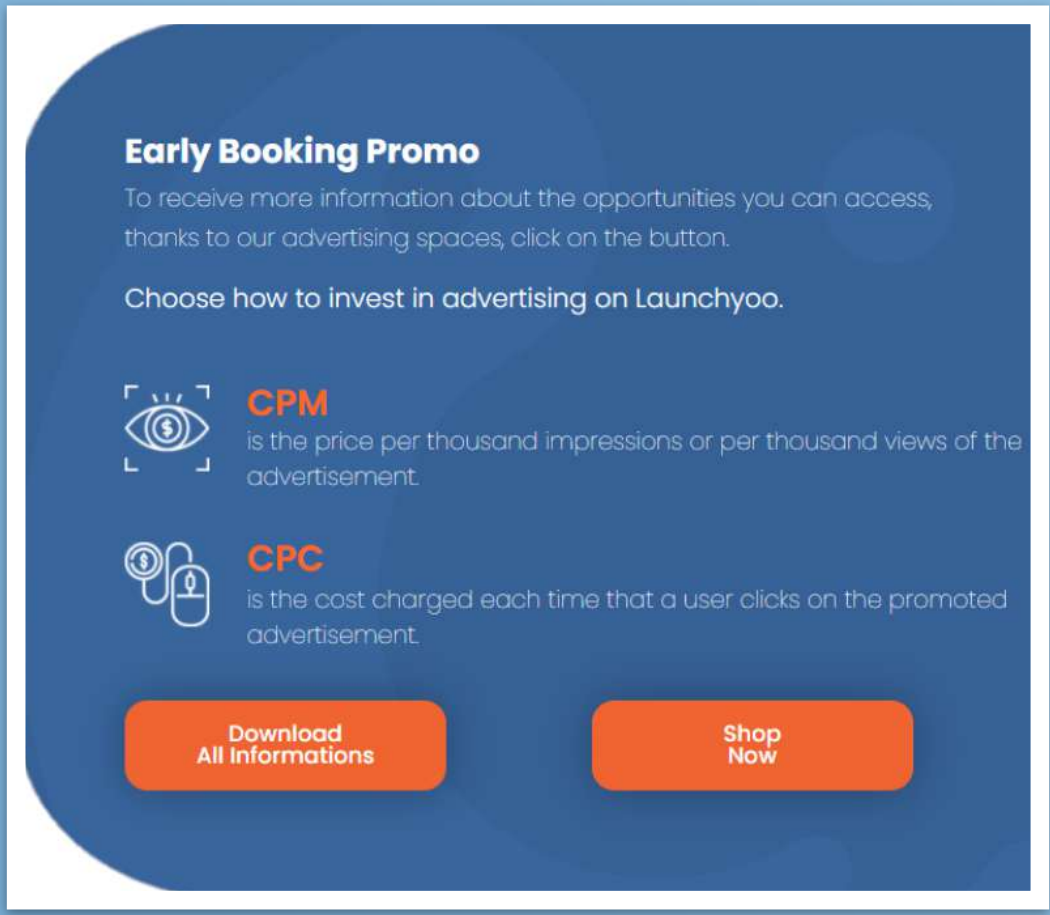
It is possible to activate paid publications to improve content reach.
All the information is available at https://promo.launchyoo.com/

It is an opportunity to promote services or actions and to increase the reach in a totally new market and within an innovative platform, one that is ethical and European, while diversifying, improving the image and increasing benefits.

At a competitive cost.

Two types of campaigns available: **CPC** (Cost Per Click) and **CPM** (Cost Per1000 Views).
Decreasing unit cost when increasing the budget available.
Current discount on the final price of **30%**.
Possibility of selecting priority spaces (the first publications displayed to the user).
Possibility of target bias.

Contact: advertising@launchyoo.com



For more information

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- Home page (ES/EN/DE/PT) - https://launchyoo.com/
- Complete description of the social network (ES/EN) - https://help.launchyoo.com/?lang=en
- Blog (ES)- https://blog.launchyoo.com/
- Legal Notice (ES/EN/DE/PT)- https://launchyoo.com/legal-notice/?lang=en
- Pricavy Policy (ES/EN/DE/PT)- https://launchyoo.com/privacy-policy/?lang=en
- Advertising (ES/EN)- https://promo.launchyoo.com/?lang=en

- Customer care - customercare@launchyoo.com
- Project management - management@launchyoo.com

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Enjoy Launchyoo and keep an eye out for upcoming news:

Possibility of finding people with similar tastes (Personal Tags) and Professionals in the vicinity.
Creation of events with scheduling and ticket sales.

management@launchyoo.com
Phone: +34 605329855

PECH Network Services SLU