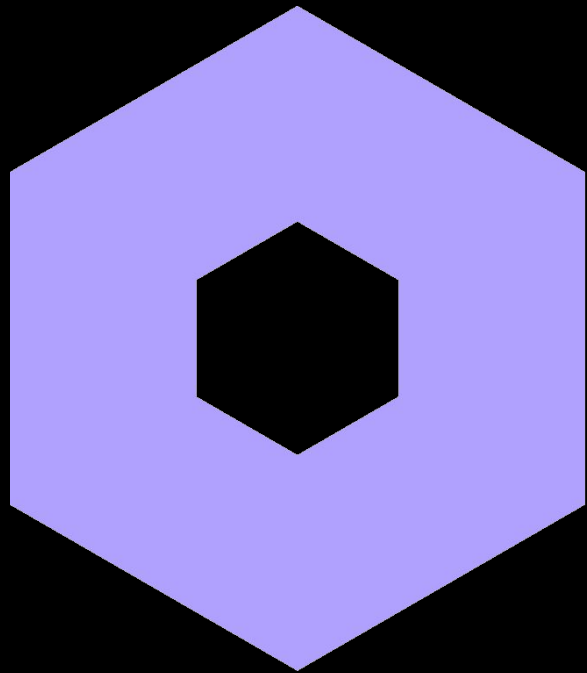




April 24th

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Agenda

01 Problem

02 Product

03 Market

04 Story

05 Team

06 Finances

07 Plan



Primary Issue

Unhealthy Social Media Habits

74.1%

of participants stated
their *screen time is*
too high

61.2%

of participants stated
that *short form*
content is the content
they consume the
most

29.4%

of participants stated
that *short form*
content is the content
they value the most

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Problem

3



Secondary Issues

Modern Social Media

8.2%

of Participants stated
they would *let their
kids use social media
without supervision*

