

SKORR PRESS FAQ

Questions about the business strategy:

1) What is Skorr?

Skorr is a powerful new app to empower individuals to take control of their online presence. Skorr will measure, monitor and improve individuals' social media presence and will be launched May 7, 2018 on the Apple Store and Google Play. By using machine learning, artificial intelligence and sophisticated data analytics, the app provides fact-based metrics and customized input to help users understand and improve the way they interact with digital communities.

2) What platforms do you support currently? Will you add support for new ones - if so, which ones and when?

Skorr aggregates and analyzes content across six major social media platforms, including Twitter, Facebook, LinkedIn, Instagram, Tumblr and YouTube.

3) Who is the target audience for the app?

The Skorr app is specifically developed to empower individuals to take control of their presence online - their digital footprint. From teens to all active social media users, Skorr will provide a single dashboard, a control panel, for the most-used platforms with a holistic and fact-based view of an individual's presence, namely its influence, behavior and personality as represented in social media. It will also allow some games and fun moments around those facts, namely in battling others to special online challenges.

We believe that right after the teenager uptake, there will be a very strong growth target group that we call the "I Branders". These are the people who use their own name as their brand and one of the fastest growing professional segments in the world. For them, Skorr will bring tremendous added value.

4) Teenagers are fickle and switch apps all the time. Why are you targeting that demographic?

Skorr was developed primarily focusing on urban teens, as we believe they represent the most active users as well as trendsetters for the remaining demographics in social media. The core design, key features and all interactions were exhaustively tested amongst teens in the US, Brazil and Europe, for more than 6 months. We have seen before that when teenagers approve and adopt apps most of the key demographics follow.

5) Skorr seems to also have value in a professional or B2B use model. Big brands would probably pay a lot to have a tool that measures real influence. Do you plan to address this market - and if so, when?

The B2B market, namely Brands and Corporations have faced the key challenges and opportunities of social media for some time and there are already a relevant number of extremely serious and multinational players serving that market, namely with Social Media Listening Platforms. However, for Individuals, there's virtually nothing.

What we do is totally different. We care about individuals, about empowering them to be better on social, whatever that means for each of them and we help them to achieve those objectives.

There is, however, a special and extremely relevant group of individuals, that we call the "I Branders", that use their personal name as their professional tool (examples like personal trainers, nutritionists, writers, architects, you name it...) and for this particular group, managing and improving their Skorr will have a strong correlation with their business success, billings, selling books, publicity, etc.

6) How does Skorr monetize?

Skorr will be a free app for all its individual users, benefiting from a relevant helping tool to improve and take control of their online presence, providing them organized and structured information based in their own public data.

Skorr will then ask, each of its users permission to (by utilizing anonymous and clustered data), provide big data trends and habits for traditional advertising industries like fast moving consumer goods, financial institutions, auto industry, etc. Born under the new European Commission's General Data Privacy Regulation (GDPR), Skorr will conform with these guidelines and regulations in its relations with all users, worldwide.

7) Can I advertise on Skorr?

In its launch version and the medium term, it's not expected that advertising will be featured on Skorr.

8) How is Skorr different from other measurement tools?

Unlike previous generation ranking systems, Skorr delivers insights based on sophisticated data-driven technologies and patent-pending algorithms, including sentiment and emotion analysis, natural language processing, link analysis, machine learning and artificial intelligence. It provides input in three key areas to help users improve their social media presence:

- Measurement (providing a score of 1 -100 in real time based on actual data)

- Monitoring (to show how users are evolving and proving real time reactions to posts as well as where followers are from and also sentiment)
- Improvement (tips and tutorials as to how users can improve their online presence)

9) Why is an app like Skorr necessary? Klout seem to have phased out so why will Skorr be different?

With due respect, from everything we've observed and learnt, Klout was a massive success, reaching millions of users with a meaningful service. It was eventually acquired by a B2B player that decided to focus less in individuals and more on its core B2B clients, leading to a less impactful market result.

Adding to that, 10 years have passed since Klout was launched, and not only have social media scenarios changed dramatically, but also big data, machine learning and AI technologies have improved a lot, allowing extremely innovative and relevant features that are far more engaging and interesting to the users.

