next leap

BeReal.

Your friends for real.

Want to share unfiltered moments with friends?

About BeReal.

BeReal is a social media app that might just bring back a little bit of authenticity to our social media posts. No filters, followers, or preparation are allowed on the app. It's all about in-the-moment photos and being "real".

Mission

To create an authentic world that keeps you connected with the people you really care about.

Competitors
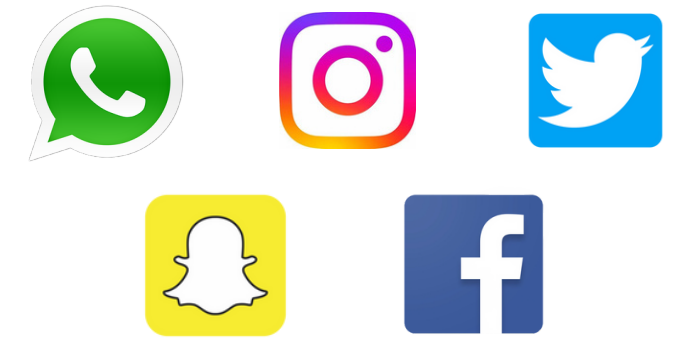
**Private Company
Paris, Ile-de-France, France**

**2020
by Alexis Barreyat and Kévin Perreau**

**23 Million
Montly Actice Users**

**100 million
App
Downloads**

**1.2 billion
BeReal.
Posts**

Values

1. Be Real

We're honest, genuine and transparent with each-other and most importantly with our community.

2.Be Free

We think differently. We innovate, experiment and disrupt in order to create positive change.

3.Be Humble

We're grateful for the opportunity to make an impact; no matter how hard, we're dedicated to building the best product we can

4.Be Responsible

We take ownership for our decisions; own our mistakes; and keep each other accountable.

Business Model Canvas

Key Partners

- Social Media Platforms
- Influencers and content creators
- Customer service providers

Key Activities

- Social media marketing and advertising
- Content creation and curation

Key Resources

- Technology Infrastructure & User Data
- Team and Expertise & Brand Reputation

Value Proportions

For Users:
- Inclusive environment that encourages meaningful interactions and fosters personal growth
- Authenticity
- User-friendly interface and a diverse community

For For Professional Users/Brands:
- Share promotions
- Offers, and exclusive content
- Direct channel to engage with a diverse user base
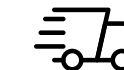
Customer Relationships

- User Engagement
- Community Building
- Personalization

Channels

- Website
- Social Media
- Mobile Application

Customer Segments

- Users
- Professional Users/ Brands

Cost Structure

- Content creation costs
- Data storage and analysis costs
- Infrastructure and platform maintenance
- Advertising and marketing expenses

Revenue Streams

- Advertising and Sponsorships
- Exclusive Content or Premium Experiences
- Subscriptions
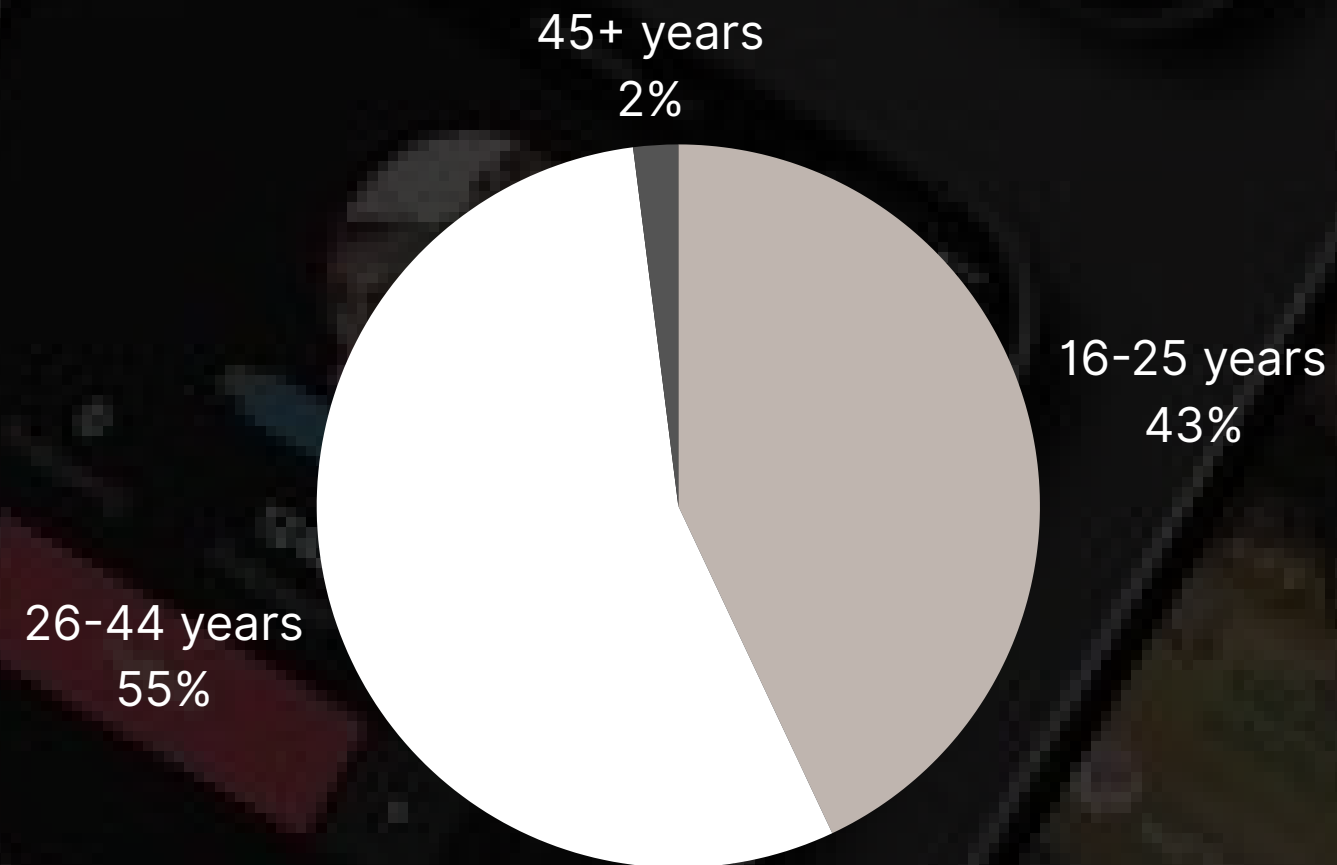- Exclusive Content or Premium Experiences

