

# WEBUY VIRAL GROWTH WHITE PAPER

On-demand Platform for Buyers and Sellers  
on the Blockchain



# CALCULATING WEBUY'S VIRAL GROWTH COEFFICIENT ("VGC")



**K is the VGC**

Viral Shorthand:

**K > 1 → VIRAL GROWTH**

**K < 1 → REFERRALS TREND TO ZERO**



new users each user brings to WBV App



invitations each user sends in one cycle of the loop



% of accepted invitations (converted to new users)

$$K = i \times \%^{CONV}$$

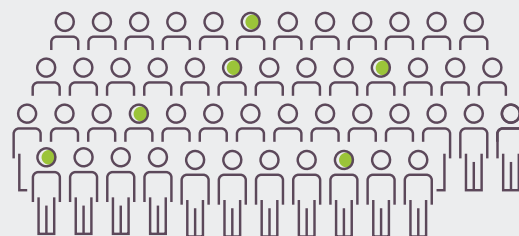
## AND HERE'S AN EXAMPLE:



LET'S START WITH 5 USERS



EACH USER SENDS 10 INVITATIONS **i=10**



ACCEPTED 6 INVITATIONS OUT OF 50 – 6 NEW USERS (12%)



EACH USER BRINGS 1.2 NEW USERS TO WBV APP **K=1.2**

## HOW WEBUY WILL IMPROVE K?



### Increasing number of invites sent per user

- Invite Friends module is a core part of WeBuy
- WeBuy rewards users via its Community Engagement Compensation
- WeBuy keeps Invites front and center in its UI
- WeBuy makes inviting large numbers of friends easy

### Improving conversion of invites

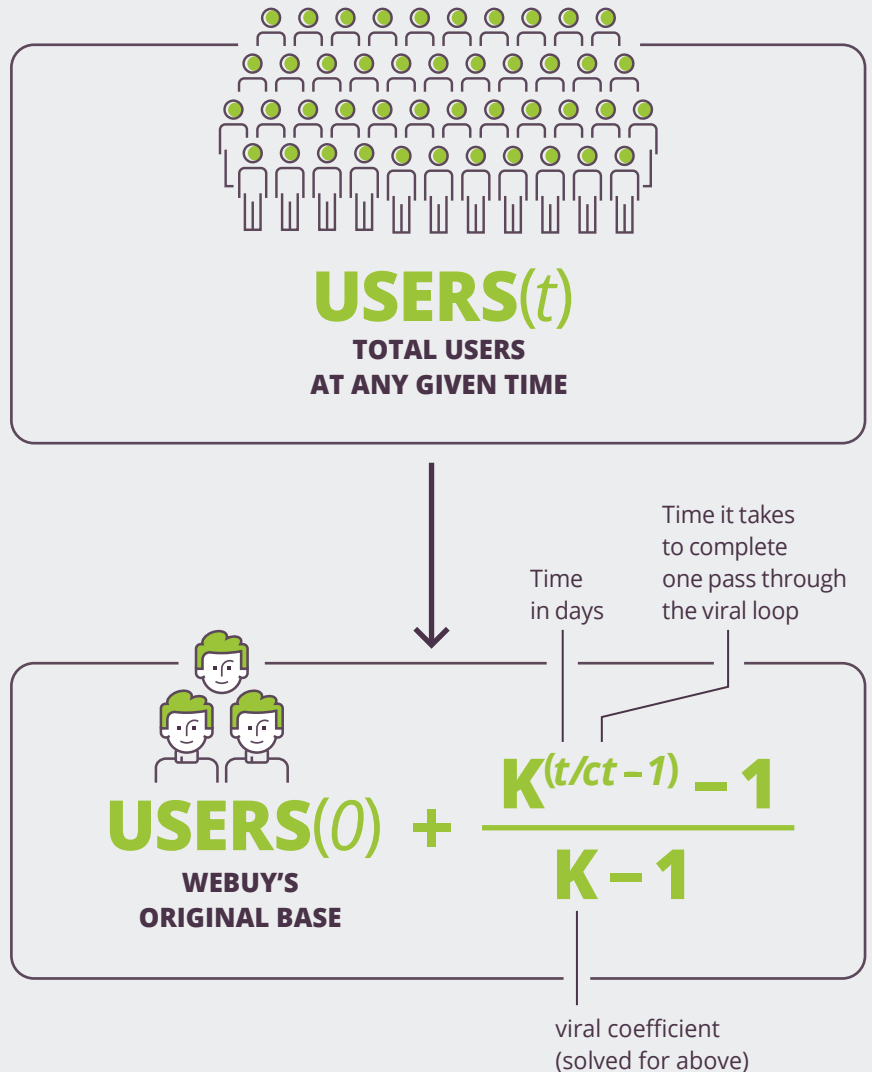
- WeBuy will A/B test invite creative and CTA
- Test delivery format: social, email, instant messaging and SMS
- WeBuy will enhance reminder messages
- WeBuy will test incentives for sign-up

