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BUSINESS PROJECT



Table des matières

I.	THE COMPANY AND THE PROJECT	3
1.	IDEA AND ORIGIN.....	3
2.	WHAT IS DAHLIA ?.....	3
3.	MARKETSHARE AND COMPETITION.....	4
4.	STRENGTHS AND WEAKNESSES.....	6
II.	MARKET ANALYSIS.....	7
5.	SIZE AND MARKET EVOLUTION.....	7
6.	TARGET AUDIENCE.....	8
7.	EVOLUTION GOALS.....	9
III.	PRODUCTION.....	10
1.	HUMAN COST.....	10
2.	MATERIAL COST.....	10
3.	FINANCIAL MEANS.....	10

I. THE COMPANY AND THE PROJECT

1. IDEA AND ORIGIN



Create an intergenerational and international social network, allowing people around the world to share their stories, interests and skills. As a classic social network, it allows the users to chat, share photos and videos, events and chat.

ORIGIN :

Due to Coronavirus pandemic, the lockdown and then curfew that it caused on a worldwide scale, we have never needed each other more than we do now. Loneliness, anxiety, sadness and mental health disorders exponentially increased due to this virus. In this chaos, social networks appeared like a light in the darkness of times and a way for families and friends to reconnect, for people to share their skills and help each other out. With a team of 14 students, we decided to create a new concept of social network, allowing the user to create his own circles of people, chat and share posts, pictures, videos and events but also share their skills and take classes.

This is how Dahlia emerged.

2. WHAT IS DAHLIA ?

Dahlia is a team composed of fourteen members divided into 3 sections : communication, graphic design and programming; and all driven by the same goal: revolutionize the social networks with a brand new concept.

Named after our team identity, Dahlia is a social network based on the principle of spheres. Each user will be presented with the ability to create their own very personal spheres: private, family, friends, acquaintances and skills & experiences. All of them will be managed and completely controlled by the user.

On Dahlia, one can share images, links, status, events, posts, stories and even classes.

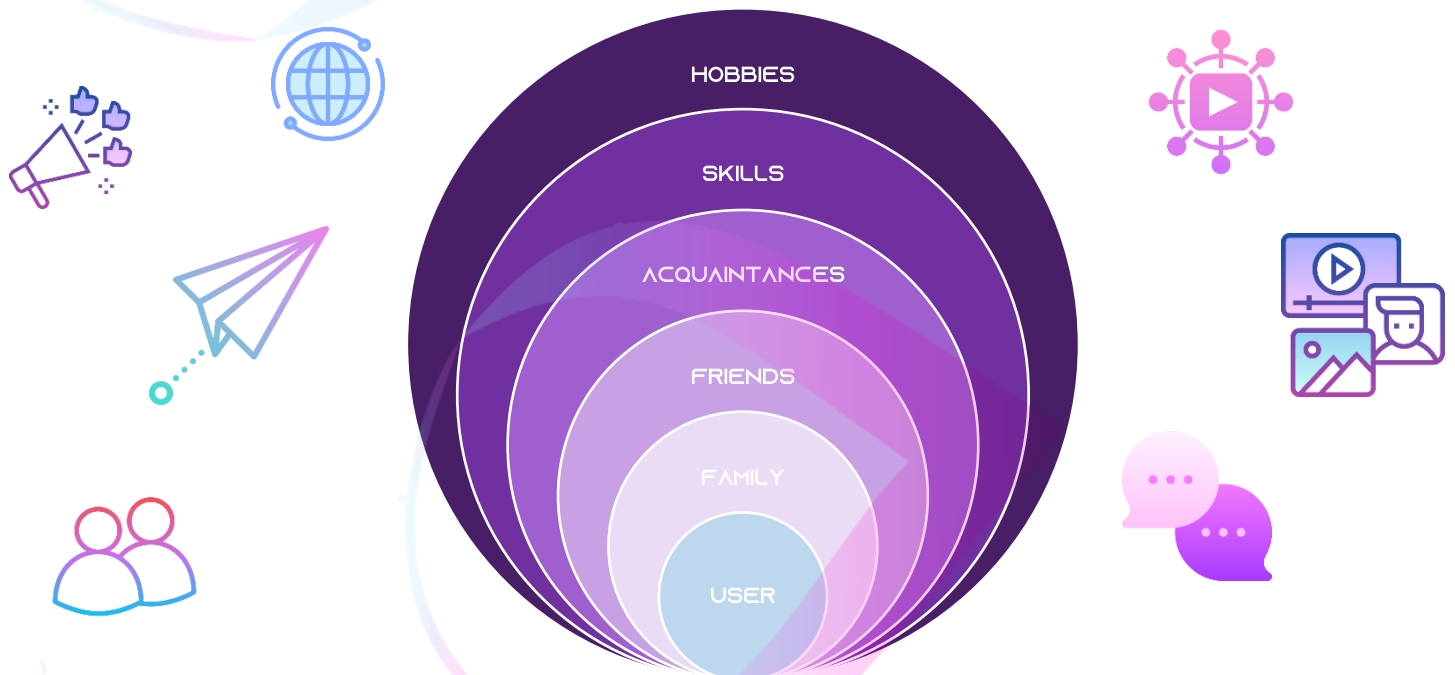
Dahlia's aim is to form specific and dedicated spheres, allowing the user to only share their content to the desired circle or circles.