USER DEMOGRAPHIC STATISTICS

Age Distribution

45+ years
2%

16-25 years
43%

26-44 years
55%

Geographic Demographics

Other Countries
23%

United States
27%

Australia
3%

Germany
4%

Canada
5%

France
22%

United Kingdom
10%
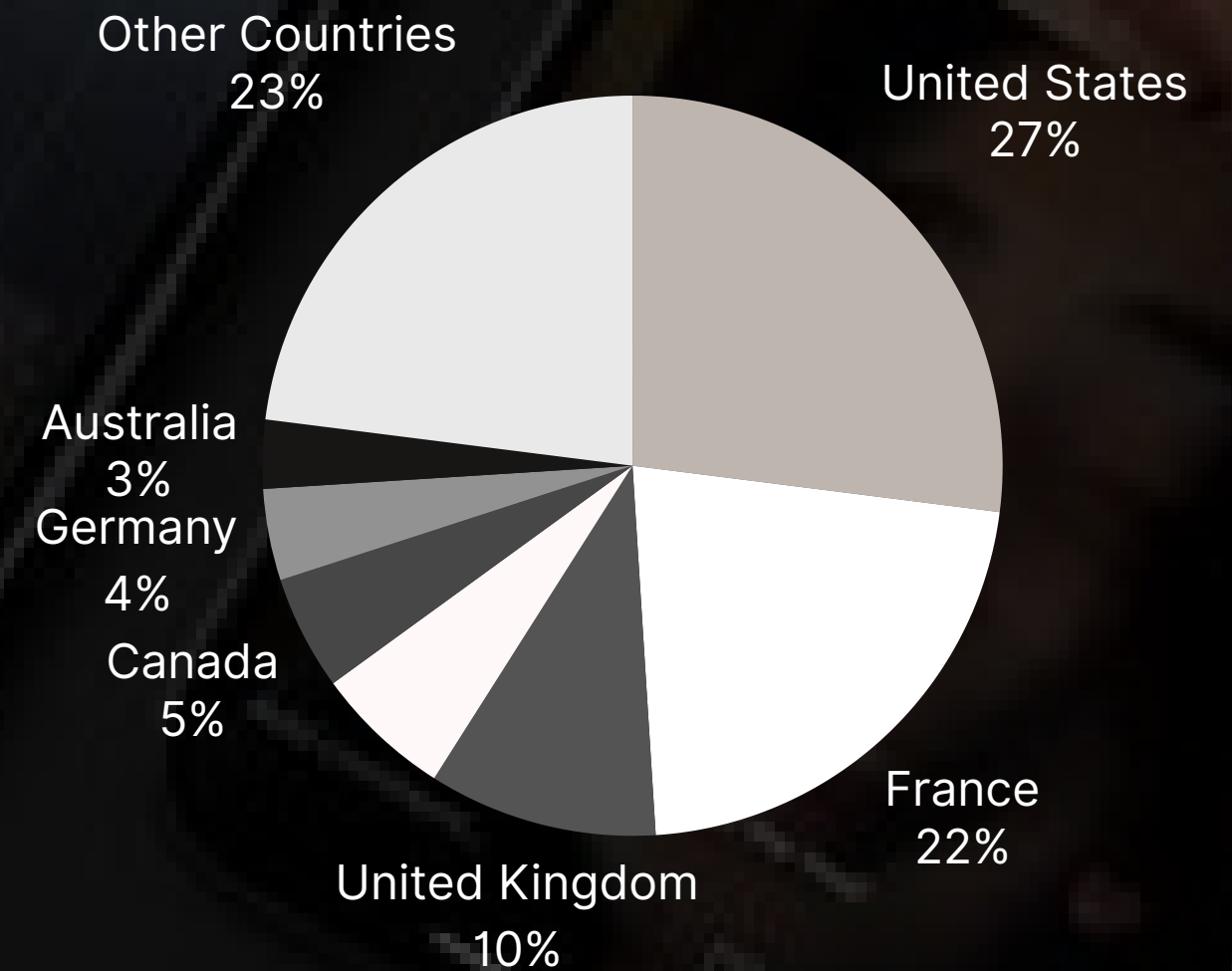
Gender Distribution

Male
38%

Female
62%
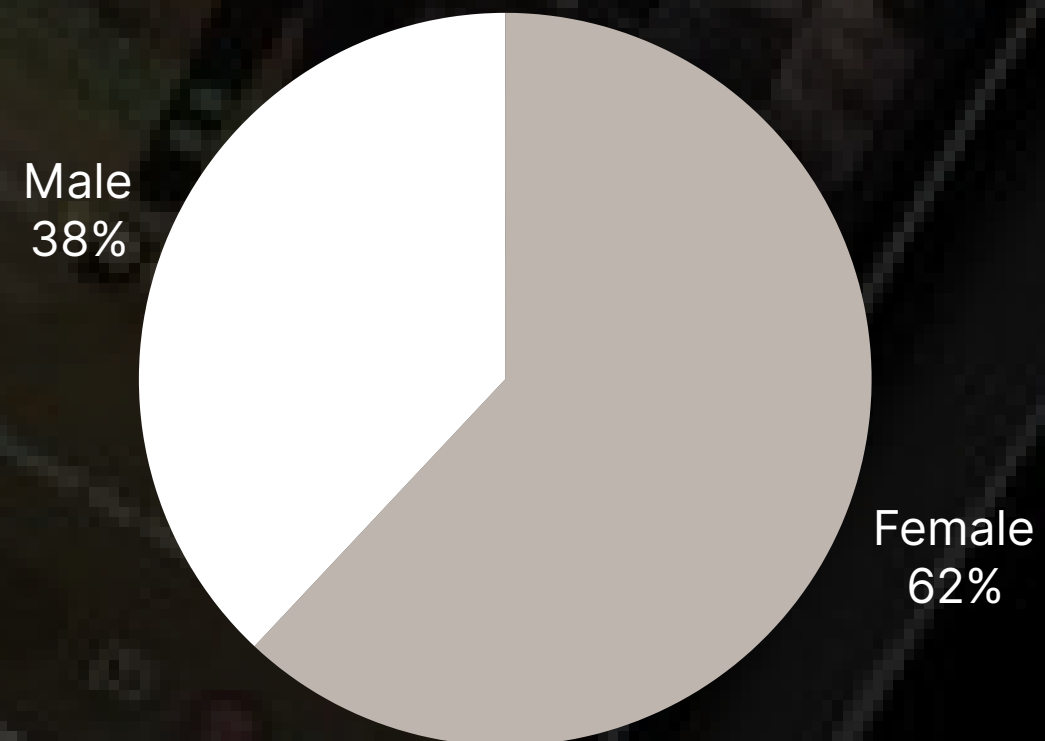
Source: BeReal Usage Statistics