18.8%

of Participants stated
they *liked targeted
ads*

50.6%

of Participants stated
they *spend "a lot" of
time thinking about
their posts*

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Problem

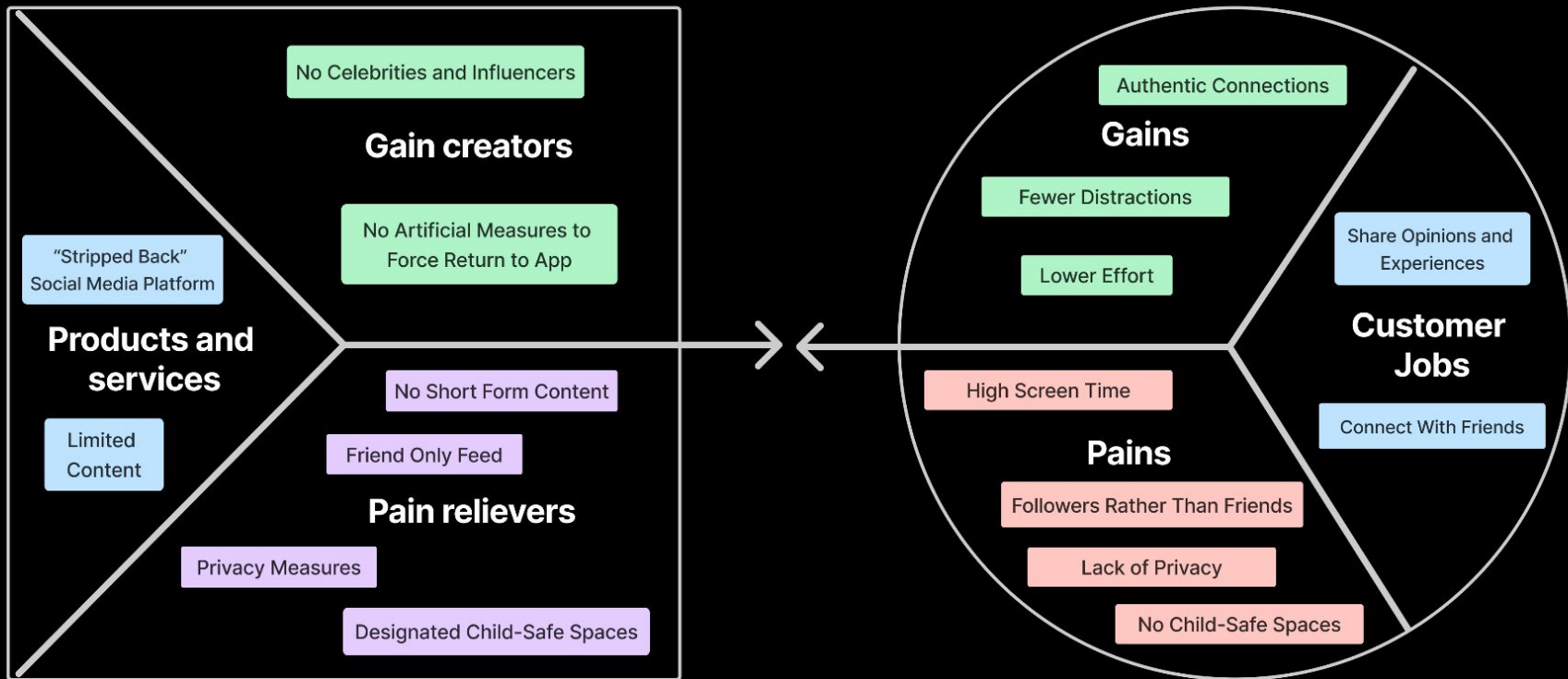
4



Unhealthy Social Media Habits

The Solution

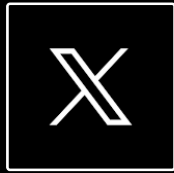
- A platform that promotes authentic connections and healthy relationships
- Friends instead of followers, influencers, and celebrities
- Designated child-safe spaces





Market

Social Media Market



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Market

