



HSL
HRT

Larger Established Company



TEAM 7

Design Strategy & Entrepreneurship



OSONS CAUSER

Young Company

Team Profile



Xinquan, Wen



Zijun, Lin



Jui-fan, Yang



Senciria Chou

OSONS CAUSER

Timeline

OSONS
CAUSER

Co-founders



Ludo
Philosophy
Sociology



Stéphane
Economics



Xavier
Philosophy



Politics
comment videos

OSONS CAUSER

YouTube channel



👁 12,844,375
📺 771,693
€ ~30k/per mon

Own website €
Book
Documentary
Journalism School

2015

2017

2019

Vision



2014

France



Scientific video



Complicated Left Medias



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Connection

Scientific video



Contradiction

Complicated Left Medias



New Anchors

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Interviews

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French students in Aalto

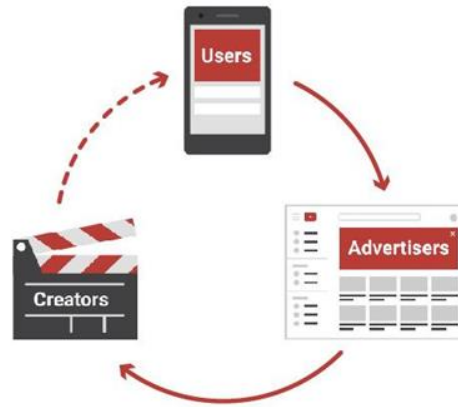


Xavier, co-funder of Osons Causer

Business Model

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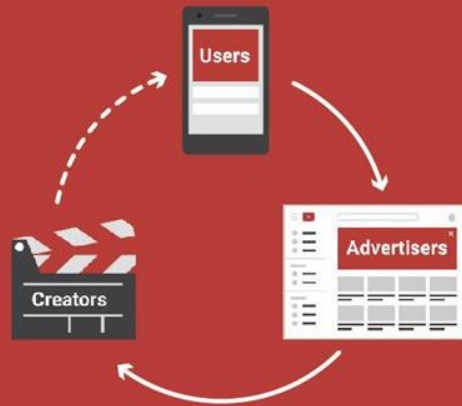
Youtube Basic Ecosystem



Advertisement income
+
Subscription / Freemium

Business Model

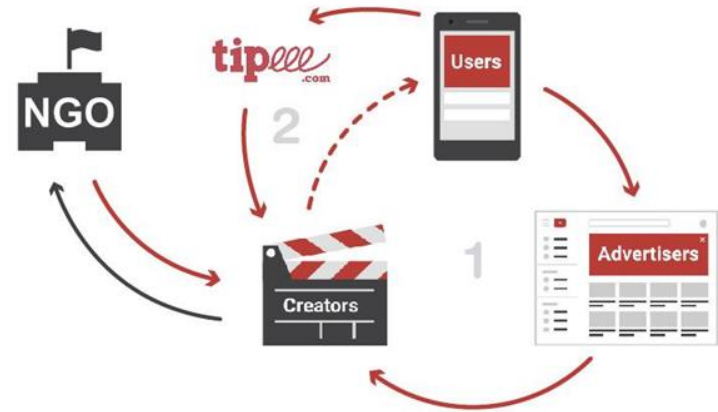
Youtube Basic Ecosystem



Advertisement income
+
Subscription / Freemium

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Osons Causer's Current Business Model



