

# BeReal Canvas

## Key Activities

- Continue growing w/o compromising trust
- Scale Tech Infra.

## Customer Relationships

- Transparent actions creates retention
- Campus Ambassadors

## Value Prop

- Limitation of core social photo-sharing features for authenticity
- Less filtering, more transparency

## Customer Segments

- College/University-Age Youth (global)
- Creators

## Cost Structure

- Tech Infra. Scaling
- Customer Acquisition
- Team of 40 (Q3 '22)

## Revenue Streams (Future)

- Payments-based Creator model based on engagement
- Subscription Model