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Similarities

All apps aim to connect people
Real time engagement
Similar forms of content sharing



Differences

Centralized vs Decentralized
Photo vs mixed media
Monetization policies



Learnings

Trust and transparency matters
Younger demographics want
creativity and safety
Decentralization is gaining traction



Opportunities

Authentic + Interactive hybrid spaces
Cross audience
Ethical algorithm





Target Audience

Young and Socially Conscious

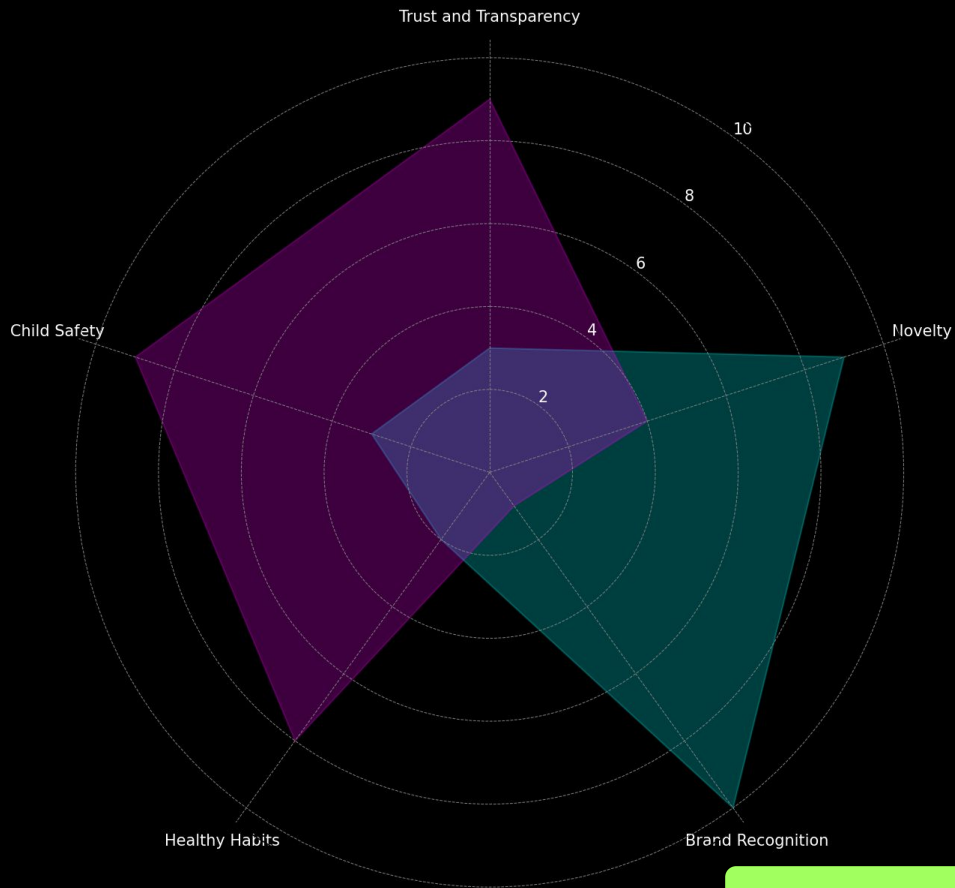
Users who want to reduce their screen time but stay in touch with their friends.