But essentially an app like Skorr is needed as social media presence brings on its own new challenges, opportunities and threats that demand different skills, preparation and tools to cope with. Big Brands and Companies have already addressed the challenge and acquired talent with skills and competences to face that, and most have engaged B2B players in the social media listening market to help them navigate through this rapidly-changing environment. However, for individuals, there's little or no choice of tools to help them on this crusade. That's why Skorr is needed to allow users to take control of their presence online, and to improve their performance and their influence and help them to achieve whatever objective they might have for being online.

10) What inspired the idea for this app?

We assembled a group of experienced, talented and somewhat crazy IT and marketing professionals that are passionate about bringing relevant innovation to the marketplace. In brainstorming about technology disruptive ideas, this social media scenario that Skorr addresses was an easy, early decision. From that point the group addressed the scope, ambition, mission, brand name and features of the app that will almost certainly change the way people use social media.

"Skorr. Grow Socially." brand means literally that, we want to help people achieve whatever targets they have, their way.

Questions about How the “Skorr” is compiled/what it means

11) What data and information goes in to compiling the Skorr?

Skorr aggregates public information from users, from their social profiles after their express opt-in for each of the networks. We analyse the last 90 days of activity, its impact, reactions, performance and overall metrics and, depending on the capillarity, strength, depth, quality and pace of impact in each user followers and friends, Skorr will measure, relatively to the social media user’s universe, the positioning in a 1 to 100 scale.

12) What information can users get from the app about their social media usage and ranking aside from a number?

Skorr provides much more than the Skorr itself. Behind each Skorr lies a number of quantitative indicators that can be seen, shared and analysed. Also, there’s much more than just quantifiable information on a user’s social media presence. The type of reactions, the sentiment that it provokes, the personality traces that it creates for each user, and so on. The app uses machine learning, artificial intelligence and data analytics to provide fact-based ratings of influence and improvement guidance to expand users’ impact across their digital communities.

13) What does the Skorr mean? What is the difference between my Skorr of 55 and your Skorr of 55? Does that mean we are ‘equal’ in terms of social media influence?

We can have identical Skorrs, like in your example yet be totally different in a lot of aspects. We can have different geographical reach, we can build our Skorr from a totally different mix of social media platforms, we can have audiences radically different in age, gender or locations, etc... And even more interesting, we can be influential online in totally different subjects.

14) How do users improve their Skorr? How much time and effort does it take to see a change and what kind of changes are to be expected? How often will it change?

Skorr will help all users to improve their presence online. From some basic guidelines and suggestions to some specifically tailored to each user they see tips and tutorials that will help them reach whatever objectives they set for themselves. This will include pace, scheduling and content of posting, invitations, interacting and engaging with others, as well as reinforcing the focus in the more relevant subjects and personalities on the target areas.

15) Is improving your Skorr dependent on increasing frequency of use of social media? Can a Skorr increase if the user posts less frequently but with “better” quality posts?

Pace, depth, type of content and the kind and volume of reactions are some of the indicators that will influence your Skorr definitively.

- 16) If a Skorr users chooses to #DeleteFacebook, as so many people are, how will that affect their Skorr? Same with any other social media platforms you support? Does using more social media platforms increase my Skorr?**

By definition, the more platforms you are present, the higher the chance that you have a higher Skorr, i.e. more influence online. You can, however, be so strong in just one that the presence in others can be more or less indifferent, but there we're dealing with very specific exceptions. Rule of thumb, the more active you are in several platforms, the higher Skorr you'll have. The aggregate audience of the platforms are Social Media universe, therefore each presence will always be relative to that.

Questions about Data and Privacy and the overall impact of Social Media

- 17) What user information does this app track and share with others?**

Skorr only uses the public information that each user has already published and uses in each of the platforms subscribed. When downloading Skorr, all users will see an extremely comprehensive Terms & Conditions and will need to login to each of the platforms they want to include in the Skorr calculation. Also, all these steps can be amended or reversed at any moment by the user. Under these Terms, Skorr will not share any individual information to any of its business clients, but only anonymous, clustered information.

- 18) How does Skorr protect the personal data of its users?**

Skorr just aggregates public information that users publish on the different platforms, and only analyses it for the past 90 days, in order to calculate the performance, trends, rhythm and type of activity.