Advertisement income
+
Subscription / Freemium

Pay what you want
+
Crowdfunding

→ Funding

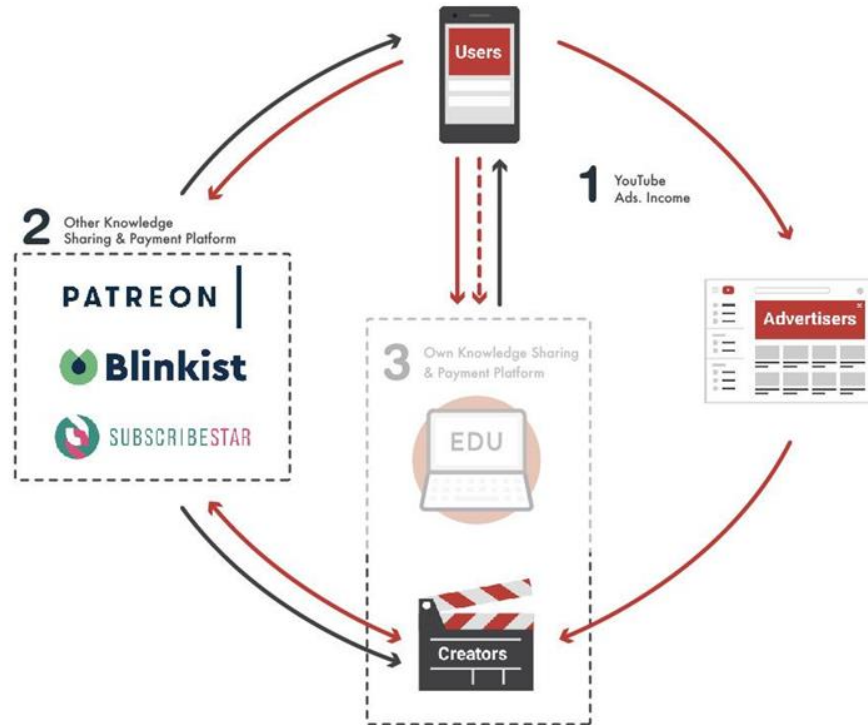
- - - - -> Material / Info.

→ Service

Other Entrepreneurial Youtuber's Business Model

1
Advertisement income
+
Subscription / Freemium
+
Customer Loyalty / Flatrate

2
Pay what you want
+
Crowdfunding



→ Funding

- - - - -> Material / Info.

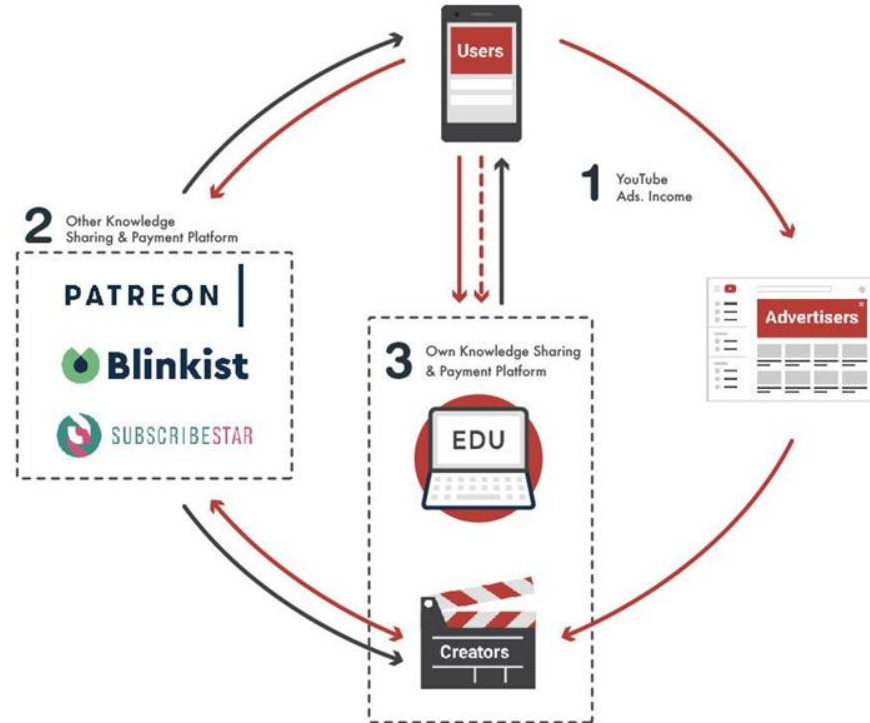
→ Service

Other Entrepreneurial Youtuber's Business Model

1
Advertisement income
+
Subscription / Freemium
+
Customer Loyalty / Flatrate

2
Pay what you want
+
Crowdfunding

3
Direct Selling
+
Experience Selling



→ Funding

- - - - -> Material / Info.

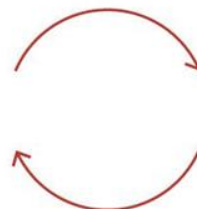
→ Service



Information Input



Group Discussion



Speech Manuscript



Youtuber's Working Procedure



Video Editing



Video Shooting



Practice

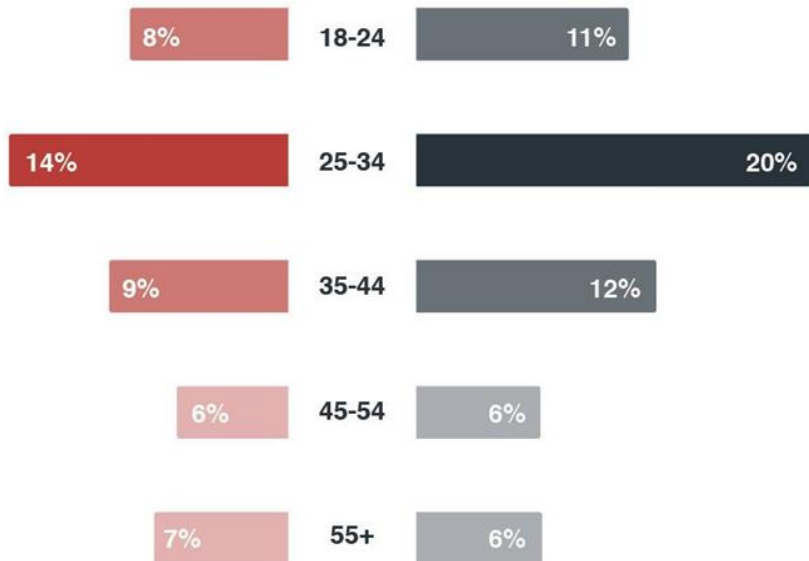
Target Users

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Facebook followers



44%



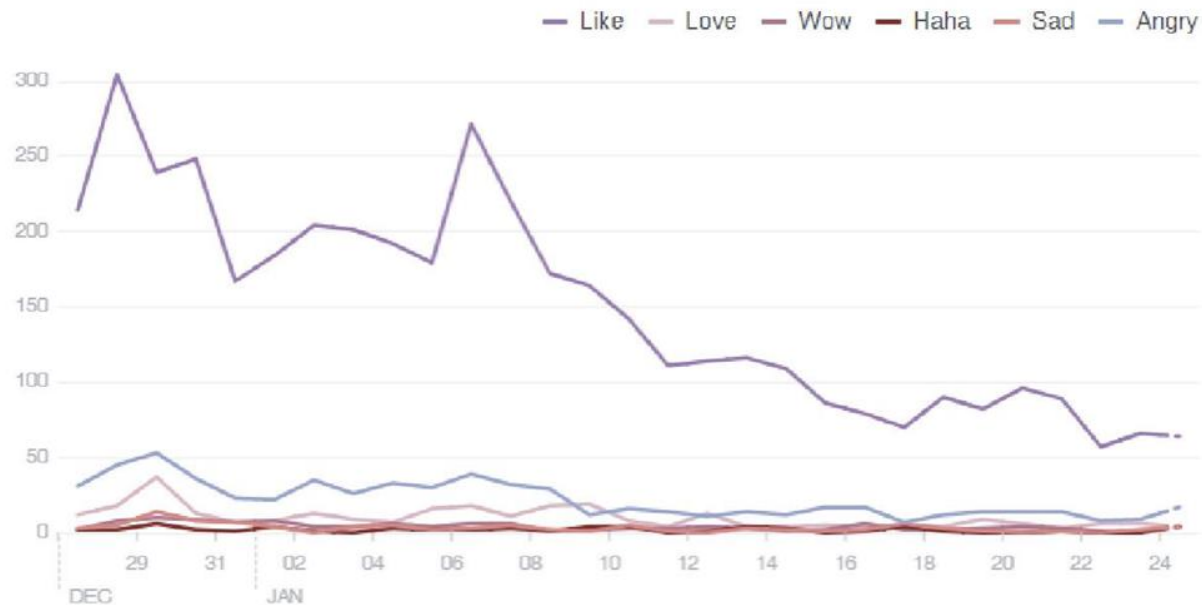
55%

Current Users

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CAUSER

Reactions

Likes and other ways in which people react to your Page posts.



BENCHMARK

Compare your average performance over time.

