4TH RGNUL NATIONAL NEGOTIATION COMPETITION, 2025

7th-9th February, 2025

GENERAL INFORMATION

Quarter- Final Round

The Social Un-Networking

BACKGROUND OF THE PARTIES

The story of the Roy twins and SpreadIt begins at Ivybridge University, where twins Shiv and Kendall Roy, alongside their business partner Logan Huntzberger, conceived a social networking platform called SpreadIt. The idea was simple but revolutionary: a platform that would connect their university students and eventually expand to other academic institutions, fostering a digital community for communication, networking, and collaboration.

From a young age, the Roy twins had been immersed in the world of technology and entrepreneurship. Growing up in a household that valued innovation, they had a natural inclination towards digital solutions and market disruption. While Shiv focused on the strategic and business development aspects, Kendall had a sharp mind for technology trends and user engagement. Their passion for app development started in high school, where they successfully built and launched small-scale applications, gaining early recognition as rising stars in the tech world.

Eager to create something groundbreaking, the twins set their sights on developing a transformative social networking platform. To bring their vision to life, they sought the assistance of Lukas Matsson, a promising computer science student known for his coding skills. Matsson initially agreed to work on SpreadIt, and the twins shared detailed plans, including the platform's concept, features, and even snippets of its foundational code. However, progress on the project stalled, and Matsson became increasingly elusive.

Unbeknownst to the Roy twins, Matsson was secretly working on his own social networking platform. In February 2024, Matsson launched "ThreadIt," which rapidly gained popularity among Ivybridge students and beyond.

Within no time, ThreadIt became the talk of the town. From high school teenagers to older generations, the app captured the global social networking market at an unprecedented pace. Its

seamless inbuilt features for connecting with friends and family worldwide further cemented its success. The Roy twins, blindsided by the launch and the striking similarities to their idea, began to suspect that Matsson had used their concept and deliberately delayed their project to get ahead in the race to dominate the nascent social networking space.

THE DISPUTE

The Roy twins contend that Matsson not only appropriated their idea but also breached his fiduciary duty by exploiting the confidential information they had shared in good faith. They claim that key aspects of ThreadIt, including its core functionality, user interface, and growth strategy, were derived from the groundwork laid for SpreadIt. By launching ThreadIt independently, Matsson not only breached ethical business practices but also positioned himself as the sole creator of an idea that, according to the twins, was a collective effort.

ThreadIt, on the other hand, disputes all allegations. Matsson and his team insist that ThreadIt was developed independently, arguing that its rapid success is a result of Matsson's vision, execution, and technical expertise rather than any misappropriation of the Roy twins' ideas. Furthermore, they maintain that even if discussions about SpreadIt took place, they never constituted a legally enforceable contract.

Adding to the complexity are public relations concerns. The Roy twins, already known figures in the tech and rowing worlds, have drawn significant media attention to the dispute, intensifying public scrutiny on ThreadIt and Matsson. With reputation and credibility at stake, both parties recognize that a prolonged legal battle could harm their respective brands.

THE NEGOTIATIONS

The stage is set for a high-stakes negotiation between the two parties. The Roys' legal team has crafted a strategy focused on Matsson's alleged ethical misconduct, emphasizing his breach of fiduciary duty and

the substantial investment the twins made in SpreadIt's development. They contend that Matsson's actions constitute not only a betrayal of trust but also a direct violation of intellectual property laws.

The Roys twins are firm in their demand for $15 billion or a 5% equity stake in ThreadIt. They argue that this is a fair reflection of the platform's current value and their contribution to its inception. ThreadIt's legal team maintain that the twins' demands are excessive and lack a solid legal foundation. The twins moreover seek a public apology from Matsson, along with acknowledgement of their contribution to the platform's origins. This acknowledgment is essential for them to reclaim their reputation as pioneers in the social networking space. ThreadIt, however, is resistant to issuing any public statements that might imply wrongdoing or diminish Matsson's achievements.

The Roy twins have proposed exploring opportunities for collaboration or investment in future projects, seeing this as a way to turn a contentious relationship into a productive one. ThreadIt is hesitant about this proposal, given the tension between the parties and the potential for further disputes.

Given the high stakes and growing pressure, Matsson and his legal team have called for negotiations in an attempt to resolve the dispute amicably before it escalates into a drawn-out court battle. They aim to prevent the dispute from further tarnishing the company's image. The twins, while open to confidentiality, want assurances that their narrative will not be erased and that they retain the right to share their side of the story in certain contexts.

In this call for negotiation, The Roy Twins will be represented by their business partner, Logan Huntzberger, and their legal counsel Mr. Jess Mariano. From the ThreadIt team, Mr. Matson, the CEO, has himself come to the table, with his legal team's head, Ms. Gerrie Kellman. Both parties are set to come to the negotiation table for the first time after the dispute arose, and aim to resolve this dispute that has led to the Social Un-Networking.