USER PERSONAS

Name: Sarah Thompson

Age: 20
Occupation: College Student
**Location:** Austin, Texas

Sarah is an active college student who enjoys socializing with friends and participating in campus activities. She values genuine connections and prefers platforms that allow her to share real moments without the pressure of perfection.

GOALS

- Share Real Moments
- Document College Life
- Engage with Friends
- Reduce Social Media Anxiety

MOTIVATIONS

- Desire for Authenticity
- Creative Expression
- Simplicity in Sharing
- Mental Health Awareness
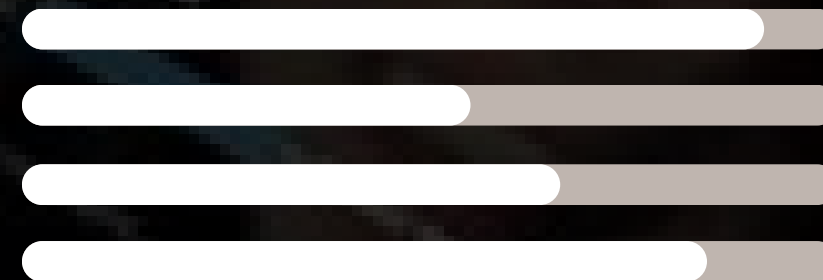
PAIN POINTS

- Technical Glitches
- Fear of Missing Out (FOMO)
- Limited Discoverability Features

PERSONALITY

- Socially Conscious
- Authentic
- Creative

CHALLENGE

- Pressure to Post Authentic Moments
- Maintaining Regular Engagement

USER PERSONAS

Name: Pam M.

Age: 33
Occupation: Technical Lead
**Location:** Los Angeles, California

Pam is a tech-savvy individual who balances a demanding career with his passion for travel. He frequently explores new destinations, both domestically and internationally, often blending work with leisure through remote work opportunities.

GOALS

- Professional Development
- Travel Experiences
- Reduce Social Media Stress
- Encourage Mindfulness

MOTIVATIONS

- Easy To Use
- Authenticity
- Mental Health Benefits
- Community Building
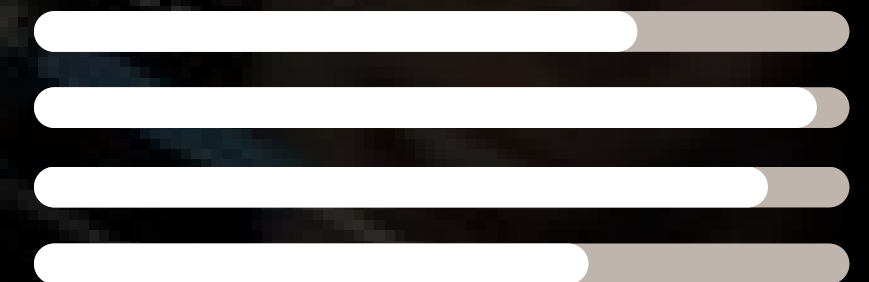
PAIN POINTS

- Technical Glitches
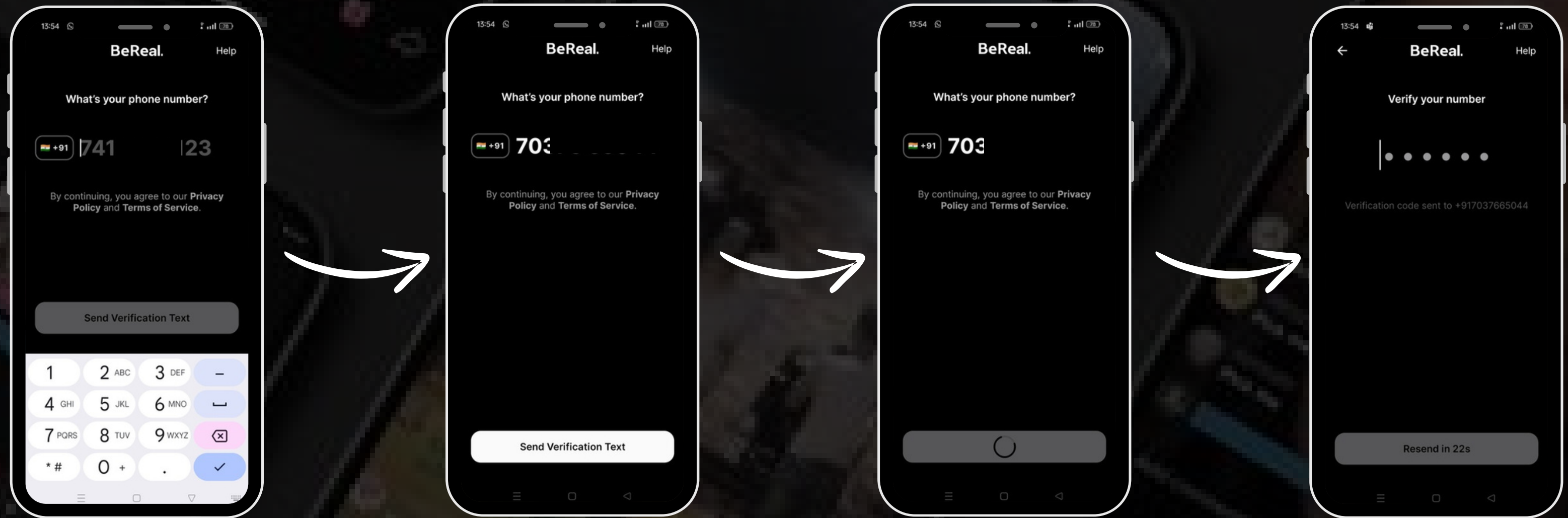- Limited Discoverability
- Inconsistent Engagement

