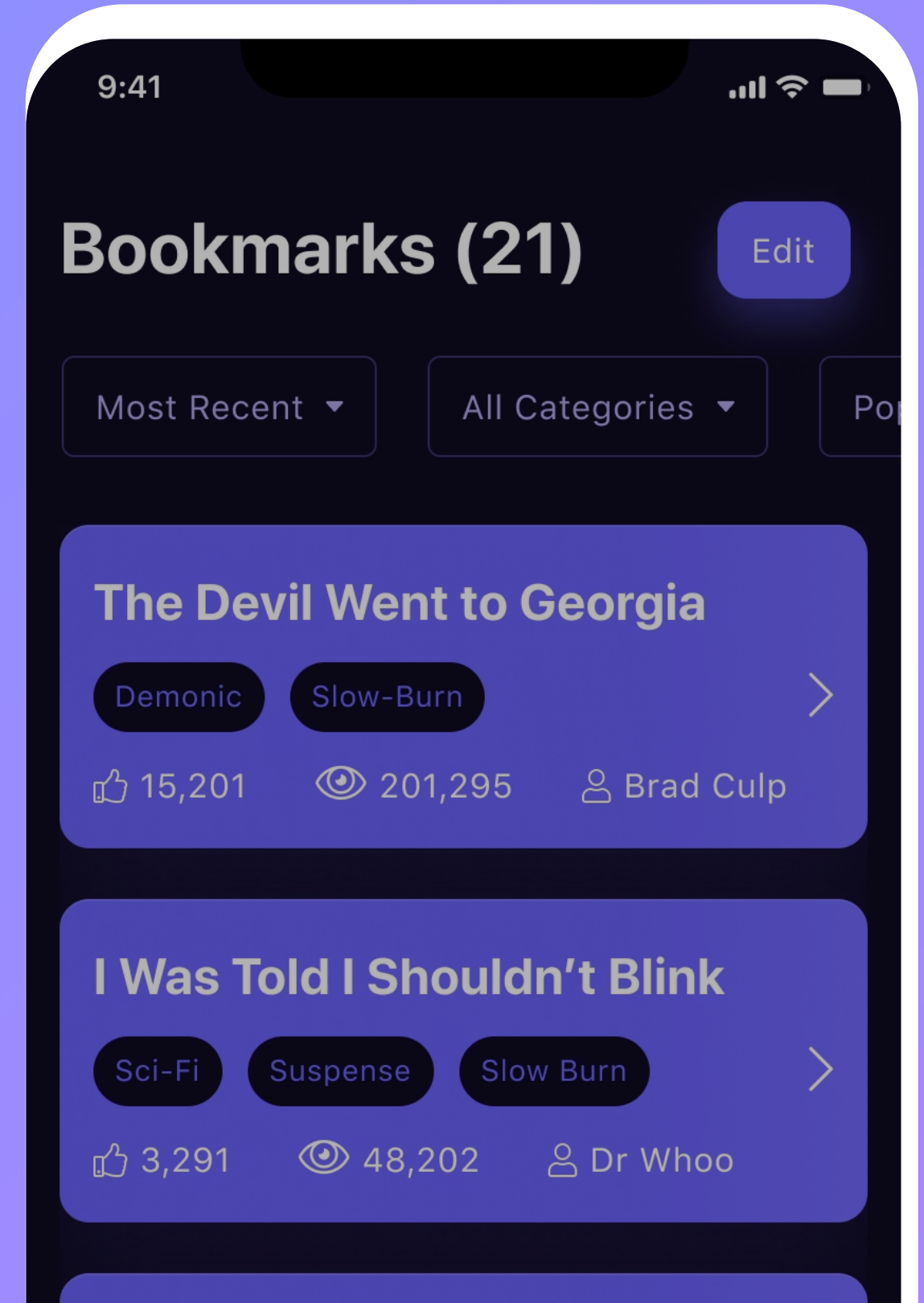


# "COLLECTIVE WISDOM" BY FACEBOOK

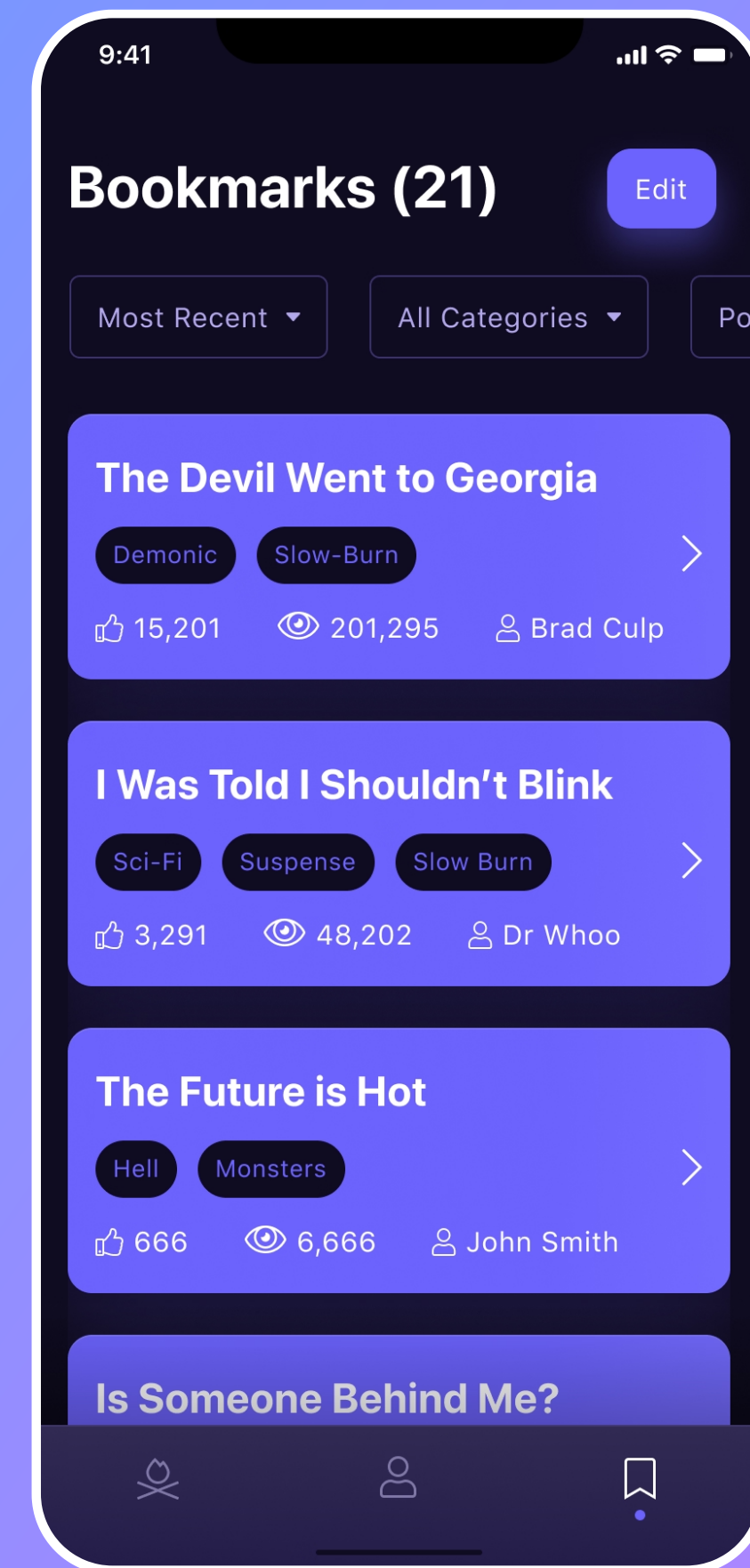
PRESENTED BY TEAM TITANS

Try Pitch

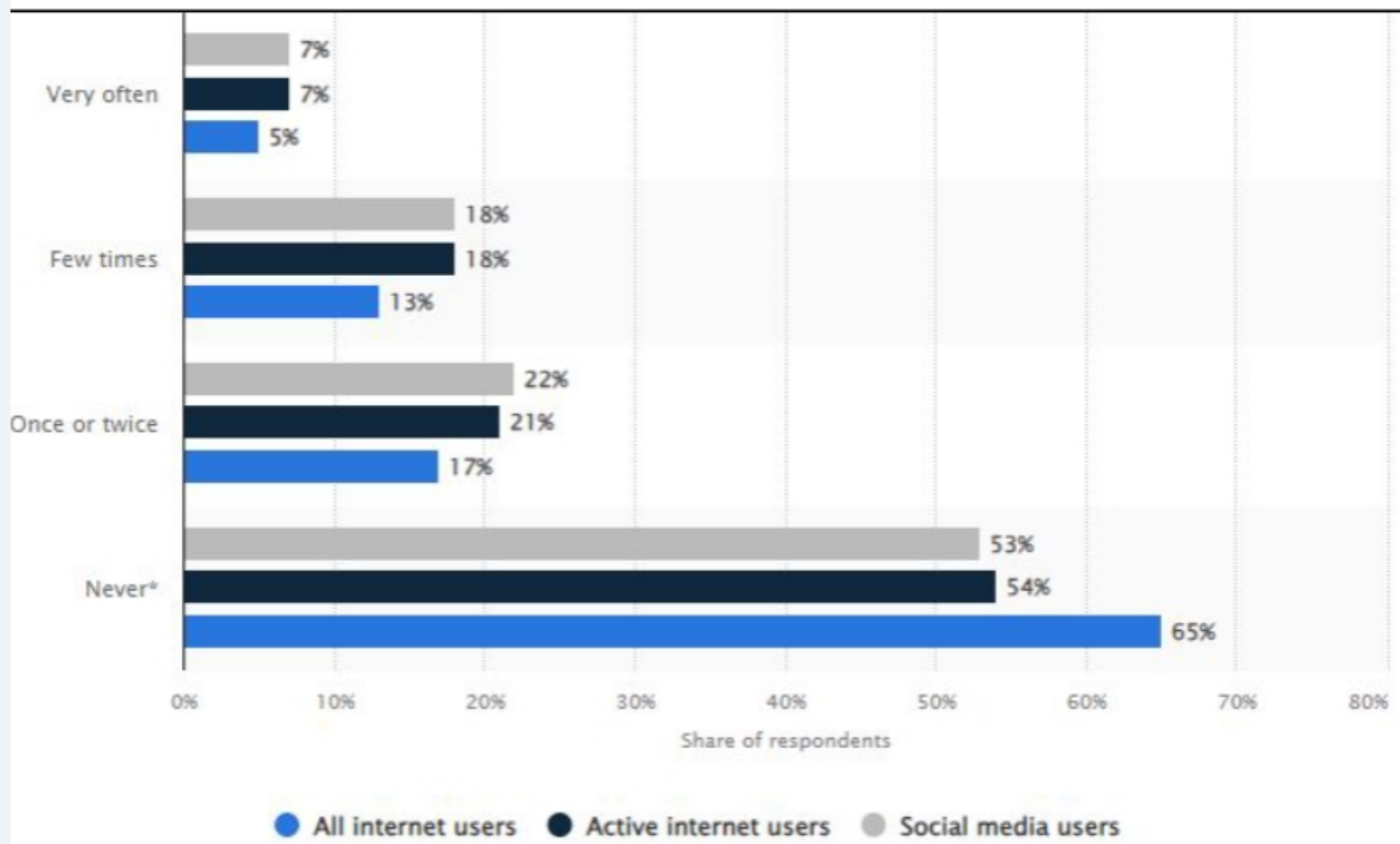


# PROBLEM STATEMENT

Social media platforms are increasingly criticized for spreading misinformation. Unverified content often confuses users, emphasizing the need for a "Collective Wisdom" feature. This feature would enable collaborative information curation, enhancing credibility and diversity among the Community members.



# Market Research



Social media platforms, such as Facebook, Instagram and Twitter, provide people with a lot of information, but it's getting harder and harder to tell what's real and what's not. In today's world, it is very easy to create, modify, fabricate and widely share different messages. Even if the information itself is genuine, it might be used out of context and turned into a propaganda weapon

Survey was conducted where 22% of Social Media Users in India reported having been misled by fake news circulated online about once or twice which was slightly higher than active internet users. Meanwhile 13% of all internet users had experienced this a few times. Notably more than half the respondents claimed to have never been misled by fake news online.

