# yuser

## COMPANY OVERVIEW

Yuser is a technology company focused on disrupting the social media model of capitalizing on user content and data. It leverages digital currency (Gems) and non-fungible tokens (NFTs) to encourage and convert social interactions into the purchase and sale of products on its social platform. With Yuser, content creators and retailers control and track their entire social marketing and sales lifecycle. The goal is to increase value for creators and end-users in a reimagined social media space.

**LOCATION:** LONDON, ON

## TECHNOLOGY

**Data Centre and Cloud**

**yuser**

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## IS CONTENT KING?

Today, what users see on social media platforms is heavily dictated by algorithms, and creators having an extensive follower count. Regardless of producing quality content, creators can't take full advantage of social media platforms to promote their work because they are bound by these algorithms. Thus, the problem is twofold: creators can't reach their desired audience effectively, and end-users miss out on quality work that resonates with their taste.

## EMPOWERING CONTENT CREATORS

Built to create a voting environment for users and creators, Yuser is an invite-only media app that connects consumers with retailers through its Loyalty Points Program with Gems. Similar to "likes," Gems are awarded when people "like" the creator's content. When awarded, Gems can be used to make purchases in select businesses (10,000 Gems = $1). Additionally, content can be sold as NFTs in exchange for Ethereum (ETH) through the Yuser marketplace. By creating quality content and community engagement, businesses, be them big or small, can organically grow and thrive on the platform.

## UNCOVERING LIMITATIONS FOR PLATFORM GROWTH

To support the projected growth of the platform, Yuser needed to identify which areas of their architecture required optimization. With CENGN's testing infrastructure, Yuser identified significant bottlenecks that could hinder the number of concurrent users it can handle. Additionally, they discovered that improvements are necessary to provide them with less latency variance than their current deployment setup, ensuring more responsive connectivity for the platform and its users.

> *"The result from our tests within CENGN's environment validated certain assumptions about the scalability of our architecture but also exposed a few issues that we can now attempt to resolve."*

**Thomas Cermak**
CEO, CTO & President, Yuser