As for the skills & experiences sphere, it provides the user with an innovative way of teaching and learning on the internet: not only is it possible to belong to several skill circles

(like "cooking", "photography", "engineering", "language"), it is also possible to become a teacher and share their knowledge to the public.

The skills & experiences circle may be consulted and shared by countless people, allowing astonishing discussion and sharing possibilities; but the family/friends and acquaintances circles are unique for each user.

Dahlia is the next generation of cooperative learning and sharing intuitive social networks. Because bringing together people from each and every generation from all around the world is our mission. Our future.



Dahlia is available on every kind of computer but also for all types of mobile devices (smartphone, tablets, smart TV). The goal is to allow any person from any generation to easily access and understand Dahlia.

3. MARKETSHARE AND COMPETITION

As a social network, Dahlia is in direct competition with the main social media : Facebook, Twitter and Instagram, but also with the creative platform Skillshare.



- Facebook is a social networking site that makes it easy for users to connect and share with family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. In January 2021, Facebook is the world's largest social network, with more than 2.7 billion users worldwide.

Facebook primarily makes money by selling advertising space on its various social media platforms (Whatsapp, Messenger). Facebook competes with other companies that sell advertising to marketers, as well as companies that provide platforms for communicating and sharing content among users' various social networks.



- Twitter is a 'microblogging' system that allows users to send and receive short posts called tweets. Tweets can be up to 140 characters long and can include links to relevant websites and resources. Twitter users follow other users and allows them to choose to follow people and organisations with similar academic and personal interests to them.

The platform itself is free to use for individuals and businesses alike. Twitter divides its revenue into two categories: the sale of advertising services, which constitutes the vast majority of the company's revenue, as well as data licensing and other services.

Advertising services generated \$3.2 billion, or about 86%, of Twitter's revenue in 2020. Twitter generates most of its advertising revenue by selling promoted products, including promoted tweets, promoted accounts, and promoted trends, to advertisers. The company creates tailored advertising opportunities by using an algorithm to make sure promoted products make it into the right users' timelines, "Who to Follow" lists, or at the top of the list of trending topics for an entire day in a particular country or globally. Twitter has a total of 192 million users in the world.



- Instagram is like a simplified version of Facebook, with an emphasis on mobile use and visual sharing. Like other social networks, users can interact with other users by following them, being followed by them, commenting, liking, tagging, and private messaging.

In 2019, Instagram generated \$20 billion in advertising revenue, according to Omnicore, a direct marketing agency. Instagram counts a total of 1 billion users in the entire world.



- Google+ is a Google social networking platform. The Google+ design team created the circles principle, they are like categories for users' connections, so that they can share updates selectively with different groups. Examples of such groups might include family, friends, office colleagues and people that users share a particular interest with. Circles may be discrete or have overlap, so that, for example, a colleague who is also part of the user's book club will get updates for both groups. Users outside a circle can see a list of member names but not the name of the circle.

Lack of user engagement, inadequate changes, and software design errors – there are several reasons to mark its failure. The circle-system of Google's social media was complex and not very user-friendly. Creating circles for family and friends, and then sharing only for those specific circles – the whole process did not appeal to the regular people. Contradicting to Facebook's group idea, the circles were not certain groups, either. Again, the lack of distinction from Facebook also brought no significant traction.

