A humble message from the developer

I still believe that GauchoGuys is an excellent way for girls to vet Isla Vista men and stay safe when dating in the IV community. There was so much positive feedback outside of the sticky overly pessimistic subreddit. For that reason, GauchoGuys has <u>relaunched</u>.

No ideological motive

I feel compelled to state that I have no ideological bias against men. My motivation to build this app has nothing to do with any bias against men and/or in favor of women; I am not affiliated with any feminist organizations/groups nor is feminism a part of my identity. The reason I built gauchoguys.com as a platform for women to rate men but not the other way around is because I don't believe there would be productive market demand for 'GauchoGirls.' Men, in general, have less of a motivation to care because there is less of a physical threat nor do men vet women in the same way women vet men.

Background

As you may know, this started as a fun side project. It was originally a joke idea, but I decided to turn it into a real product. When I launched the app, I did not expect the sudden influx of users. In just the first two days, thousands of searches were made.

Controversy and the effectiveness of a provocative marketing strategy

This popularity was immediately accompanied with positive feedback from so many people. Positive feedback from both men and women. Unfortunately, someone did not like the idea and proceeded to cyberattack the website three times, first with a DDoS attack and second with two injection attacks. They attempted a few SQL injections, which failed because GauchoGuys does not use a SQL database. Secondly, they attempted some injection commands to compromise the Unix system on the server. Thankfully, all the attacks failed.

I immediately took to Reddit to write a provocative post mocking whoever made the attacks. This post was extremely controversial and immediately became the #1 post on r/UCSantaBarbara. This controversy drove tremendous traffic resulting in the creation of thousands more profiles.

The post got a lot of hate, which I further fueled with 'sassy' self-righteous responses to comments. This drove so many interactions that the post received 33K views, basically the entire undergraduate population size.

Hate for your product is the most effective way to get attention. Without spending a cent on marketing, the app instantly became known to nearly everyone. I recall coming into class the next morning and hearing people talk

about the app. Even my friends were talking about the app without knowing I had created it.

It's easier to make something hated/controversial than loved. Hate is not the opposite of love, indifference is, and no one is indifferent about GauchoGuys. The self righteous nature of my previous posts seemed to fuel the rage even more. My marketing philosophy has now become: "Use your SASS to grow your SAAS."

With the hate came a few death threats on my own platform. Users created a profile under the name "op" for "original poster" (referring to me). They left reviews like, "I'm going to find them in real life" and "should be killed". Well shiver me timbers! My identity will surface sooner or later so I suppose you'll have your chance.

Business model

My intentions with this app are not selfless, I do intend to turn this into a business–Men may pay to claim their profiles. This will negatively affect the experience to an extent, but it will also give back some control to the men. They may also report reviews that go against community guidelines and those reviews will be removed for free.

Legal advice

At the advice of some neutral-seeming users on the subreddit, they expressed concerns about the potential of defamation and other forms of unprotected speech that do not fall under the First Amendment.

Since I could not manually read all the reviews to judge if they were defamation or not, I shut the app down after just two days of it being up. It was the only responsible choice in the moment. This displeased the other half of the crowd, particularly the women who put their personal stories on the app as an attempt to protect other women. It was a hard choice, but I had to protect myself, the platform, and others.

The platform has since been restructured to be as cautious as possible based on this [interpretations of the law](#) to remove liability as a platform.

Currently:
- Names will not be associated with any PII by nature (and including PII in a review goes against guidelines)
- You can not upload pictures (pictures are too difficult to moderate)
- GauchoGuys tracks user IP addresses for legal authorities if requested
- GauchoGuys limits users to one post per IP address per profile
- GauchoGuys includes a terms statement on the review form
- GauchoGuys includes reCAPTCHA to prevent DDoS attacks
- GauchoGuys instructs users on how to report a review
- GauchoGuys defined super strict community guidelines

- Search can only be done for names and the user must already know the name (thus eliminating any possibility of doxxing if used correctly)