Users who want to spend less time producing a “fake” public persona of themselves.



User illustrations by Storyset

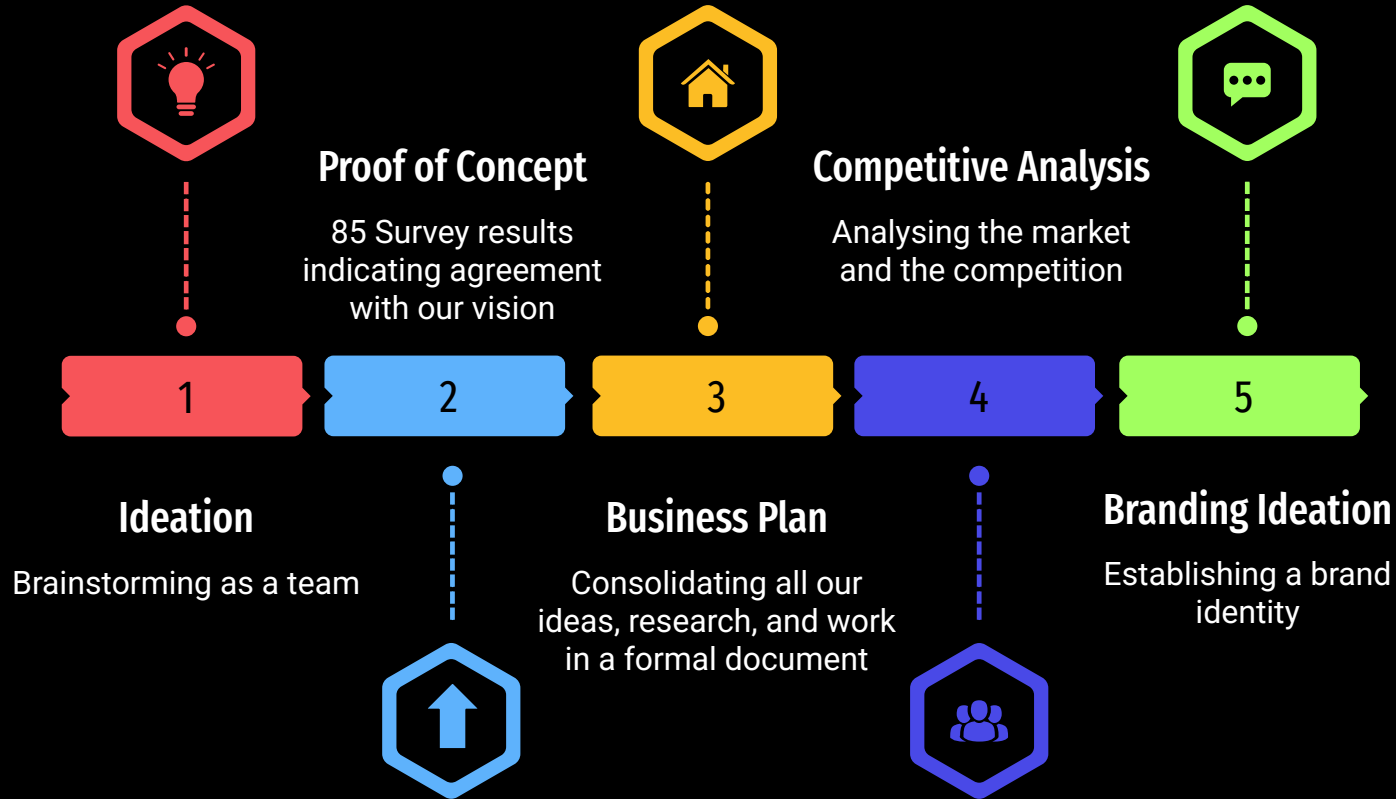
Comparison of Instagram and Mannequin



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Market

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Story

Mission

To eliminate the pressure of sharing content with your friends by promoting a healthy relationship with social media.

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Story

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Story

Vision

We aim to recapture the joy of early social media by creating an environment where users connect with friends instead of followers. This approach fosters genuine interpersonal relationships rather than parasocial connections with celebrities and influencers.



Benedikt Trinn
CEO and Tech
Lead Front End

Ansley Fowler
COO and Head
of Design

Thomas Dessolier
CFO and
Cybersecurity Lead

Joseph Tartivel
CTO and Tech Lead
Back End

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Team

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Plan

Financial Projections

- Low cost (Open Source Software and Github Student)
- Developer licenses from Google and Apple
- Negligible cost for start up launch depending on country



Plan

Financial Projections

We currently have a list of **4 countries** where we would like to launch the startup, depending on the country chosen the cost of registration will vary but will still be “negligible”.

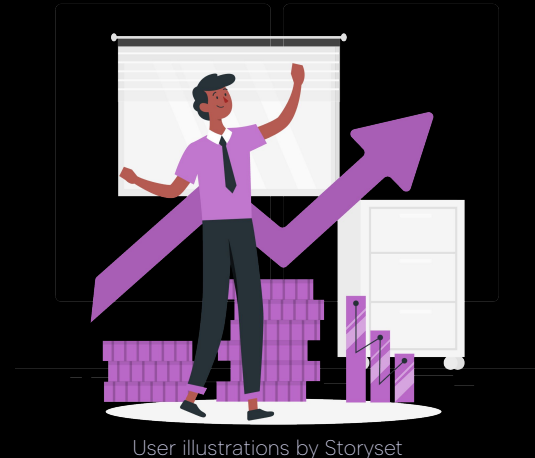


Plan

Financial Projections

Sources of revenue:

- Digital marketing (Instagram, TikTok, ...)
- Non-targeted advertising
- Brand partnerships
- Long-term partnerships
- Music Ownerships (Later)





Plan

Strategic Plan

- Write Software Requirements
- Programming Languages
- Frameworks
- Infrastructure
- Repartitioning of tasks
- Collaborative development
- Follow all the European regulation



Plan

Strategic Plan

- Development of a prototype
- Refine our requirements
- Establishment of deadlines
- Acquire the missing knowledge
- Start the development
- Regular security audits
- Master internship



User illustrations by Storyset



Plan

Technological Aspect

Needs:

- Technical: DataBase, Authentication, Hosting, Realtime Messaging, Object Storage (Photo, video, voice note...)
- Security by design: Encryption, security in every part of the work
- Privacy: GDPR, Use open-source in priority, libsignal-protocol for end-to-end encryption (E2EE)



Plan

Technological Aspect

Approach:

- Flutter for front-end
- Firebase for back-end
- Excellent inter-connection, easy to use and not expensive
- Use libsignal-protocol for end-to-end encryption (E2EE)



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Conclusion

- Promoting authentic connections and healthy relationships
- Reducing screen time and reliance on social media
- Next steps → development, deployment, and marketing

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