# User Personas



## Goals

- Financial independence
- Personal financial literacy
- Professional acceleration
- Be a 1% operator
- Improve product mindset

## Interests

- Engaging Product community
- Global & Indian Financial markets
- Geopolitical research and news
- Mentoring Product managers
- Explore cultures across the globe

## Description

Name: Somi Singh  
Occupation: Product Owner  
Location: Lucknow, India  
Issue: Lost money on Adani stocks due to false reporting by Hidenberg

Personal Mantra:  
"What you see is what you get"

## Characteristics

- Resilience
- Generous
- Supportive
- Practical
- Honest

## Challenges

- Inability to find trustworthy sources of information
- Lack of source material for news around global events
- No real-time data available for the validation of news
- No proper communication from firm or SEBI around veracity of news

## Pain points

- Financial loss and stress
- Lack of trust in news sources
- Confusion and uncertainty in financial matters
- Concerns about market manipulation
- Information overload on market-related news
- Explore cultures across globe



## Goals

- Diversify Product/Service Offerings
- Expand Business Reach
- Strengthen Online Presence
- Enhance Customer Experience
- Cultivate Strategic Partnerships
- Give Back to the Community

## Interests

- Community education
- Spiritual growth and development
- Build sustainable products
- Environment & cultural preservation
- Photography and trekking
- Literature and Poetry

## Description

Name: Shravan Tickoo  
Occupation: Entrepreneur  
Location: Kashmir, India

Issue: Decline in business due to false reporting on abrogation of Article 370

Personal Mantra:  
"Integrity is cornerstone of growth"

## Characteristics

- Empathetic
- Curious
- Humility
- Leadership
- Integrity





## Challenges

- Strained Community Relationships
- Hesitancy in Business Expansion
- Uncertainty about regulatory environment
- Decreased consumer confidence and business activity
- Limited growth opportunities

## Pain points

- Economic Volatility
- Investment Uncertainty
- Market Fluctuations
- Policy Gridlock
- Public mistrust and social discord
- Limited opportunities