PERSONALITY

- Community-Oriented
- Adventurous
- Appreciate a relaxed environment

CHALLENGE

- Maintaining User Interest
- Scaling Issues

USER ONBOARDING JOURNEY

Steps:

Step:1
Type Mobile Number

Step:2
Click Verification OTP

Step:3
Receive Verification OTP

Step:4
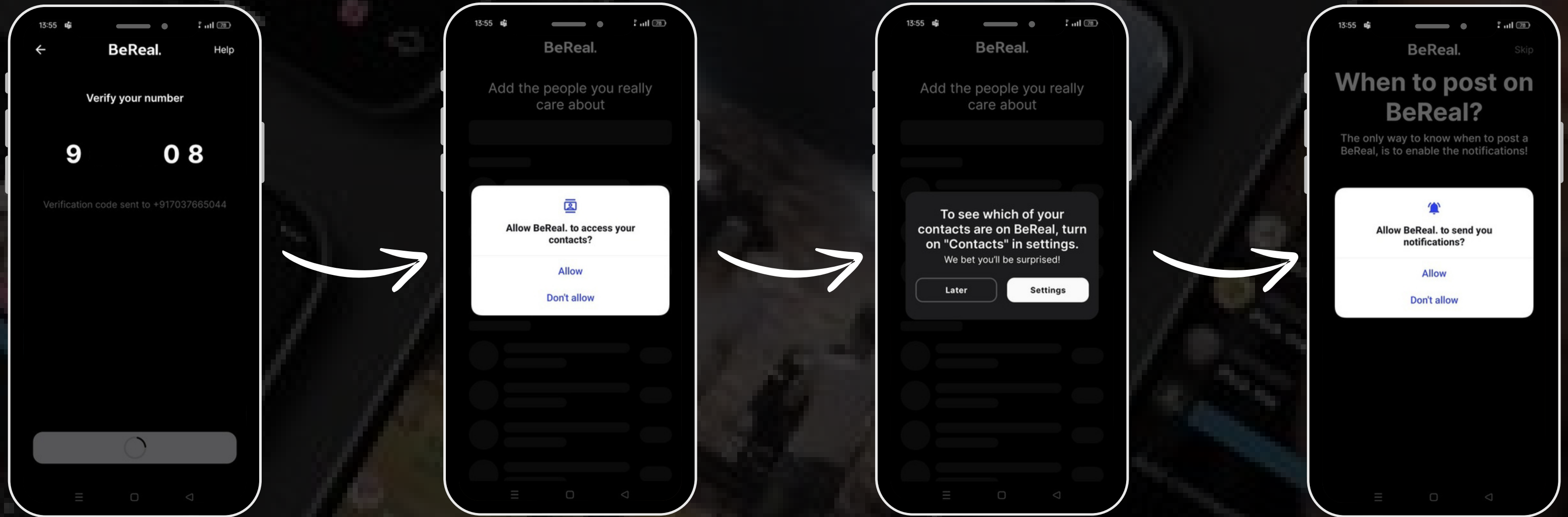**Enter Verification OTP**

Feelings:

Pain Points:

Uncertainty about privacy and data usage

Delay in receiving the OTP due to network issues

SMS delivery may be delayed or fail

Users may be unsure whether to check SMS or WhatsApp for the code

USER ONBOARDING JOURNEY

| Steps:	**Step:5** **Verify Number via OTP**	**Step:6** **Allow Contacts Access**	**Step:7** **Turn On Contacts in Setting**	**Step:8** **Enable BeReal Notifications**
Feelings:				
Pain Points:	App may take time to process verification	Concerns about privacy when allowing access to contacts	Difficulty finding settings if not intuitive	Overwhelm from too many notifications