- Skillshare is an American online learning community for people who want to learn from educational videos. The courses, which are not accredited, are available

through subscription. The majority of courses focus on interaction rather than lecturing, with the primary goal of learning by completing a project. The main course categories include creative arts, design, entrepreneurship, lifestyle and technology. Skillshare earns its revenues with a percentage of the subscription fees.

4. STRENGTHS AND WEAKNESSES

INNOVATIVE : New social media concept, associating and adding to several key features of world famous social media

CUSTOM : All of the sphères and circles are entirely up to the user

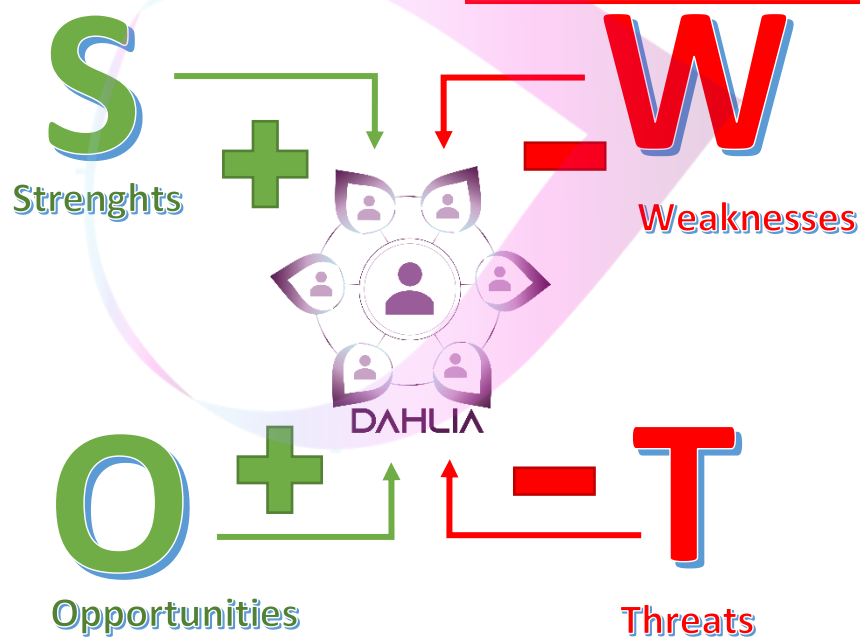
EASY : Very simple and easy to understand, every generation will be able to use Dahlia

EDUCATION : With its skills feature, Dahlia offers great potential as a learning and teaching tool

NEW : New social media concept, no reviews or users yet, need to build a community from scratch

EUROPE : As a Europe-based social network, Dahlia will have a hard time enter the Asian market, especially China

SIMILAR : As Dahlia offers enhanced already known key features from well known social media, the public might have a limited interest



SOCIAL : With the current pandemic situation and all the issues it rose (need of connection, feeling of loneliness), people need to connect with their families and others

INTERNATIONAL : Dahlia is meant for a worldwide public, like most social media, and allows the users to get connected to anyone around the globe