# COMPETITOR ANALYSIS

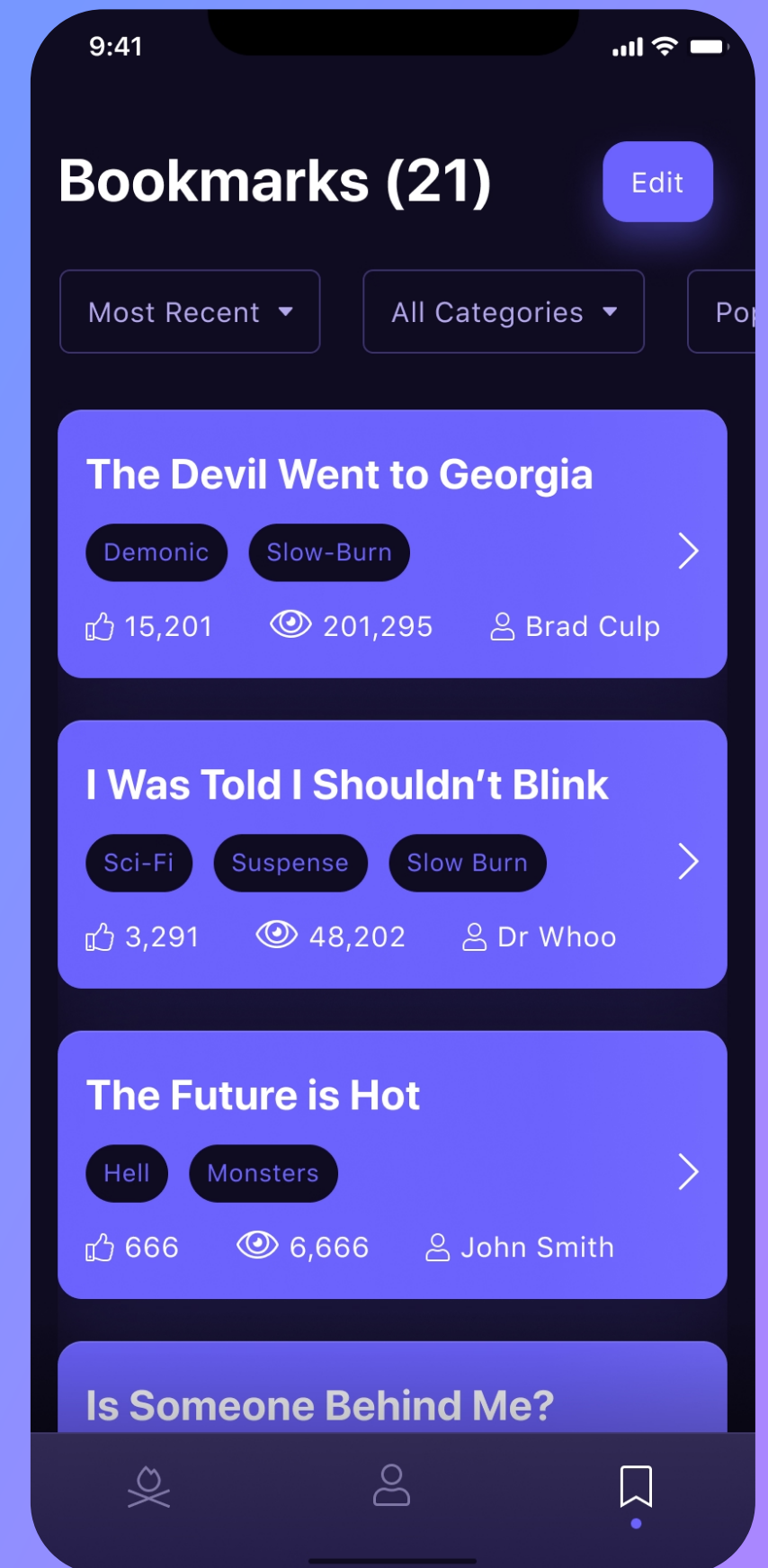
				
NAME	Facebook	X (Twitter)	LinkedIn	TikTok
STRENGTH	<ul style="list-style-type: none"> <li>• Advanced technology</li> <li>• Large user base</li> <li>• Partnerships and collaboration</li> <li>• Data analytics</li> </ul>	<ul style="list-style-type: none"> <li>• Real-Time Updates</li> <li>• Active User Engagement</li> <li>• Partnerships with Fact-Checkers</li> <li>• Transparent Policies</li> </ul>	<ul style="list-style-type: none"> <li>• Professional Network</li> <li>• Identity Verification</li> <li>• B2B Content Focus</li> <li>• Industry Expertise</li> </ul>	<ul style="list-style-type: none"> <li>• Large User base</li> <li>• Algorithmic Content Moderation</li> <li>• Engagement and virality</li> <li>• Partnerships and Collaborations</li> </ul>
WEAKENSS	<ul style="list-style-type: none"> <li>• Fact-Checking Limitations</li> <li>• Algorithm Bias</li> <li>• Content Distribution Reduction</li> <li>• User Trust Issues</li> <li>• Resource Intensive</li> </ul>	<ul style="list-style-type: none"> <li>• Limited Context</li> <li>• Algorithmic Challenges</li> <li>• Dependence on User Reports</li> <li>• Platform Manipulation</li> </ul>	<ul style="list-style-type: none"> <li>• Limited User Engagement</li> <li>• Inadequate Reporting Mechanisms</li> <li>• Lack of Content Policing</li> <li>• Lack of Public Awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of trust on ownership</li> <li>• Limited control over user generated content</li> <li>• Ease of Content creation</li> <li>• Vulnerable to manipulation</li> </ul>
OPPORTUNITIES	<ul style="list-style-type: none"> <li>• Enhanced technology</li> <li>• Strengthened partnerships</li> <li>• User education</li> <li>• Transparency and accountability</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Technology Adoption</li> <li>• Expanded Collaboration with Fact-Checkers</li> <li>• Proactive User Education Initiatives</li> <li>• Community-Driven Content Moderation</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced AI Solutions</li> <li>• Collaborative Industry Efforts</li> <li>• User-Generated Content Verification</li> <li>• Professional Development Programs</li> </ul>	<ul style="list-style-type: none"> <li>• Educational Initiatives</li> <li>• Enhanced Content Moderation Tools</li> <li>• Integration of Fact-Checking Features</li> </ul>
THREATS	<ul style="list-style-type: none"> <li>• Evolving tactics</li> <li>• Regulatory scrutiny</li> <li>• Reputational damage</li> <li>• Legal liability</li> </ul>	<ul style="list-style-type: none"> <li>• Erosion of User Trust</li> <li>• Emerging Platform Competitors</li> <li>• Regulatory Intervention</li> <li>• Escalation of Platform Manipulation</li> </ul>	<ul style="list-style-type: none"> <li>• Misuse of Professional Identity</li> <li>• Emerging Fake News Tactics</li> <li>• Regulatory Scrutiny</li> <li>• Competitive Pressure</li> </ul>	<ul style="list-style-type: none"> <li>• Cultural sensitivity</li> <li>• Regulatory Scrutiny</li> <li>• Emerging Threat Actors</li> <li>• Data Privacy Concerns</li> </ul>

