

CRYPTOME. 4 April 2014.

Zunzuneo

<xxxxxx@efn.org> sends:

I've not seen any of the documents they used for the story posted online, but a few were in the video. One of these, I have transcribed, because it was only marginally legible in spots, and required pulling information from multiple images, in order to form a complete transcript.

Also included are composite images of a document spread that was shown. Unfortunately, the resolution is too low to read most of the actual text of these documents, but some of the headers and subheaders are readable. (PS, if anyone has a capture at 720p or higher, let me know, my twitter handle is @paulmd199)

The main article:

<http://bigstory.ap.org/article/us-secretly-created-cuban-twitter-stir-unrest>

The videos involved:

<http://www.nbcnews.com/tech/social-media/u-s-secretly-built-cuban-twitter-stir-unrest-ap-reports-n70531>

<http://www.today.com/video/today/54854252#54854252>

<http://www.youtube.com/watch?v=6QglqD9WVnk>

ZunZuneo:

Transcript of one of the documents in the NBC/Today/AP videos. This was composited from the various stills in several videos.

(I HATE it when they show something only on video)

<http://www.nbcnews.com/tech/social-media/u-s-secretly-built-cuban-twitter-stir-unrest-ap-reports-n70531>

Attached Zipped file:

<http://cryptome.org/2014/04/zunzuneo.zip>

[page 1]

ZunZuneo - Social Network Development and Transition Prepared by Mobile Accord

Joint Venture Structure

Mobile Accord has established an international subsidiary [illegible] out of the Cayman Islands [illegible] Through this [illegible] there is a [illegible] in the Cayman Islands, which [illegible] Facility and [illegible] [a]nd will [illegible] from the United States

"Below The Radar" Strategy

All [illegible] [e]xpected [illegible] [m]alicious [illegible] from the [illegible] of [illegible] the [illegible] *ng protocols [illegible] From [illegible] growth [illegible] *fications on

[illegible] *day) in order [illegible] [t]han 1% of [illegible] [C]ubacel [illegible] [i]nvestigation [illegible] [w]e will strictly

[illegible]

[illegible] process of [illegible] If it is discovered that the platform is, or ever was, backed by the United States government, not only do we risk the channel being shut down by Cubacel, but we risk the credibility of the platform as a source of reliable information, education, and empowerment in the eyes of the Cuban people. There will be absolutely no mention of United States government involvement. This will be absolutely crucial to the long-term success of service and to ensure the success of the Mission.

System Archetecture

[illegible]

[page 2]

ZunZuneo - Social Network Development and Transition Prepared by Mobile Accord

Services Overview

OurVoice Platform

Phase 1 (continue to work on through November 15th, 2010)

Allow Users to sign-up for push alerts from a central content provider

- Offer Various content (example: news, sports, factoids, etc)
- Build, increase, and manage subscriber base
- Building brand recognition & loyalty with subscribers
- Design and plan for multi-directionality model
- Establish independent, private entity for hosting and execution
- Plan for a sustainable revenue-generating model
- Perform Stress Testing and ensure system robustness
- Continue to collect database of mobile numbers
- Aggregate and distribute authentic local content
- Provide channel for distribution of real-time emergency information
- Distribution of information done with text messaging

Phase 2

Allow Users to register and contribute user-generated content via ZunZuneo to the Internet

- One-to-many *ion of content via SMS
- Users subscribe to contributions by searching keyword
- Anonymous Peer-to-Peer communication
- private [illegible]
- [illegible]

[illegible]

[page 3]

ZunZuneo - Social Network Development and Transition Prepared by Mobile Accord

ZunZuneo was created to enable the bi-directional communications of mobile phone users in Cuba. The service was established and implemented by USAID/OTI/Creative Associates International in an effort to provide a meaningful information exchange amongst the citizenry of Cuba. This service is intended to be a mass information channel, delivering viable content to individuals that have opted-in via SMS.

Since the launch in early 2010, the service has proven to be viable, scalable, creating a positive impact and well received by the users. During the earliest deployments of the service, it was determined that in order for ZunZuneo to be able to scale, and have the best opportunity for success, the service would need to be hosted, operated, and maintained by a more appropriate organization.

Mobile Accord has been selected to manage the service going forward based on the expertise in mobile technology, mobile social networks, and successfully operating similar services in various parts of the world.