USER ONBOARDING JOURNEY
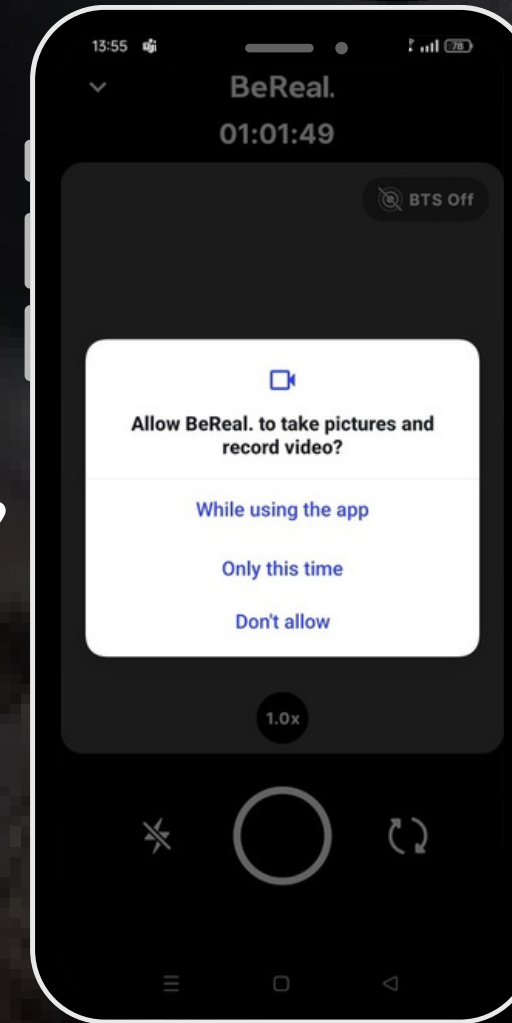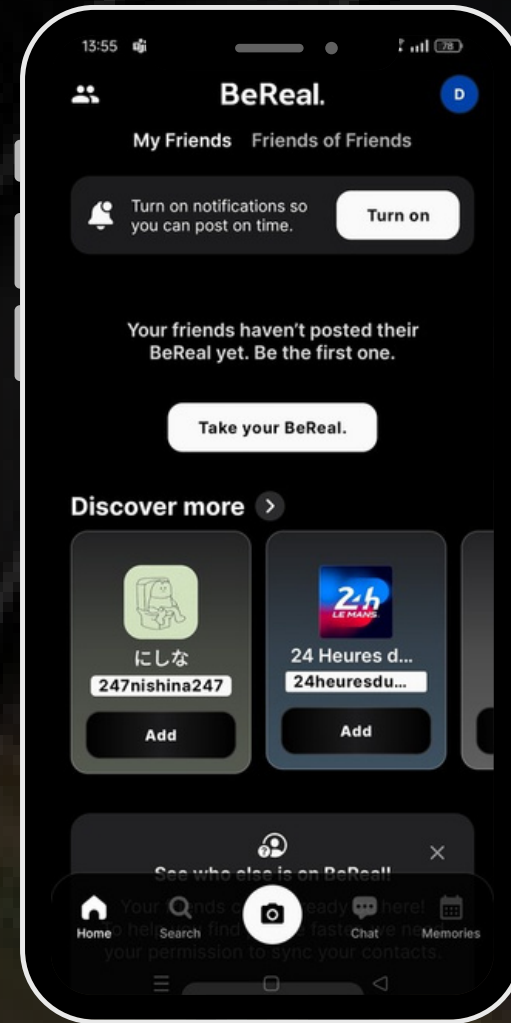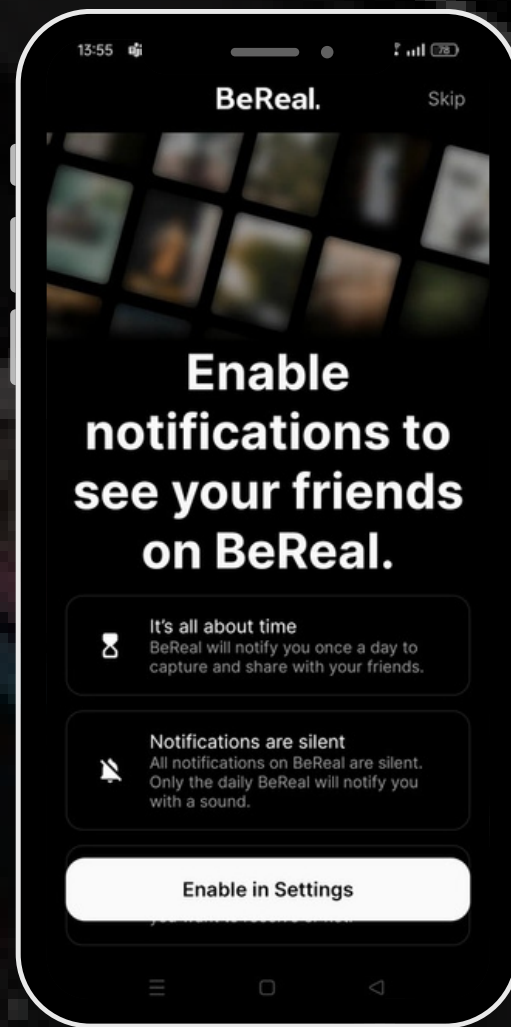
Steps:	**Step:9** **Skip Notification Setup**	**Step:10** **Explore Home Page**	**Step:11** **Take Picture Using Camera**	**Step:12** **Dual Camera Capture**
Feelings:	🤨	😎	😥	🤯
Pain Points:	Users may miss out on daily prompts and engagement opportunities	Confusion if layout is not intuitive or user-friendly	Pressure to capture a spontaneous moment perfectly	Confusion about how to position the phone for both shots

Need of User Onboarding

1

First Impressions Matter
- the first interaction between users and the app
- well-designed onboarding experience can create a positive first impression

2

Guiding Users Through Features
- helps new users understand how to navigate the app and utilize its features effectively

3

Reducing Drop-off Rates
- many users abandon apps shortly after downloading them due to unclear instructions
- effective onboarding can minimize these drop-off rates

4

Encouraging Engagement
- actively engage users by introducing them to key features and encouraging them to take specific actions

5

Encouraging Social Connections
- Onboarding should facilitate the process of adding friends from contacts or discovering new connection

Benefits of User Onboarding

1

Improved User Retention
- effective onboarding increases the likelihood that users will continue using the app over time, as engaged users who understand its value are more likely to return

2

Enhanced User Satisfaction
- smooth onboarding experience boosts user satisfaction, making them feel confident in using the app's features and appreciating its value

3

Faster Time to Value
- helps users quickly realize the app's benefits, leading to faster "aha" moments that enhance loyalty and encourage recommendations