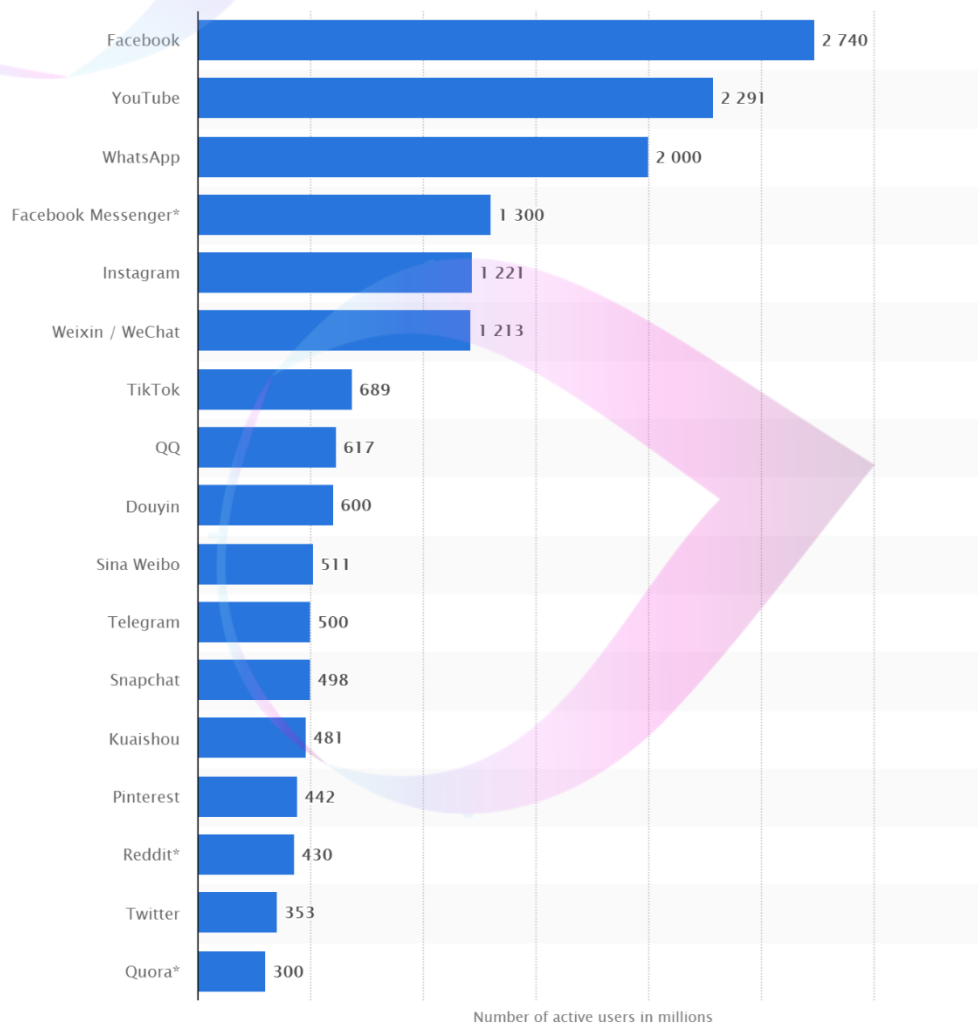
COMPETITION : The main threat to Dahlia is the social media giants that are already on the market and that became a part of many people's habits

POLITICAL : Many countries won't be accessible to Dahlia due to strict governmental policies, and will thus cut a huge part of the market, or cause issues with the regulations in place

II. MARKET ANALYSIS

5. SIZE AND MARKET EVOLUTION

Most popular social networks worldwide as of January 2021, ranked by number of active users (in millions)



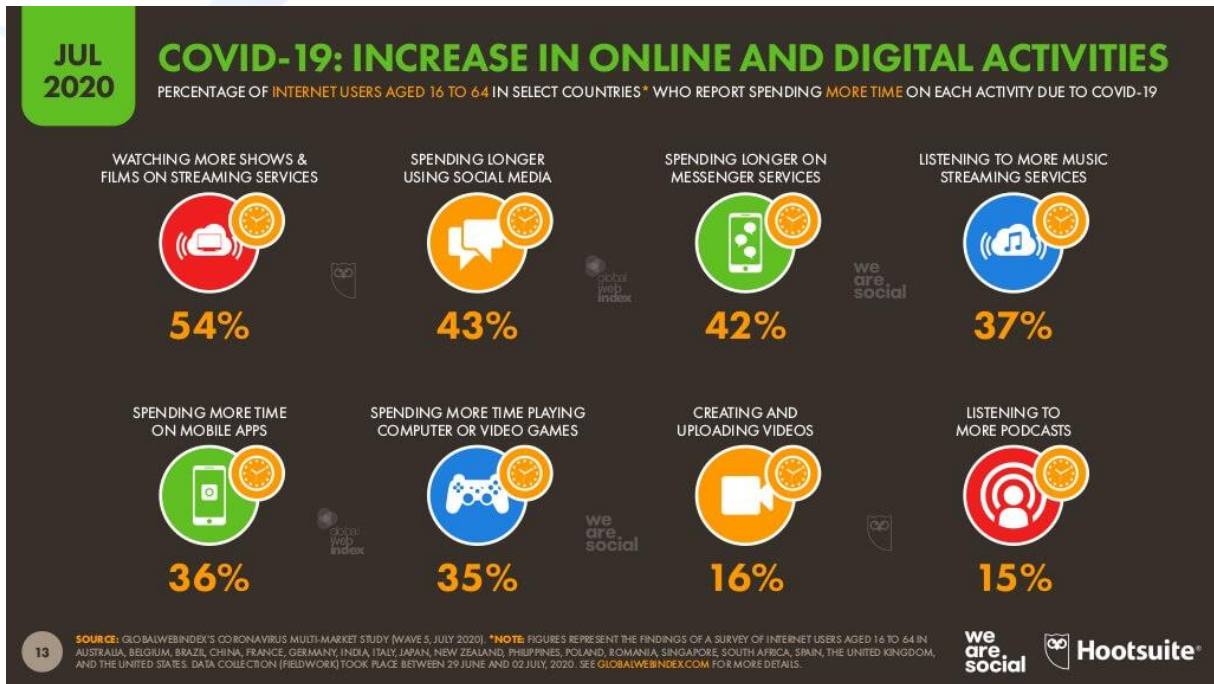
The Global Social Media market accounted for \$41.31 billion in 2018 and is expected to reach \$171.03 billion by 2027, growing at a CAGR of 17.1% during the forecast period.

