

Why People *Will* Shift to Niche Social Networks

1. Behavior Over Brand Loyalty

- People aren't loyal to Facebook — they're loyal to their **habit of content consumption on mobile**.
 - Their core driver isn't brand attachment — it's **boredom** and the desire for **relevant, engaging interaction**.
 - Whoever gives them **better content in context**, wins their attention.
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2. Relevance > Reach

- Users are overwhelmed by irrelevant content on general platforms.
 - Conectin communities are **interest- and context-driven**, making every interaction feel more **personal, engaging, and fulfilling**.
 - This creates **higher retention, stronger engagement, and healthier online behavior**.
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3. People Already Flock to Micro-Communities

- Gen Z and Millennials prefer Discord, Subreddits, Telegram groups — not feeds.
 - This trend proves that **people want smaller, safer, purpose-driven spaces**.
 - Conectin makes it easy for any community to **create their own space**, without the noise.
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4. A Platform Model, Not Just Another App

- Conectin is like **Shopify for social**: we empower others to build and own their own digital spaces.
 - Cities, organizations, support groups, niche interest clubs — all can launch **customized networks** under one scalable infrastructure.
 - Monetization opportunities include **subscription tiers, ad targeting, branded communities, and premium features**.
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5. We Solve the Real Pain

- General social media leads to **isolation, noise, and disconnection**.
- People want **genuine interaction, trusted environments, and purposeful conversations**.

- Our early data shows that people are willing to switch when content is **emotionally and contextually relevant**.
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6. The Time Is Now

- Post-COVID and post-algorithm fatigue, users are **actively seeking healthier, more meaningful online spaces**.
- Regulators in Europe are pushing for **more privacy, transparency, and decentralization** — Conectin is built for this landscape.
- We're positioning ourselves as the platform that **respects users, empowers communities, and builds for real human connection**.