## COLLECTIVE WISDOM

# Presenting "Collective Wisdom" by facebook

The purpose of having collective wisdom in reducing the spread of misinformation is to empower individuals to navigate the digital world with discernment, integrity, and responsibility.

Wisdom in dealing with misinformation on social media platforms is about being smart, cautious, and responsible in how you interact with information online. It's a skill that everyone can develop to protect themselves and others from the negative effects of false or misleading content.



COLLECTIVE WISDOM

# Product Features

## WHAT HAVE WE INNOVATED?

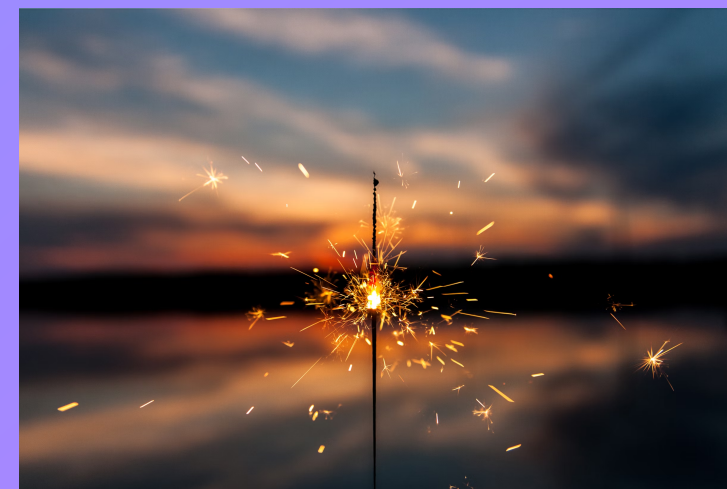
### 1. Share your Wisdom

Contribute knowledge, answer questions, build community threads (integrated with existing interactions).

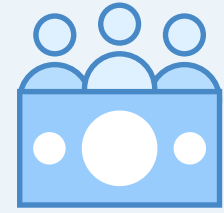


### 2. Spark Something New!– Expanding Your Horizons on facebook

Challenge viewpoints with curated content, sparking open dialogue on sensitive topics



## Contribution Feed



Central hub for knowledge sharing, discussions on diverse campaigns, upvote/downvote & report capabilities

## Review Impactful Content



Contribute to the platform with trustworthy content, dynamic reviewer selection, anonymous process.

## Information Bounty Program

Solve bounties, leverage collective intelligence for accurate info, multi-tiered verification



## Awareness and Facts Section

Get verified information on trending topics, explore evidence references, seamless social sharing.