Some of the key factors such as growing mobile users in all ages and narrowing prices of internet packs are driving the market growth in the forecast period. However, growing awareness on harmful effects of social media is the restraining factor for the growth of the market.

By type, advertisement segment is having huge demand as the brands can promote themselves easily and get more attraction towards their product, especially from the young population. On the basis of geography, Asia Pacific is anticipated to hold considerable market share during the forecast period due to the increasing number of smart phone users and rapid urbanization.

The COVID-19 outbreak has demonstrated how deeply humans need connection and to stay in contact with each other. It has led to a significant increase in online and digital activities, on average worldwide internet users from age 16 to 64 have spent 43% more time on social media in just the span of 2 months in lockdown.

As a logic result, Dahlia is using this market trend to offer its concept to the users and provide them with a new innovative way of staying in contact and growing their skills.



6. TARGET AUDIENCE

As stated before, Dahlia is a trans-generational and international social network. Not only is it easy to use and intuitive but it is also a platform meant for people from every generation to meet and share experiences and skills. Also, Dahlia adapted key features from other well known and popular social media to make users feel comfortable with using our social network.



For example :

- Dahlia provides a chatting feature like Facebook and Facebook Messenger
- The ability to post and share videos like Youtube
- Posting and sharing pictures like instagram

Adapting these key features from those special social media allows Dahlia to easily appeal to teenagers, young adults, adults and seniors.

7. EVOLUTION GOALS

Dahlia will be launched in 3 steps :

- The beta phase : Dahlia enters the market and gets its first interactions with the public
- The growth phase : Dahlia benefits from the word of mouth and the results of our vast digital communication and public involvement
- The partnership phase : To help promote Dahlia and extend even more our public, we plan on slowly and gradually reach out to partners and open slots for advertising. With the revenues, we will be able to provide a solid I.T team that will ensure regular updates and maintenance, as well as great customer care. Partnerships and advertising will also allow Dahlia to develop and offer new features like a live video platform.

III. PRODUCTION

Since Dahlia is a social media, it doesn't need any materials to produce, all of our production cost resides in the material, softwares and human cost.

We determined :

1. HUMAN COST

Role	Number of people	Annual cost
Direction	1	88K €
IT	7	420K €
Graphic design	3	138K €
HR and accountants	Externalised	10K €
Communication	3	78K €
TOTAL	14 people	734K €

2. MATERIAL COST

Building/Material		Cost
Office	70 m2 (outside Paris)	2375€/month
Computing	Computers/phones/printers	20 000€
Supplies	Paper, pen etc	150€/month
Furnitures	Tables, chairs....	3 000€
Software licence	Adobe, microsoft	60€/month
Subscription	Internet, phone	200€/month
Fees	Water/Electricity	320€/month
TOTAL		

3. FINANCIAL MEANS

For Dahlia's development, the team decided to bring 2 000€ each in capital as well as 15 000€ worth of computing material. We would need a 15800€ bank loan, solvable in 5 years.

Type of financing :	
Own capital	28 000
Material	15 000
Business angels	50 000
Emprunt	15 800
Total :	80 800