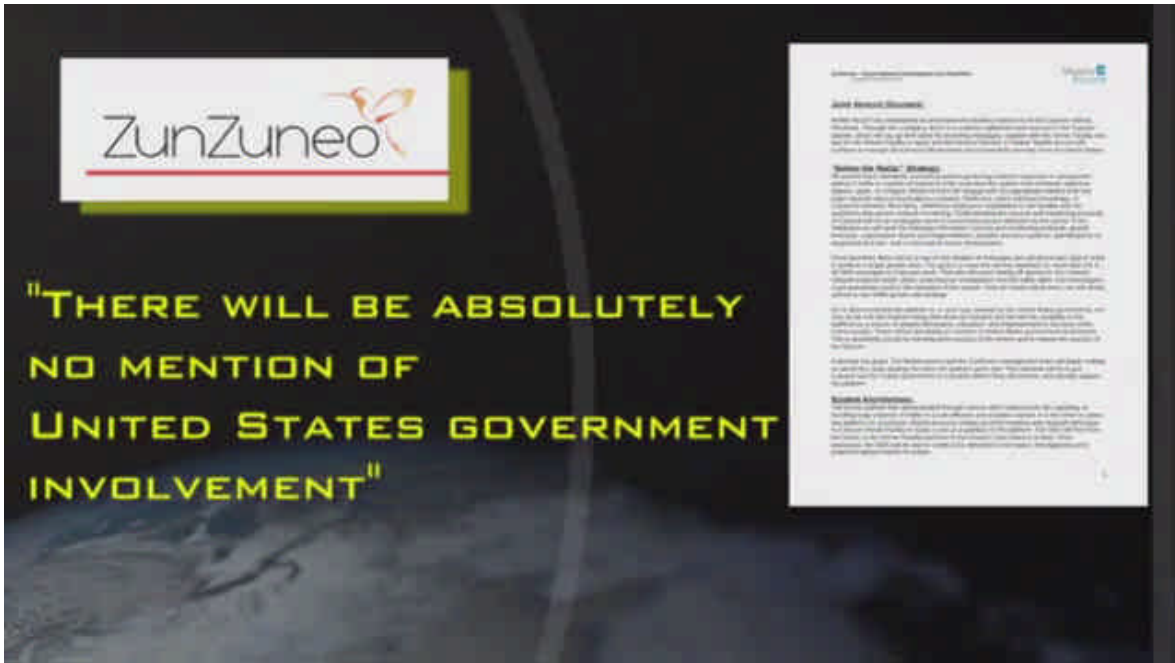
Vision & Mis[sion]:

Vision: The creatio[n] [illegible] [a]nd ideas with the intent of creating positiv[e] [illegible] shaping the future of Cuba. [illegible] exchange.

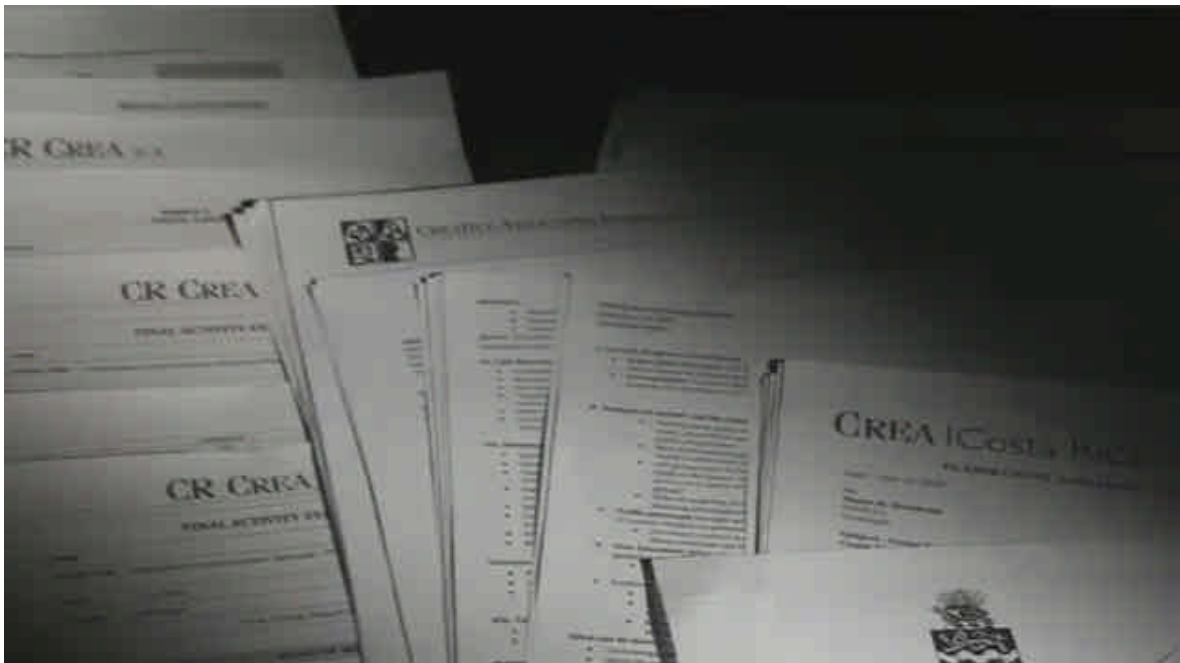
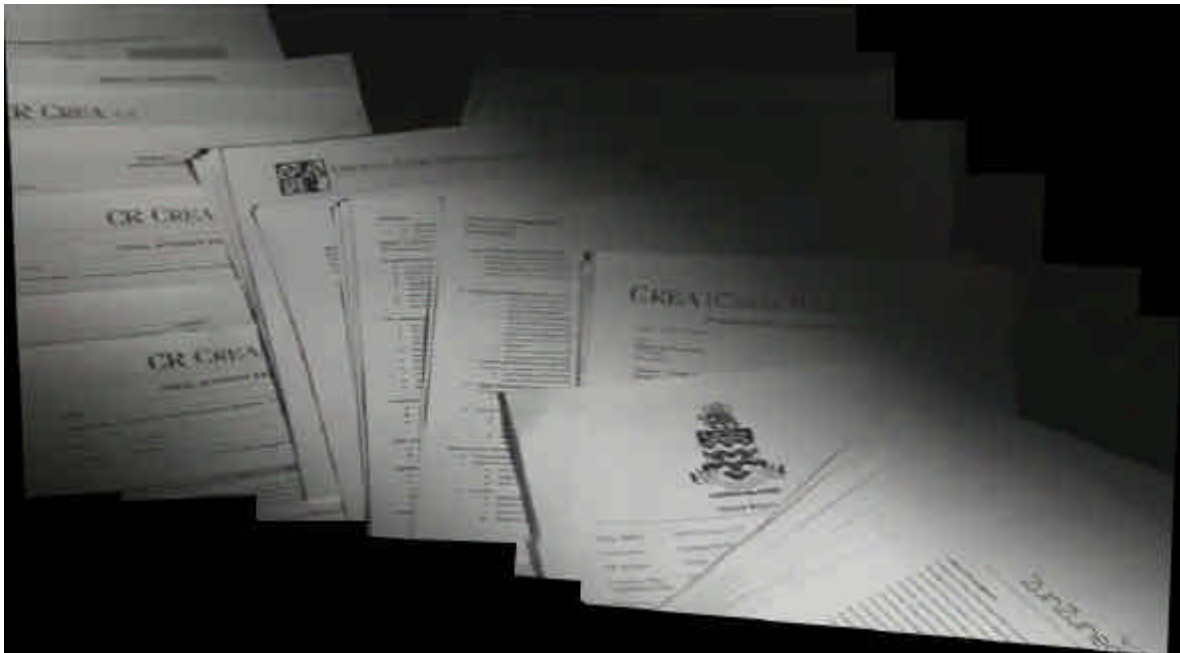
Mission: Devel[op] [illegible] citizens to engage [illegible]