4

Personalization Opportunities
- Onboarding allows for tailored experiences based on user preferences, increasing engagement and satisfaction
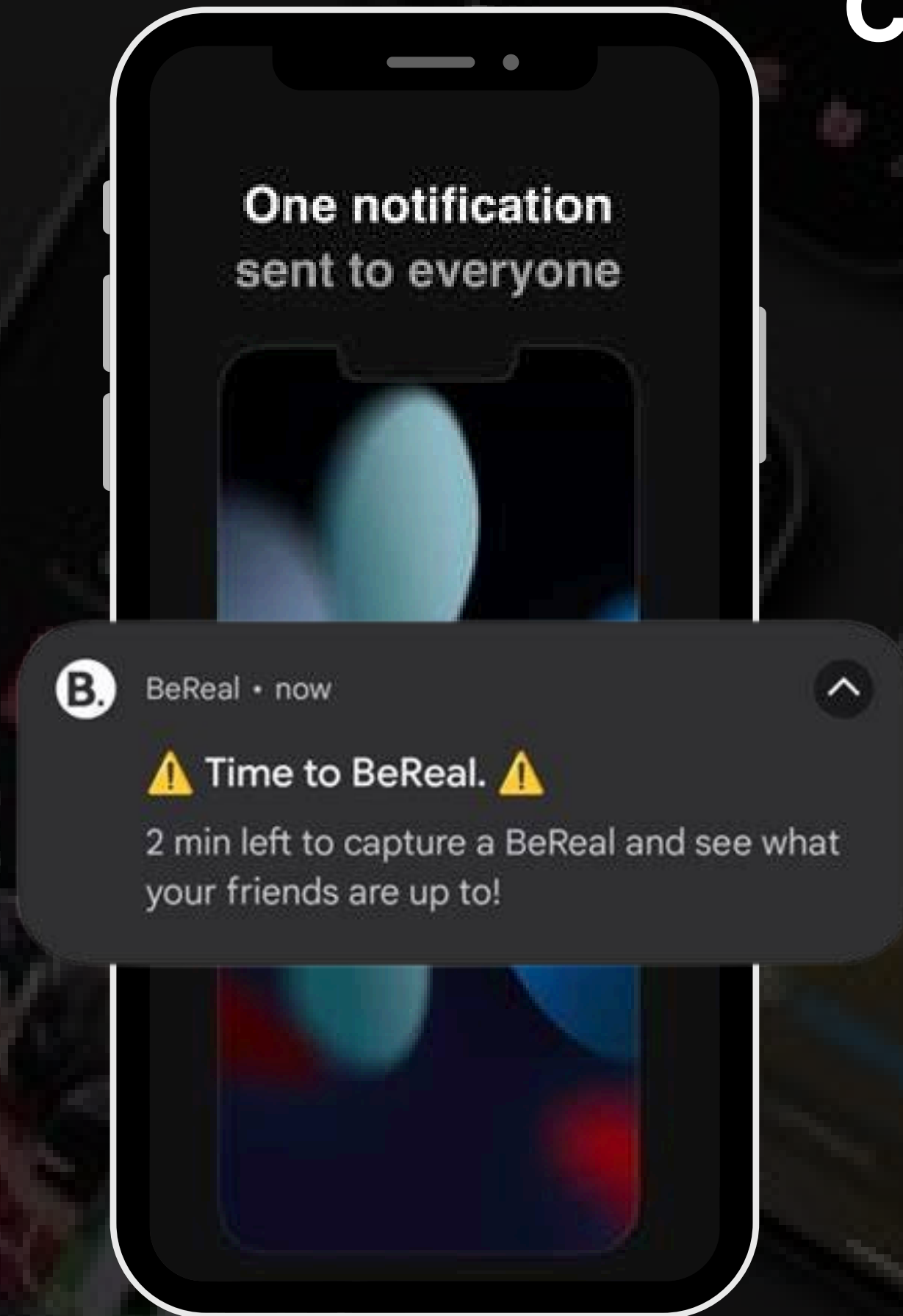
5

Feedback Collection
- provides valuable insights into new users' experiences and pain points, informing improvements to the app's functionality

Daily Notification

- **Description:** Users receive a random notification once a day, prompting them to take and share a photo within a two-minute window.

- **User Need Addressed:** This feature encourages spontaneity and real-time sharing, fostering a sense of urgency that helps users capture genuine moments instead of curated content.

One notification sent to everyone

B. BeReal · now

⚠️ Time to BeReal. ⚠️

2 min left to capture a BeReal and see what your friends are up to!

CORE FEATURES AND FUNCTIONALITY

Dual Camera Capture Mode

- **Description:** When taking a photo, both the front and back cameras are activated simultaneously, allowing users to capture their surroundings along with their selfie.

- **User Need Addressed:** This promotes authenticity by showing both the user and their environment, providing context to the moment being shared. It also adds a layer of vulnerability, as users may not always look their best.

CORE FEATURES AND FUNCTIONALITY

Memories

- **Description:** Photos shared on BeReal disappear after 24 hours but are saved in the user's profile as "Memories" for personal viewing.

- **User Need Addressed:** This allows users to reflect on their past moments without the pressure of public visibility, creating a personal archive that emphasizes the importance of memories over likes or comments.

CORE FEATURES AND FUNCTIONALITY
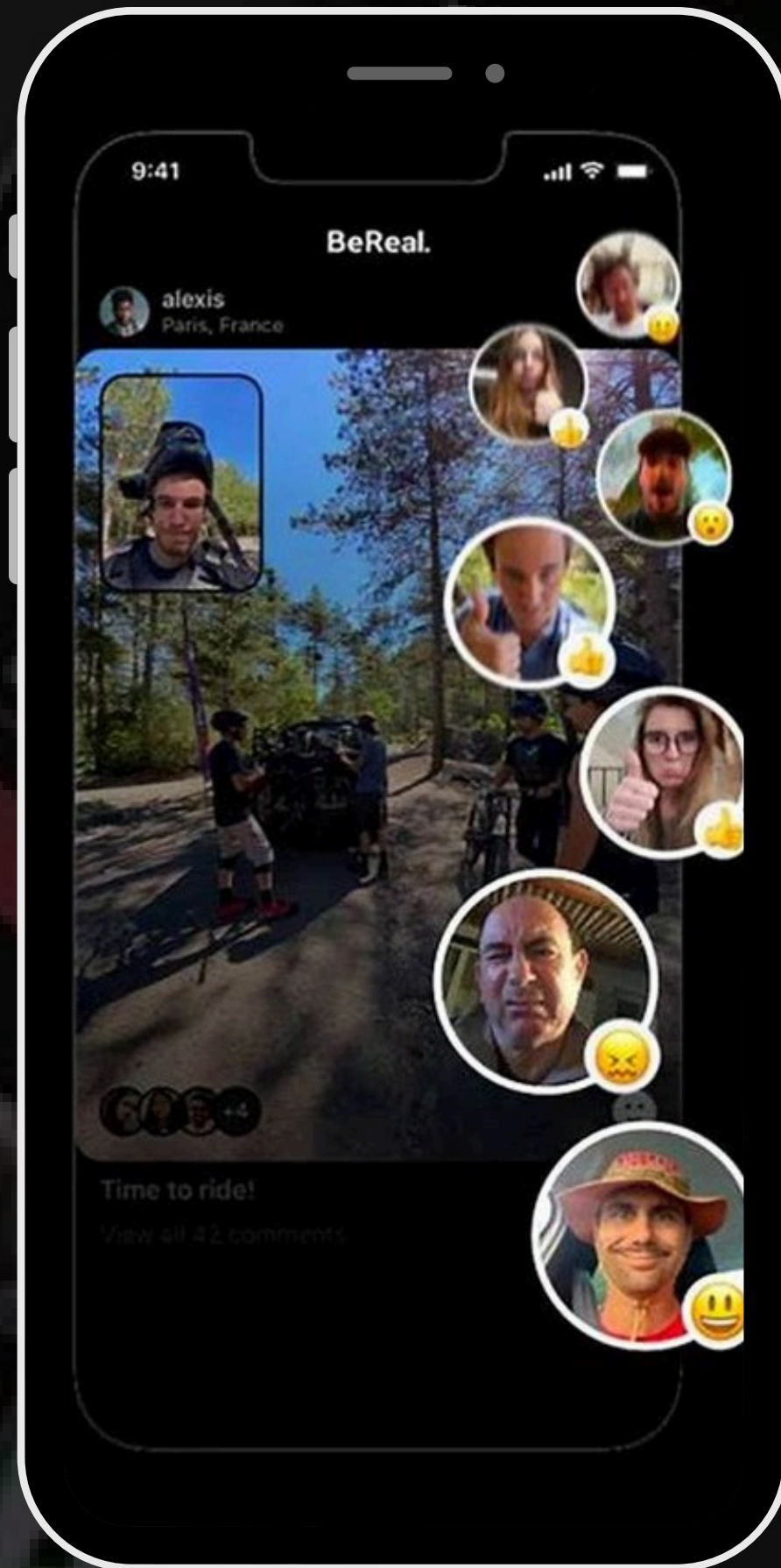
RealMoji Reactions

