

Community Commerce via FB Group

Background on Facebook Groups:

2020 has been called the decade of communities. Online communities have skyrocketed in the last few years across hundreds of platforms with Facebook Groups being the largest by a large margin. Other platforms are Quora, Reddit, Slack, Telegram, Discord, Tribe etc, where people can build online communities but the number of people there are way fewer.

Today, out of the 2Bn+ users, 1.8 Bn Facebook users are active on Facebook Groups, monthly. Over 70Mn admins & moderators create and manage groups on Facebook. "There is a Facebook Group for everyone." Pretty much any topic you can think of is likely to have hundreds, if not thousands, of groups on it. It is estimated that there are probably 1Bn+ Groups.

These groups have been built up organically by an Admin who started this group driven by a passion, pain point or is looking to build a community around a business. Simply put, a Facebook Group is where members come to ask questions, share opinions, recommendations, give/get advice, etc. A post is created by an initiator and gets comments from other members of the groups. Members are admitted by the admin who approves a request to join.

Background on Convosight:

We launched Convosight in 2020, after building and learning from 30 Groups we created around parenting. As an admin or creator of the group, you are tasked with everything: acquisition of members, creating engaging content, moderating conversations and managing spam. Over a period of time, as your group grows, you look for help by tapping into your community's most engaged participants to join as group moderator/s.

Since 2020, over 5000+ Groups with 250+ members have installed the Convosight App in their Facebook Group. The app, once installed, uses FB's API to provide Convosight with access to the conversation (posts and comments) without any personal data of members. The key problems we identified were that Admins need help managing/moderating their communities, and after years of time spent, are looking to monetize their group. This is the reason we built Convosight; to help Community Creators become community entrepreneurs.

Enabling Community Commerce: Community Admins/Creators, who build and grow these communities on Facebook are the Key Opinion Leaders of these groups. With access to thousands of groups, Convosight has access to over 130MM+ members through the Admins who have installed Convosight.

Problem Statement: How can we leverage the large distribution network of Facebook communities to enable Community Commerce, which, in turn, helps Admins monetize their community by earning a fee or commission. There are examples of other word-of-mouth driven commerce which uses the network effect of large platforms, such as Meesho (which leverages WhatsApp Network), Pinduoduo (Bulk Buying leveraging WeChat).

Expectation:

The expected solution should be a prototype model that can be executed on Facebook Group by the Admin, leveraging the power of community and creating value for the Admin, Members and Brand. The solution should explain, on first principles, why your idea (s) should work. Something that has been tried and tested with an entire workflow would be ideal.

Tools & Technology:

You are free to use any available tools for research and implementation. We expect the final presentation with workflow to be in a PowerPoint or Google presentation along with a process chart.

Resource & Reference:

www.convosight.com

www.meesho.com

<https://en.pinduoduo.com/company>

<https://a16z.com/2019/10/08/passion-economy/>