

The problem we're working on

Anyone can share information on social networks but less than 1% see their content really spread. Social applications (not just networks) have a huge barrier for newcomers since they require to connect with friends or to invite them to use this service, and to build your own audience of listeners. For average user, it's almost impossible to reach a broad audience, regardless of how good their content is.

With Plag, we are levelling the playing field. Everything that's worthy of spreading will eventually be spread to the whole community.

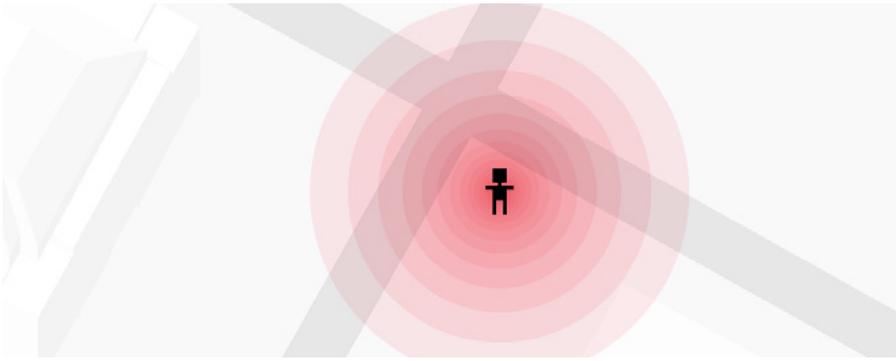
So, what is Plag?

Generally, Plag is a simple thing that allows anybody to be in touch with the whole world. Technically, it's a unified, location-based mobile network without pre-defined connections between its users. Our ultimate goal is to create a perfect medium for spreading information and to improve the way information flows.

How it works

All Plag users are connected to each other right from the start. No friending, no following. Plag does not demand to use contacts from your phone book or friends lists from other social services. Users don't even have to register.

With Plag, information spreads like a global infection.



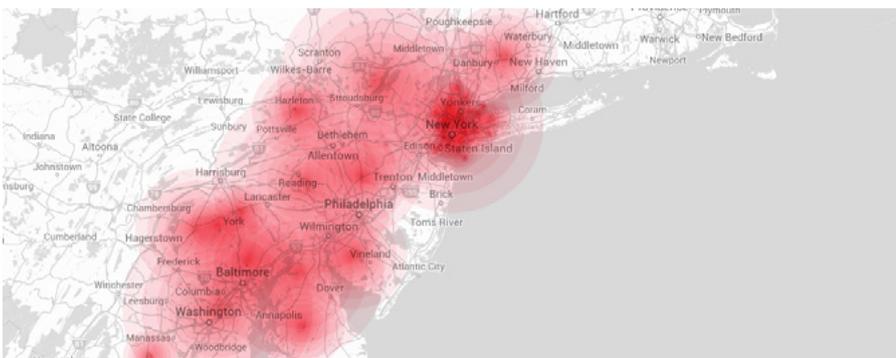
Anyone can be a patient zero. Infection starts at the source of information ...



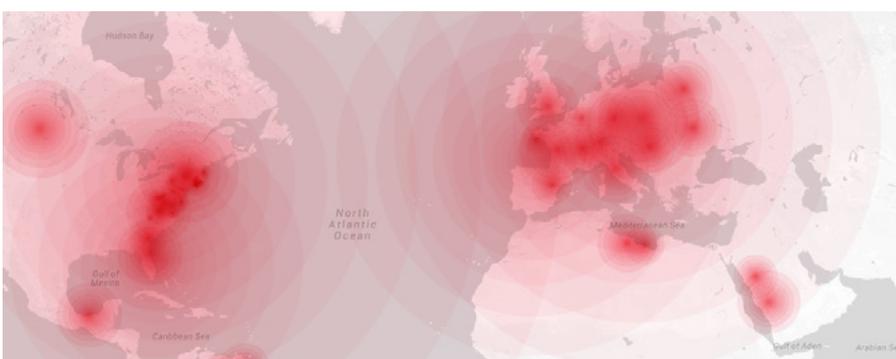
... and spreads to the nearest users like a virus.