- **Description:** Instead of standard emojis, users react to friends' posts using selfies that mimic the emoji's expression.

- **User Need Addressed:** This feature enhances engagement and interaction by allowing more personalized responses, making communication feel more genuine and connected among friends.

CORE FEATURES AND FUNCTIONALITY
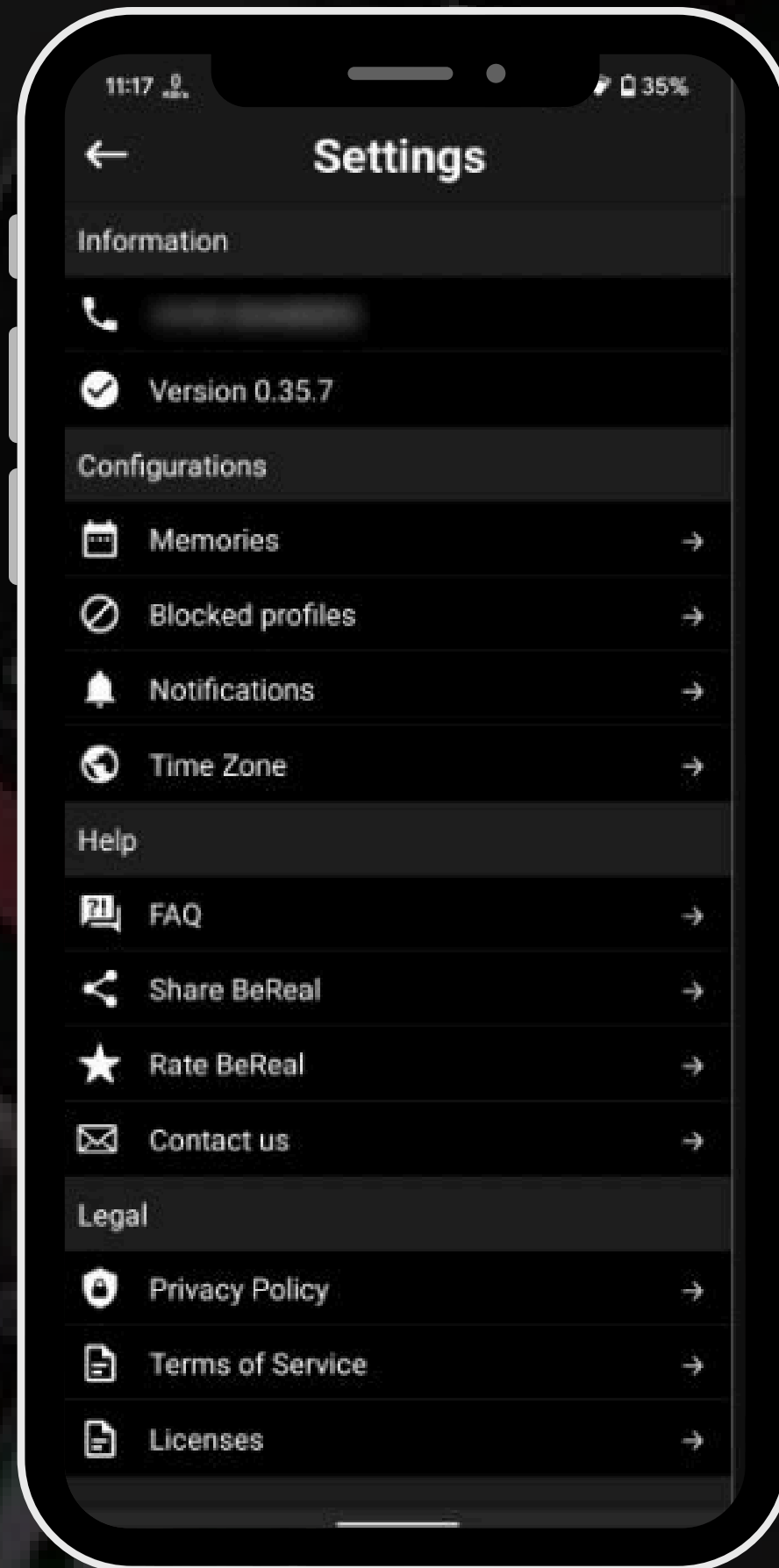
Privacy Settings

- **Description:** User accounts are private by default, requiring mutual connections to view each other's posts. Users can also choose to make posts public.