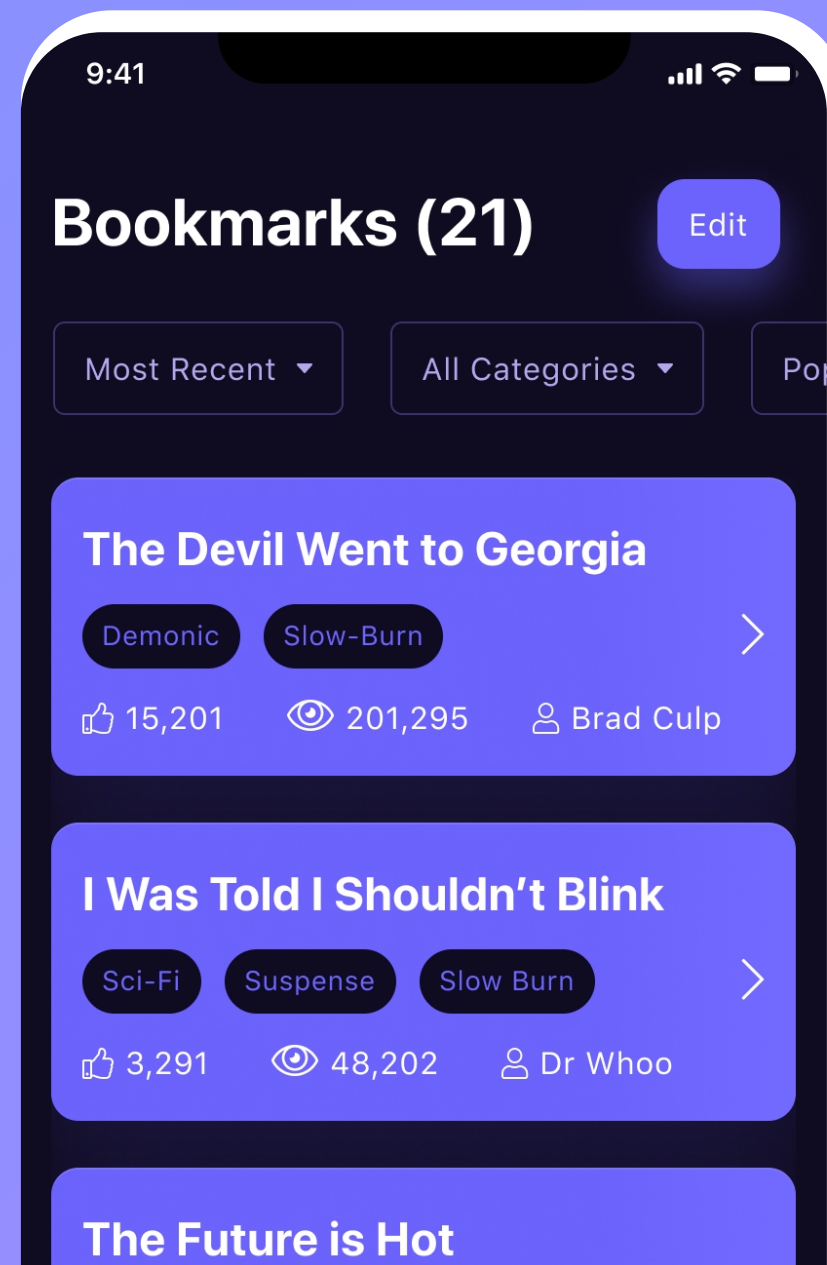




# USER JOURNEY AND DESIGN

## User Journey

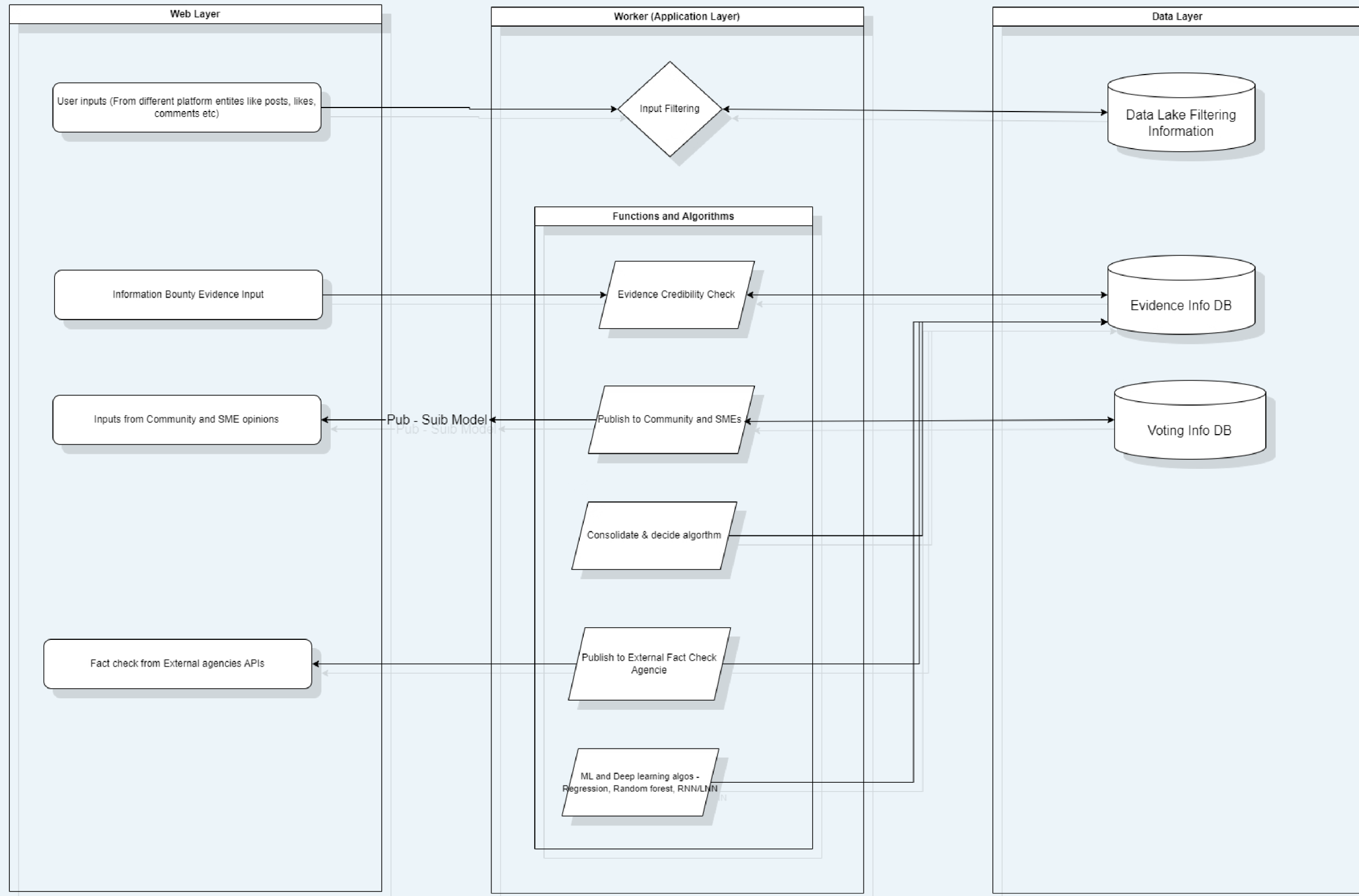
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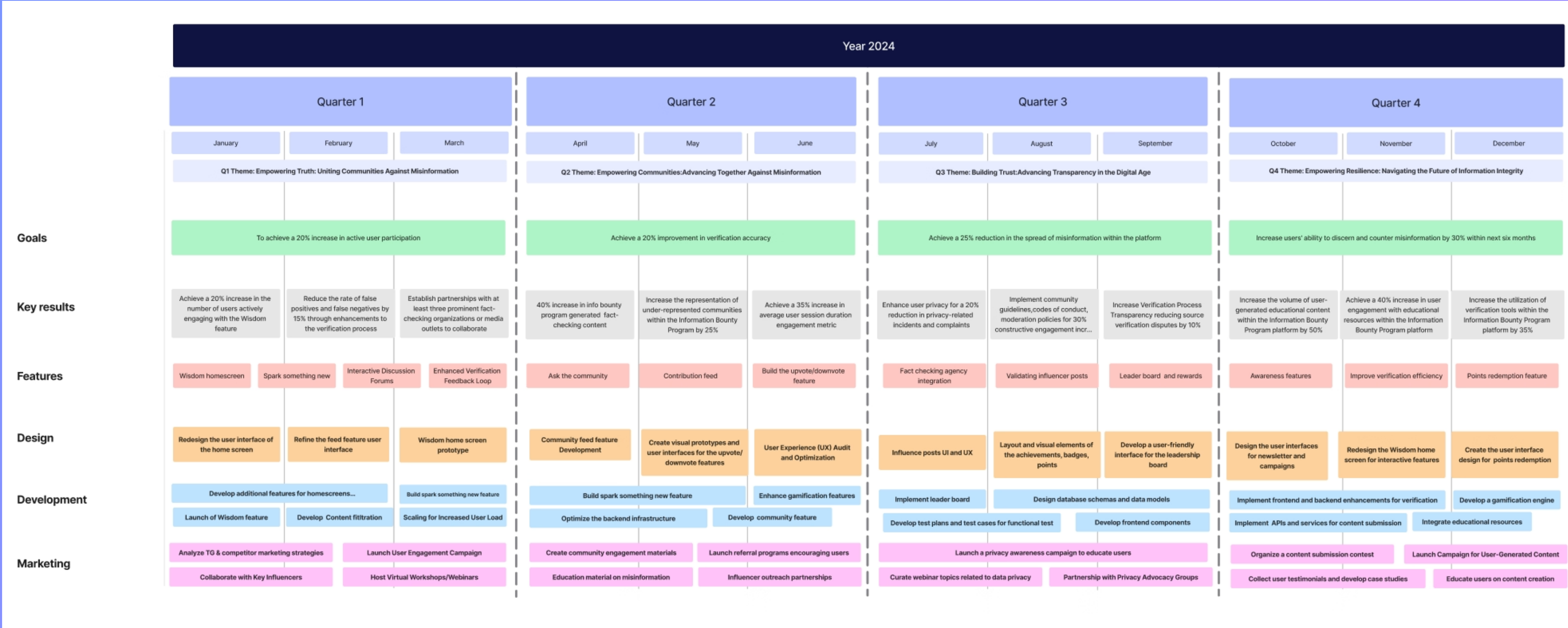
## Design and Wireframes

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# System Architecture Design



# Product Roadmap



# SUCCESS METRICS

## North Star

**False News Mitigation Rate** = The percentage of successfully mitigated false news instances compared to the total false news instances identified on the platform.

## User Engagement Metrics

**Feature Adoption Rate** = Feature Adoption Rate: Percentage of active users who have interacted with the new features

**User Participation Rate** = Percentage of active users who engage with the "Share Your Wisdom" and "Spark Something New" features