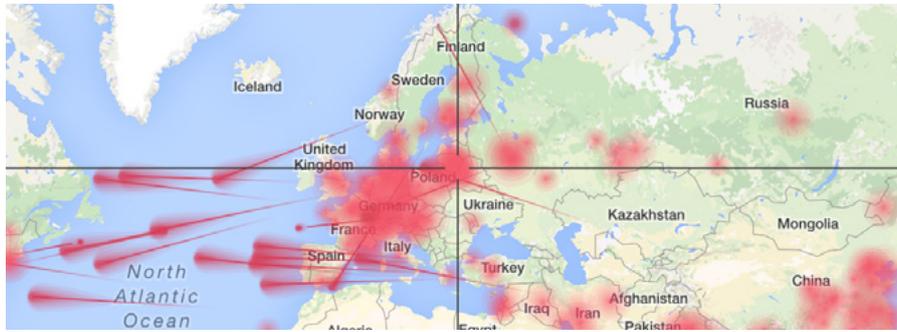
Every infected user can exponentially spread the information further by infecting the users closest to them. Or they can resist the epidemic by keeping the information to themselves.



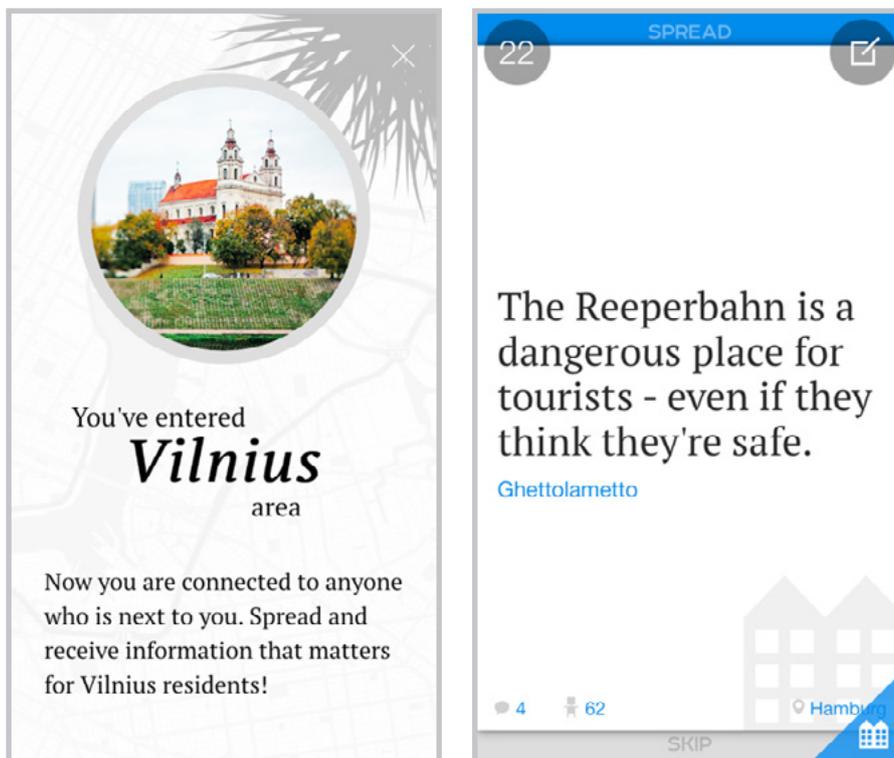
In this manner each outbreak can spread from the block to the city,



throughout the country, and around the world.