- **User Need Addressed:** This ensures that users feel secure sharing personal moments with a select audience, addressing privacy concerns common in social media usage.

CORE FEATURES AND FUNCTIONALITY
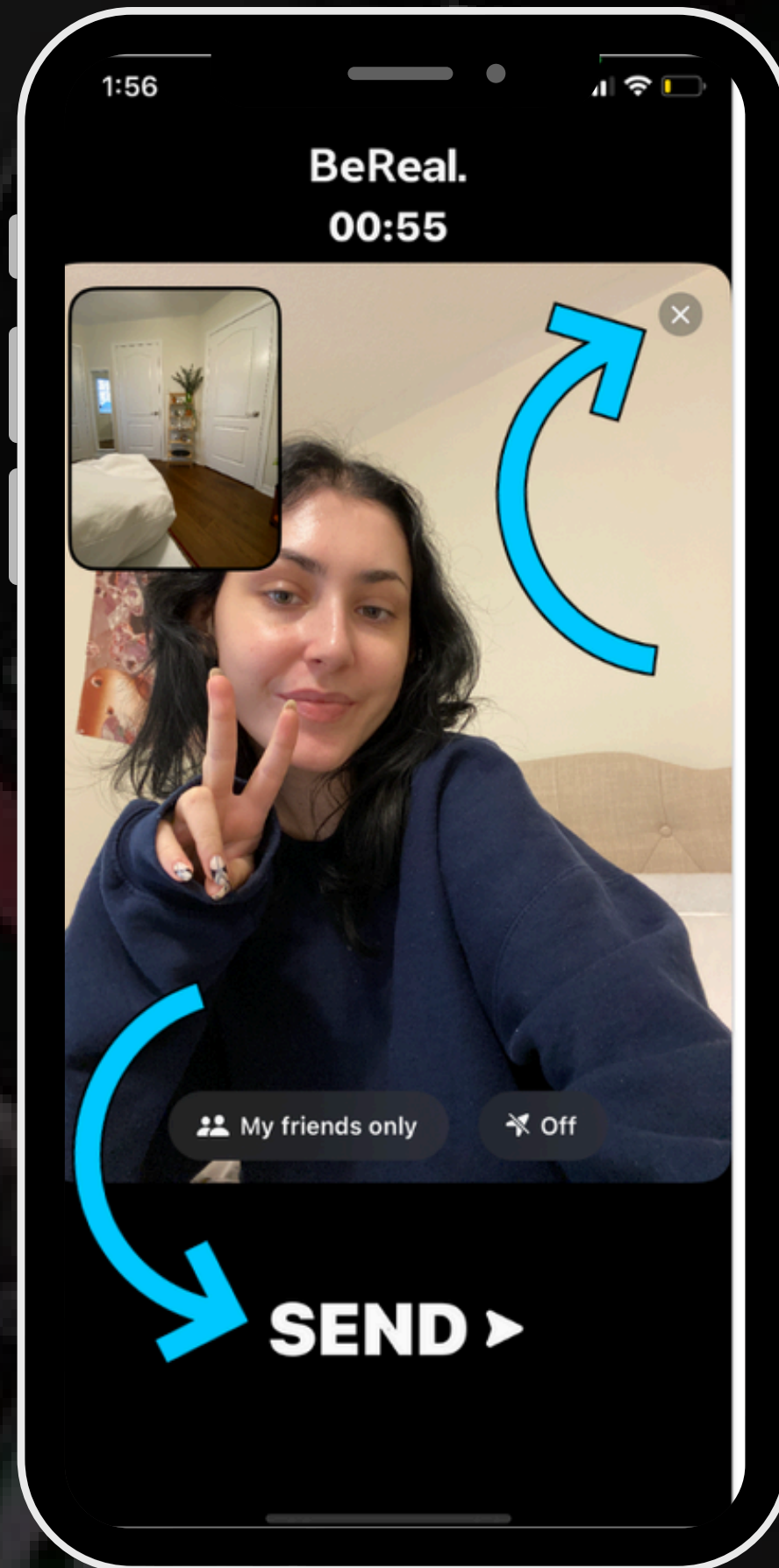
No Filters or Editing Tools

- **Description:** BeReal does not allow users to apply filters or edit photos before posting; only real-time captures are permitted.

- **User Need Addressed:** By eliminating editing options, BeReal encourages authenticity and reduces the pressure to present an idealized version of oneself, aligning with its mission to promote real-life experiences.

KEY LEARNINGS

Emphasis on Authenticity

Users are prompted to take a photo at a random time each day, capturing genuine moments without the opportunity for extensive editing or curation

Unique Engagement Strategies

App employs a daily notification system that encourages users to post within a two-minute window. This creates a sense of urgency and spontaneity, making the experience more engaging

Community Building

BeReal has fostered a strong sense of community among its users. The app encourages users to connect with "friends" rather than "followers," which promotes more meaningful interactions

Limitations on Marketing

BeReal does not support traditional advertising within the app, which presents both challenges and opportunities for brands

Mental Health Awareness

Focus on authenticity, promoting mental health awareness resonates well with its user base. BeReal's model allows users to share their realities without the pressure of perfectionism often associated with other social media platforms

Adaptability and Innovation

App must continue to innovate while maintaining its core values. Understanding user preferences through analytics can help refine content strategies and enhance user experience

KEY METRICS

Daily Active Users (DAU):
the number of unique users who engage with the app daily

NORTH STAR METRIC (NSM)

Number of Bereal Posts
the total number of photos shared by users each day

User Retention Rate
the percentage of users who continue to use the app over a specific period

L1 METRICS (Primary Metrics)

indicators that provide insights into how well the company is performing in relation to its North Star Metric

Notification Open Rate:
tracks the percentage of users who open notifications sent by BeReal

User Growth Rate
tracking for understanding market dynamics and user acquisition strategies

L2 METRICS (Secondary Metrics)

indicators that provide more granular insights into what's driving the L1 metrics

Average Time Spent
measures how long users spend on the app each day,