## Community Engagement Metrics

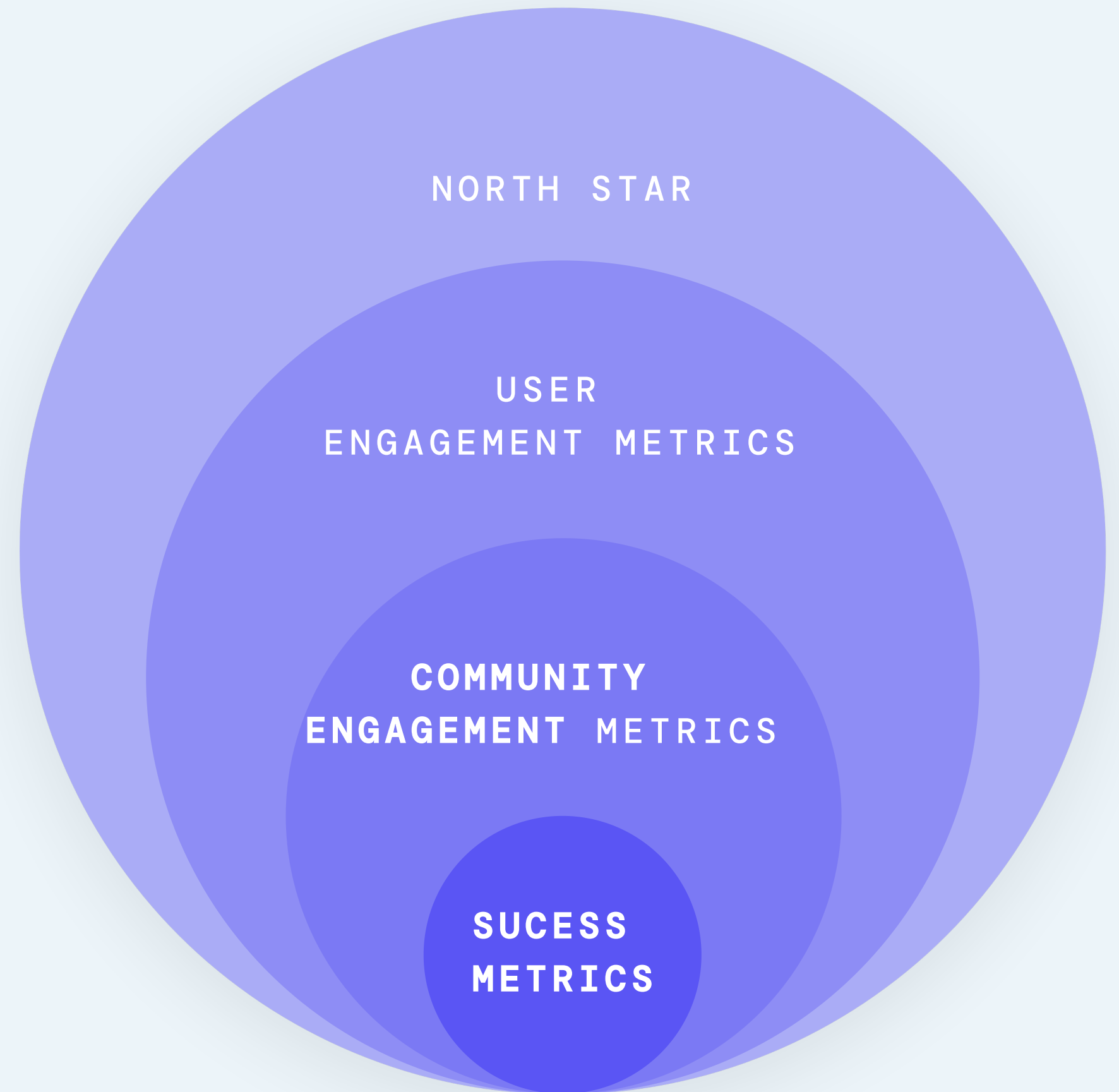
**Thread Participation Rate** = Percentage of users who actively contribute to community threads within the platform.

**Voting Engagement Rate** = Percentage of users who engage in voting and moderation activities within community threads

## Content Quality and Accuracy Metrics

**Accuracy Rate** = Percentage of user-contributed content that passes multi-layered verification

**Misinformation Mitigation Rate** = Percentage reduction in the spread of misinformation on the platform after the implementation of the features.



COLLECTIVE WISDOM – ENTERING INTO PEOPLE LIVES

# GO-TO-MARKET



Social Channels



Referrals



Community Collaborations



Incentives and Badges



Strategic Partnerships



Transparency and Clear communication

# Growth Trajectory

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9
<b>Initial Users</b>	10000	16000	25600	40960	65536	104857	167771	268433	429493
<b># of referrals sent/user</b>	2	2	2	2	2	2	2	2	2
<b>Conversion rate</b>	10%	10%	10%	10%	10%	10%	10%	10%	10%
<b>New users</b>	6000	9600	15360	24576	39321	62914	10662	161060	257695
<b># users in total</b>	16000	25600	40960	65536	104857	167771	268433	429493	687188
<b>Virality coefficient</b>	1.8	3	3	3	3	3	3	3	3

# TEAM

## Meet the team Titans

**Raghav Mehta**

FELLOW - BPM COHORT

**Bhanu Prakash**

FELLOW - BPM COHORT

**Neha Rajput**

FELLOW - BPM COHORT

**Satya Srinivas**

FELLOW - BPM COHORT

**Thiyagarajan Seeni**

FELLOW - BPM COHORT

**Mamta Sanvatsarkar**

FELLOW - BPM COHORT

**Harsh Wardhan Keshri**

FELLOW - BPM COHORT

**Mithlesh Labroo**

FELLOW - BPM COHORT

**Prabhansh Rai**

FELLOW - BPM COHORT

**THANK YOU**





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