- 19) Given what has just happened with Facebook, how do users know their personal information will be safe, not just with Skorr but with Facebook and the other social media applications you work with?**

The recent controversies over data privacy and social media platforms has been a wake-up call for these platforms and we are encouraged by how seriously they are taking it. As an app developer who relies on integration with this platform, we are working closely with them as they adopt the policies and processes and ensure our users are protected as well. In addition, Skorr is born under the new GDPR EU Regulation, clearly the most protective and proactive worldwide and we have geared it to be fully.

- 20) Can I see anyone's Skorr if they are using one of the platforms you support?**

You will be able to see the Skorr of other users, but only if they have downloaded and registered in the Skorr app, and decided to make their Skorr visible to others.

21) Social media has been seen as having a negative impact - how does an app like Skorr hurt and/or help users? Isn't Skorr actually encouraging people – young people especially - to spend more time on social media?

It's accurate to say that social media has changed the landscape in terms of how we – and especially young people - communicate and interact. An app like Skorr is more important than ever because it brings a fact-based approach to the influence and reach of social media and is designed to help users improve how they communicate and engage on social channels.

In essence, Skorr will place users in control of their online presence, it will give them not only visibility of their exposure and reach, but also the tools to improve it and guide towards their objectives.

22) Does Skorr allow users to determine things like fake followers and artificial engagement? Can it recognize bots and other automated ways people try to increase their apparent influence? If so, how?

Skorr technology, sophisticated AI detection analysis and algorithms eliminate the fake followers and bots impact on any user, calculating the real Skorr, without being leveraged by those artificial schemes.

23) There seems to be a growing school of thought that removing KPIs like the number of likes, followers etc. from social media feeds is actually a better, perhaps less addictive, way to use social media. Skorr's approach is the opposite, to focus on improving those metrics and 'reward' quantifiable increases. What do you think of the Facebook and Twitter Demetricator? Will these sorts of plugins have a negative impact on the app?

Above all we believe in human nature and behavior. Competitiveness and measurement are part of our DNA and we like to be measured, to measure, to compare with others and to win. There's nothing that technology does that will change that, definitively not for teens. Transparency and a facts-based approach will bring clarity, fairness and performance metrics to this market - and from an independent platform-free player.

24) How does the gamification aspect of Skorr work – how do I challenge someone? And what do I get if I win?

There are some gamification features included in Skorr, namely in increasing the interaction with others, but always around the same idea of increasing control of your life online, and improving your performance. Prizes will be cashless medals and rewards that can be collectable.

25) Isn't encouraging competition based on a numerical score derived from some relatively subjective metrics potentially dangerous or demoralizing to young people?

Again, competition is already out there, be it in the form of number of followers or friends, numbers of likes or any other metric. We're just adding intelligence, creating a facts-based algorithm that will synthesize in one number/scale the concept of online influence. There's no subjectivity or even human intervention in Skorr evolution. There is competition in sports, in school grades, in music fans, in life in general, and definitively in social media. We're just bringing clarity and fairness to the game.

26) Don't most social media platform have their own in analytics? Why is an app like Skorr necessary?

Skorr specifically acts as an independent platform-free player enabling users to look, for the first time, at their aggregated data, trends, results and enabling them to draft improvement plans unbiased by any platform.

27) How does Skorr help improve people's social media use? Can you give me a specific example of input or suggestions it would offer?

It will vary enormously from user to user, but it can be tips of pace, type and schedule of posts, according to the geography and objectives of the user. It can be to enlarge the friends interaction by more proactive constructive comments and replies. In addition, users will see very quickly which of their actions generated the most responses and increased their Skorr.

28) What happens if people just use one social platform, can and how does the app still work?

- a) I only use Facebook, no other social media. How can Skorr help me?
- b) I only use Instagram. How can Skorr help me?
- c) I only use Linked In. How can Skorr help me?

Skorr will help all users, independently of how many or of which platforms they use.

29) Does Skorr have any IM or other communications features that I can use to talk to my friends?

Skorr doesn't have any messenger type of feature. All interactions with friends will be based on sharing their Skorr or their results in any specific achievement, or if the invite them to download Skorr.