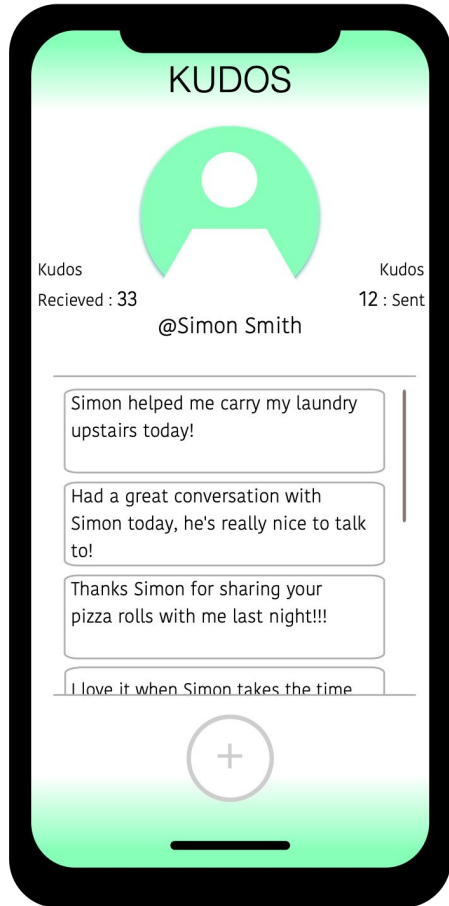


Kudos: Social Media Inside-Out



- ✂ Let's flip the script on Social Media: Our friends show the world how great we are instead of trying to ourselves!
- ✂ Friends and peers in your community highlight your best qualities and thoughtful actions and you do the same for them!
- ✂ No addictive design here! The app incentivizes users to post kudos for other people rather than compulsively reviewing their own profile.
- ✂ Kudos doesn't have public profiles. Smaller reach means more genuine posts!

Manifesto

In a world where vanity and status have plagued social media with toxic and compulsive behavior, Kudos aims to change the way people interact with each other online. There is no meaningful substance in checking our phones every second of the day, waiting for somebody to like our posts or comment on how good we look in a new outfit. The filters and photoshop used to enhance images only set the bar too high for authenticity to compete with hyperrealism and flashy visuals. So let's strip all of that away! There are too many people in the world to have meaningful online interactions with all of them, so let's scale the app down, so there's no such thing as a "Public Profile." Users have to look up a friend directly to send them a Kudo. Today, social media is too narcissistic, so let's make the app's core about posting to others' profiles rather than your own. Cyberbullying and misinformation plague the internet, so let's build an algorithm that detects negativity and only allows you to post something nice about another person. Users cannot add content to their own page but are free to remove kudos they feel don't accurately reflect who they really are. The user is given the option to explain why the Kudo was removed to the sender so they can more effectively compliment their peer in the future. Striving to shift today's culture to support the spread of kindness and positivity, Kudos hopes to build a platform that enables people to flourish by releasing the burden of social conformity and keeping up appearances. When we are validated by authentic kindness instead of plastic aesthetics, we become better versions of ourselves, which is better for everyone.

