The name of our company is life Lens and the goal of our company is to eliminate stranger danger. Our company’s service is to be able to get all basic information from strangers. We do this by downloading our app and taking pictures of said stranger. Our app uses advanced AI software in order to accurately validate each person. Our app displays all information including, place of residence, employment, close relatives, criminal record, name , age etc. We want to provide a service where the user can get some basic information about a stranger to ensure their safety. Our goal is to ensure that groups who have a higher chance of being mistreated in public feel more safe with the use of our app. We want to work alongside federal agencies to ensure that the service that we’re providing is legal. This service could be helpful in public transportation where it's hard to gauge whether a stranger has bad intentions or not.

We gained inspiration from apps where interacting with strangers is common such as dating apps, or transportation apps. Prior to the altercation, there's no information given that ensures that our client feels comfortable being in close proximity with them alone. Having a quick way to background check the individual would significantly prevent crime such as sexual assault or theft. What we provide is already public record anyway , we just want to make sure that everyone can access that information and make a better decision because of it. Nowadays with social media and everything digital it might come across as more stressful to talk to someone face to face. Our mission is to provide our clients with more information so that they can make their best judgment. A clear example can be a first date on a dating app where nerves can be at an all time high or taking a number home after a long day at work. Keep in mind this service is not excluding the people who have a criminal history. Our clients are solely presented with the information about the other person and they still have the choice to interact with them regardless of what the history may be. With the use of Life Lens, places of employment can make sure that the community has a credible person to fill the position.

Our first OKR is going to be to create the life lens app nationwide. We are aiming to build a fully functional prototype of the app by Q2 of our first year. We want to expand our user base to at least one hundred thousand people within the first two years. Making sure everything is legal we want to partner with at least 5 federal or state agencies. The ethical impacts regarding this the way our app displays and collects personal information and can be a possible violation of privacy rights. People may see our app as unsafe considering strangers in public places have access to public information about anyone. Our app will only use public available data from verified government records and will not store or share additional information without consent. Life lens will verify their identity before using the app ensuring that misuse can be tracked.

The second OKR we want to ensure data security and prevent unauthorized access. We are going to do this by maintaining a zero-breach record during the first 3 years of operation. We will implement a multi factor authentication for all app functionalities by the end of the first year. Every user will be notified when someone tries to access information about them. Ethical impacts regarding this would be that life lens is dealing with a lot of sensitive data and any security breach could expose countless individuals to crimes such as identity theft, cyberbullying or worse. Any security breach would cause great harm for the individual affected by it . We want to strive to be an icon for public trust and transparency. We will launch an education l campaign, helping the public understand the app’s ethical boundaries and data protection policies. We want to ensure a user satisfaction rating of over 80% by year 4 through user feedback questionnaires. We want to create a public trust and transparency board which will deal with matters regarding ethics, privacy advocates and the overall legality of the app. Ethical impacts regarding this OKR could include that some individuals may fear that it could become a tool for profiling, discrimination, or targeting more vulnerable groups. This app can receive a lot of public backlash very quickly if features aren’t implemented correctly.