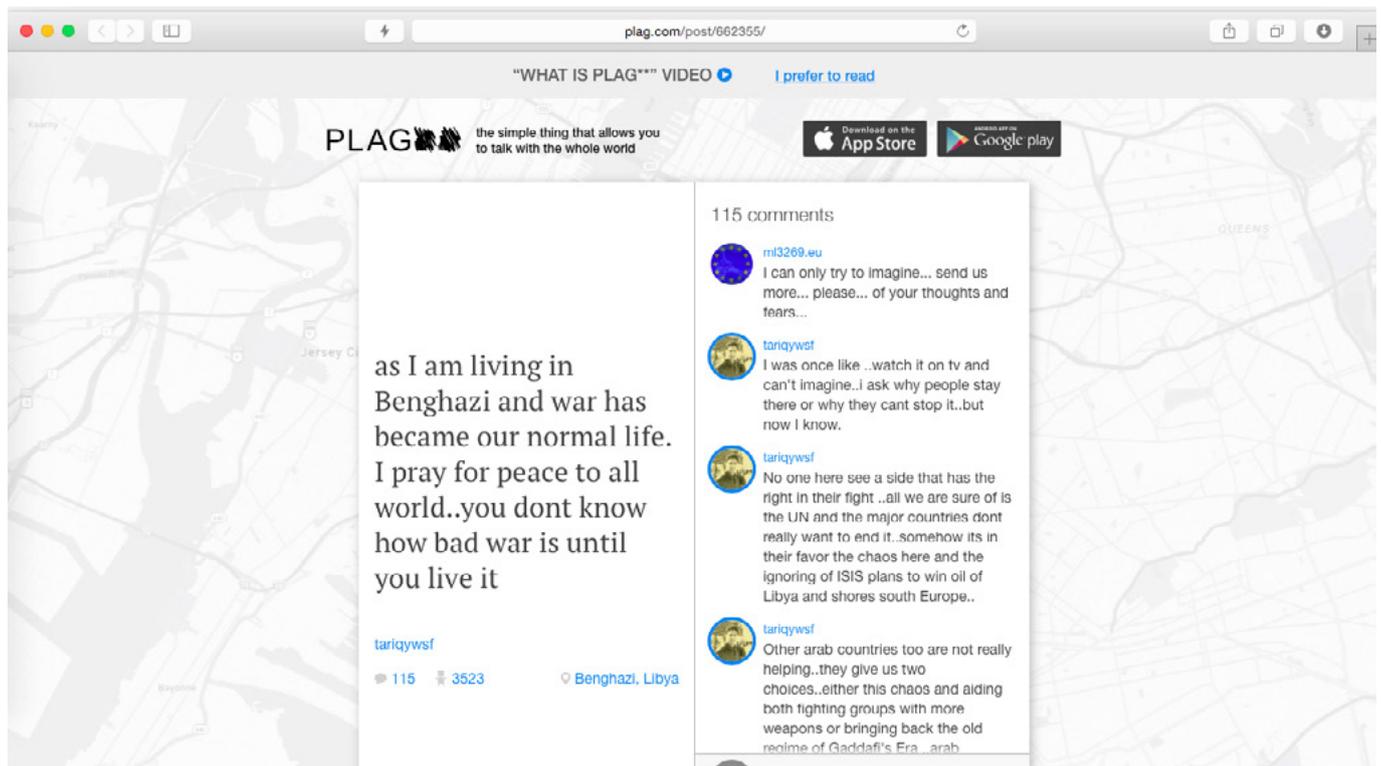
On an interactive, animated world map, each user can watch their post (“card”) spread. They can track where and how the information is received and what percentage of users decided to spread it further. The statistics of every card are visible to every user.



Areas

Areas provide our users with an opportunity to be in touch not only with the whole world, but with the people “next door” – those who live in the same city, study at the same university etc.

Areas are secluded spaces inside the global Plag network, defined by geo-fencing, to spread messages locally. Users become part of an area automatically as soon as they log in to the app inside that area. And once they are subscribed to a certain area, they can access this space from anywhere in the world. Of course, they can switch back and forth between different areas and the international Plag network as they wish.



Community

Plag discussions are unique. Each card has its own comment section, and as it is passed back and forth between cities and continents, it spawns conversations between people who wouldn't even have met on any other social network. Plag fosters real communication throughout countries and across borders. The communities that emerge are very active and open to everyone.

All Plag cards can be viewed and commented on through any browser. Being able to type long comments on the computer certainly helps with phrasing intricate thoughts. And the greater accessibility helps spread knowledge and insights even further.

Join people around the world



Numbers

Plag have an absolutely awesome engagement metrics – there are about 8% of users log in to Plag more than 10 times a day, and 6% of all sessions are longer than 30 min.

Europe is about 59% of the whole Plag audience, USA is 26% and Asia is about 10%. Our 7-day retention is higher than 50%. And we are really aiming to increase it in the nearest future.

Team

We are based in Vilnius, Lithuania. Our team consists of 15 people with experience in social networks, media, and sociology.

Contacts

Please contact us if you have any questions or comments.

Ilya Zudin, founder, zudin@plag.com