# THE VIRAL LOOP AS THE BEST TOOL TO INCREASE SPEED

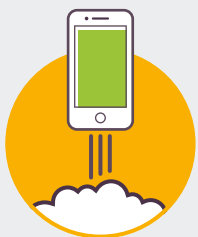
The most important factor for webuy's viral growth



This formula is more complicated but main thing to understand is that WeBuy's cycle time is exponentially more essential than any other factor. Thus, all things being equal, designing for WeBuy's viral growth means designing for speed through the viral loop.



## HOW WEBUY WILL INCREASE SPEED?



### Amazing UI/UX that encourages frequent repeat visits

- Updates/Notifications
- Light Engagement
- See what's new

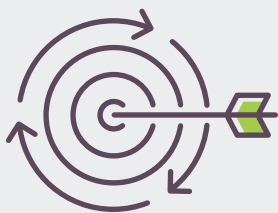
### WeBuy's content are easy and made to be spread quickly

- Embeddable Content
- Simple forwarding
- Cross-posting to large sites

### Sharing and Referring friends is a game

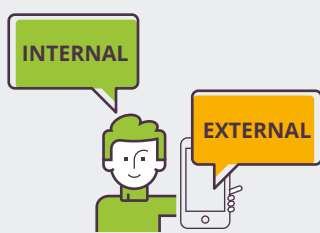
- WeBuy's users earn perks for sharing
- Get friends to take actions for Community Engagement Compensation
- Gain status through referrals

# WEBUY'S "HOOK MODEL" OF HABIT-FORMING STRATEGY



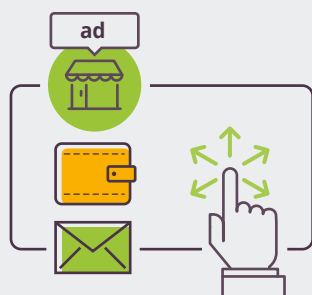
Applying scientific principles and findings WeBuy is working on enhancing desire by guiding users through a series of experiences designed to create habits. We call these habits “hooks”, and they’re intended to produce self-generating feedback loops in which users become more and more likely to “automatically” use WeBuy (i.e., in a reflex-like manner).

WeBuy’s Hook Model contains four key elements, each of which contributes to the development of a user’s habituation to the app – and making it go viral in the process.



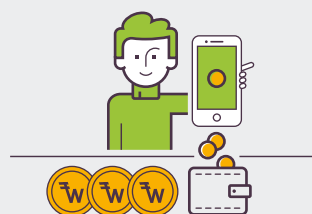
## 1. TRIGGERS.

WeBuy’s Triggers come in two forms. **External triggers**, which arise in a person’s environment. Examples: advertisements, emails, and Internet links. **Internal triggers**, which emerge from within a person. Examples: feelings of curiosity. At WeBuy we believe that the goal, from a business perspective, is to utilize external triggers (e.g., advertisements) to naturally and progressively form internal triggers within users (e.g., the “instant” desire to share a item a user is willing to buy but can’t find a seller for).



## 2. ACTIONS.

Examples: clicking on an online advertisement or opening up a just-received email. Users must be both **motivated** and **able** to take the intended action when at WeBuy they get a compensation for this action. Motivation is driven by one or more incentives, e.g., the desire to figure out a problem, satisfy curiosity, or receive a reward. Ability is determined by how easy or difficult it is to complete the given action, e.g., completing three vs. twelve steps before being able to use a downloaded app. WeBuy is built around a need of fluidity and simplicity.



## 3. COMMUNITY ENGAGEMENT COMPENSATION (CEC).

Drawing explicitly on research showing that dopamine increases most dramatically when novel and unexpected circumstances arise. At WeBuy, variable schedules of compensation are one of our most powerful tools to hook users. The CEC is and will stay dynamic in order to keep our users in the loop.



## 4. INVESTMENT.

This is all about convincing users to do something that increases the likelihood that they will continue using WeBuy, share it with others, and consistently pass through the entire hook process over and over. Our objective is to eliminate as much friction as possible in order to incentivize users to “stick with” us.

### CONTACT INFORMATION:

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### CONTACT US VIA:

