

AMENDED Exhibit 42

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

Document Provided in Native Format

Project Gryffindor Phase II Vision



UXR Project Plan



IG Growth, Acquisition

March 2024

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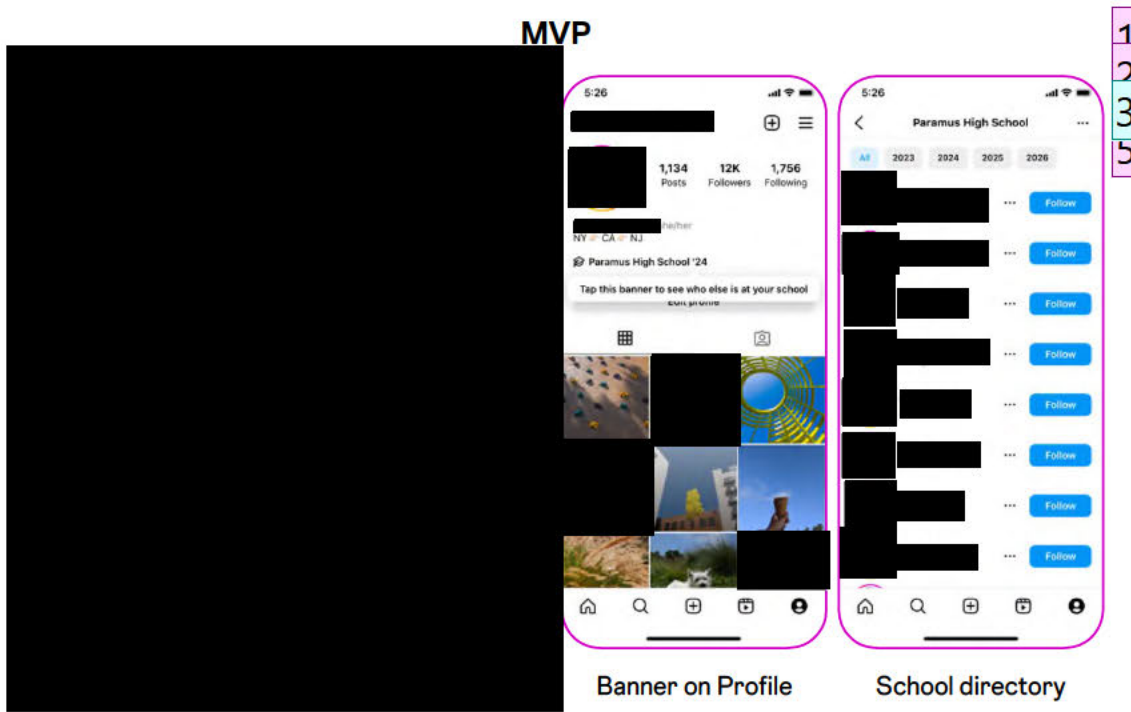
Business objectives & motivations

- [redacted] [ref].
- We believe network connections fuel organic and unattributed acquisition [ref] [redacted]

Supporting evidence

- [redacted] [ref, ref].
- Teens want to deepen, sustain and make new connections with classmates, but need assurance their connections are legitimate and interactions can occur within a safe space [ref].
- Competitors are exploring school social use cases [ref] [redacted] [ref, ref].

Project Gryffindor is the school communities MVP, which includes a school banner on Profile with email verification and a school directory with the ability to sort by class year.



The MVP is scheduled to launch in the US & UK in late summer to get buzz going before the start of the school year

Source: Project Gryffindor MVP, Feb 2024

Project timeline

[illegible]

Potential team ownership of Phase II product features

Team	Feature	POCs	Notes
Friend Sharing	[REDACTED]	PM: [REDACTED] UXR: [REDACTED] (Notes), [REDACTED] [REDACTED] (Stories), [REDACTED] (Labs)	Proposed design
Direct	[REDACTED]	PM: [REDACTED] (IGD Groups), [REDACTED] (group chats) UXR: [REDACTED] DS: [REDACTED]	
Acquisition (AWE), Graph	Friending / SUs, Invites	PM: [REDACTED] UXR: [REDACTED]	
Search	Friend search	PM: [REDACTED] UXR: [REDACTED]	
Profile	School banner on profile	PM: [REDACTED] UXR: [REDACTED]	
Bullying & Harassment	B&H reporting	PM: [REDACTED] UXR: [REDACTED]	

Key stakeholders & socialization plan

Stakeholders	Venue	Date	Notes
Growth UXR ICs	Growth UXR method mingle	3/12/2024	✓ Feedback notes
Communities UXR managers & director	Separate meeting	3/18/2024	✓ Feedback notes
Growth Leads	Growth Leads office hours	3/19/2024	✓ Feedback notes
Gryffindor MVP leads	Live review	4/2/2024	
[REDACTED]	Offline review	3/22/2024	✓ Both left feedback
[REDACTED]	Offline review	3/27/2024	
[REDACTED], [REDACTED]	Offline review	3/25/2024	✓ Received feedback from [REDACTED] [REDACTED]
[REDACTED], [REDACTED]	Offline review	3/25/2024	✓ Received feedback from [REDACTED] [REDACTED]
[REDACTED] (group chats), [REDACTED] (IGD Groups)	Offline review	3/25/2024	✓
[REDACTED]	Offline review	4/2/2024	



Appendix



Why schools, why now?

- Teens want to establish & deepen connections with classmates, but require **legitimate connections** and interactions within a **safe space** [\[ref\]](#).
- **Competitors** are exploring school social use cases [\[ref\]](#) but **IG may be better positioned** for school connections thanks to our differentiator of meeting new people and building relationships with acquaintances [\[ref, ref\]](#).