Like

Love

Wow

Haha

Sad

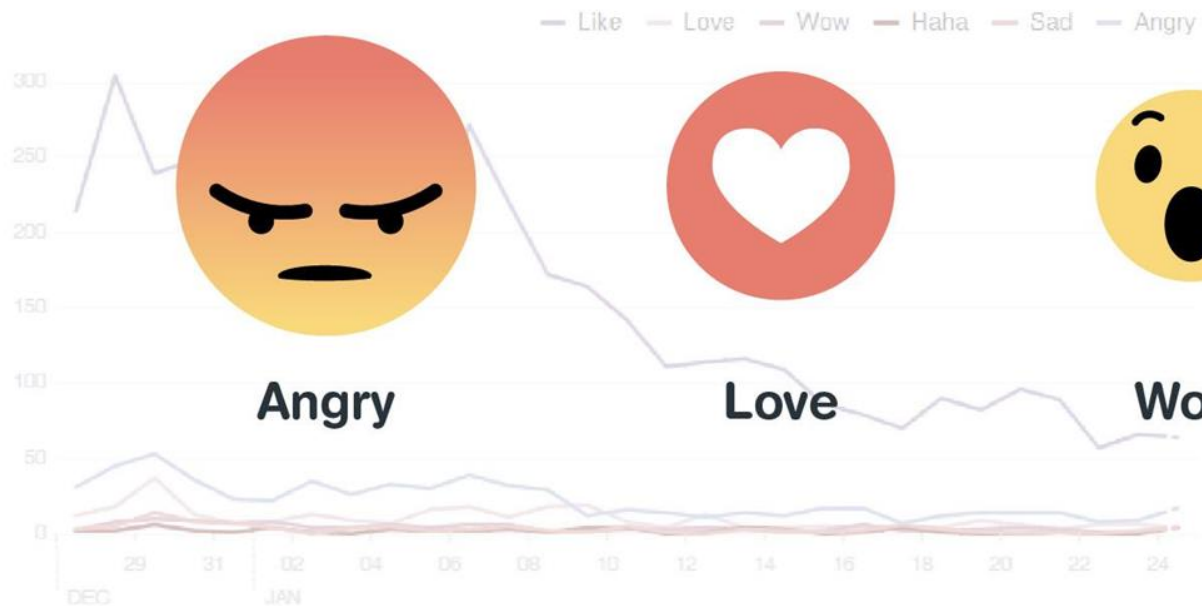
Angry

Current Users

OSONS
CAUSER

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How Design works

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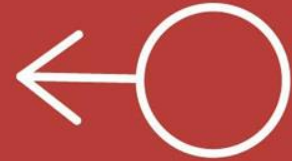
News

Neutral/ Objective
Holistic



Politic Comment

' We fight for Left because
we are living in a right world.'



Propaganda

Cheat
Manipulation

Using Design to show attitude and ensure intellectual honesty.

Fighting for
Exclusive Design

Research
References

20yearschallenge