Objective:

The objective of this project is to transition the ZunZuneo into a scalable social network that is embraced by the Cuban people and tolerated by the Cuban government. Success can be [illegible] [several] tangible and intangible metrics, including but not limited to subscriber base. [illegible] [involvement].



If it is discovered that the platform is, or ever was, backed by the United States government, not only do we risk the channel being shut down by Cubacel, but we risk the credibility of the platform as a source of reliable information, education, and empowerment in the eyes of the Cuban people. **There will be absolutely no mention of United States government involvement.** This is absolutely crucial for the long-term success of the service and to ensure the success of the Mission.

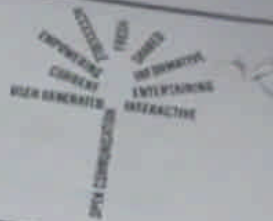


ZunZuneo

ZunZuneo is a mobile social network that encourages communication, connection and interaction. ZunZuneo enables subscribers to communicate on a mass scale with one another through group messaging on themes and topics of common interest. The platform empowers users with local and international information. It allows them to build linkages to others with similar interests. ZunZuneo provides them with the tools to share their thoughts, their opinions and their voice in ways that have never been possible before.

Background

Since January of 2011, the number of ZunZuneo groups has increased, with average weekly growth of 11%. Currently, ZunZuneo subscribers utilize the service to interact with one another on various topics such as technology, current events, sports and creating plans to meet up.



Platform

Currently, ZunZuneo collects the demographics of its subscribers through various means. The following are:

ZunZuneo

ZunZuneo is a mobile social network that encourages communication, connection and interaction. ZunZuneo enables subscribers to communicate on a mass scale with one another through group messaging on themes and topics of common interest. The platform empowers users with local and international information. It allows them to build linkages to others with similar interests. ZunZuneo provides them with the tools to share their thoughts, their opinions and their voice in ways that have never been possible before.

Background

Since January of 2011, the number of ZunZuneo groups has increased, with average weekly growth of 11%. Currently, ZunZuneo subscribers utilize the service to interact with one another on various topics such as technology, current events, sports and creating plans to meet up.



Platform

Currently, ZunZuneo collects the demographics of its subscribers through various means. The current data is:

Name	Occupation
Age	Education
Gender	

If you know ZunZuneo will also be able to collect information on mobile devices.

Statistics

ZZ Groups	1,198
ZZ Subscribers	42,394
ZZ Subscriptions	52,812
Messages Sent	

