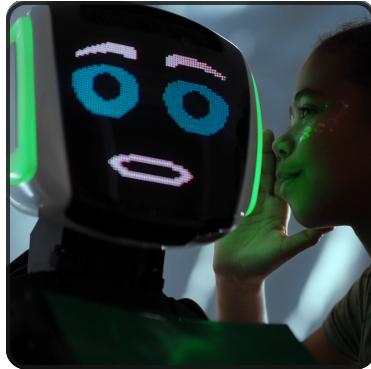


Detect-It-Defect

A smart application that leverages AI to detect and classify chat behavior in live-streaming platforms



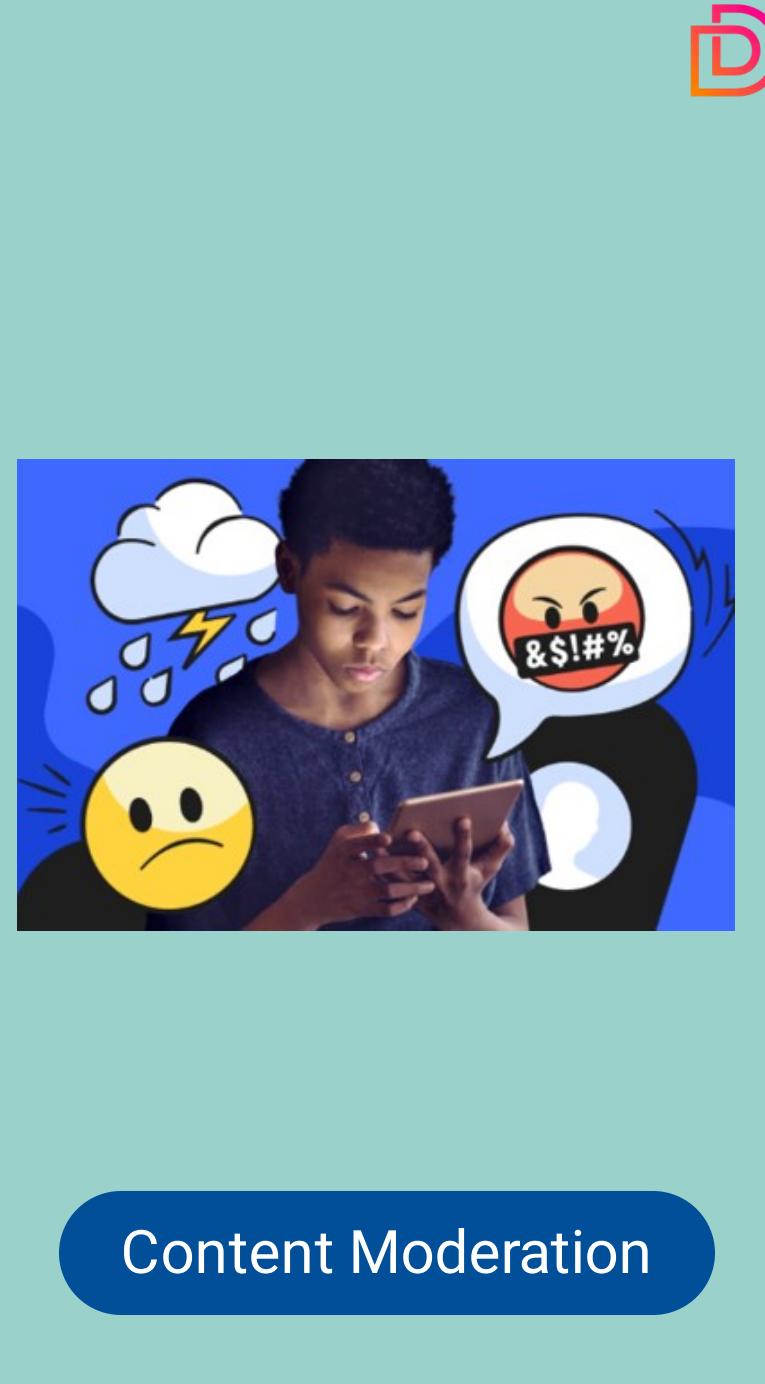
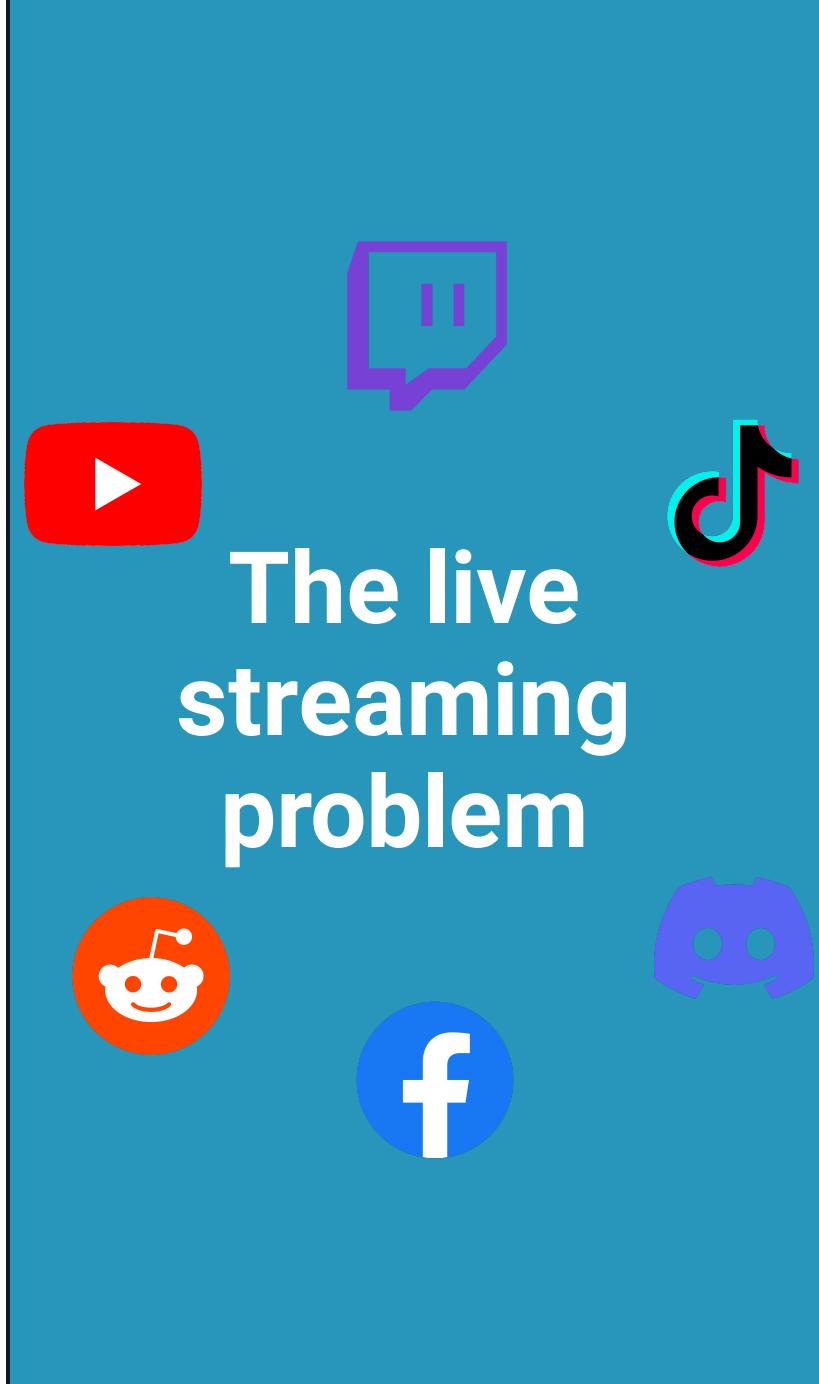


The Purpose

Detect Le Defect (DLD) is a smart application that helps organizations monitor and classify chat behavior using AI models. By leveraging the power of NLP and Deep learning, DLD can provide real-time metrics to moderators and managers, ensuring that chat behavior aligns with the company's culture as well as extracting insights into the products and services that are most popular amongst viewers.



Consumer Insights

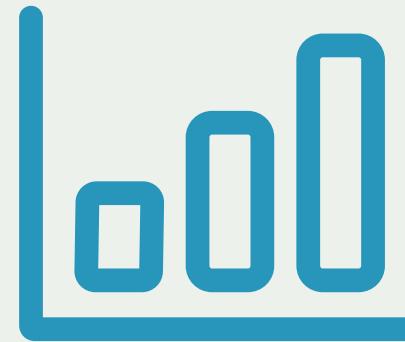


Content Moderation

Elements of the Problem...



Few types of alerts that almost always require human intervention



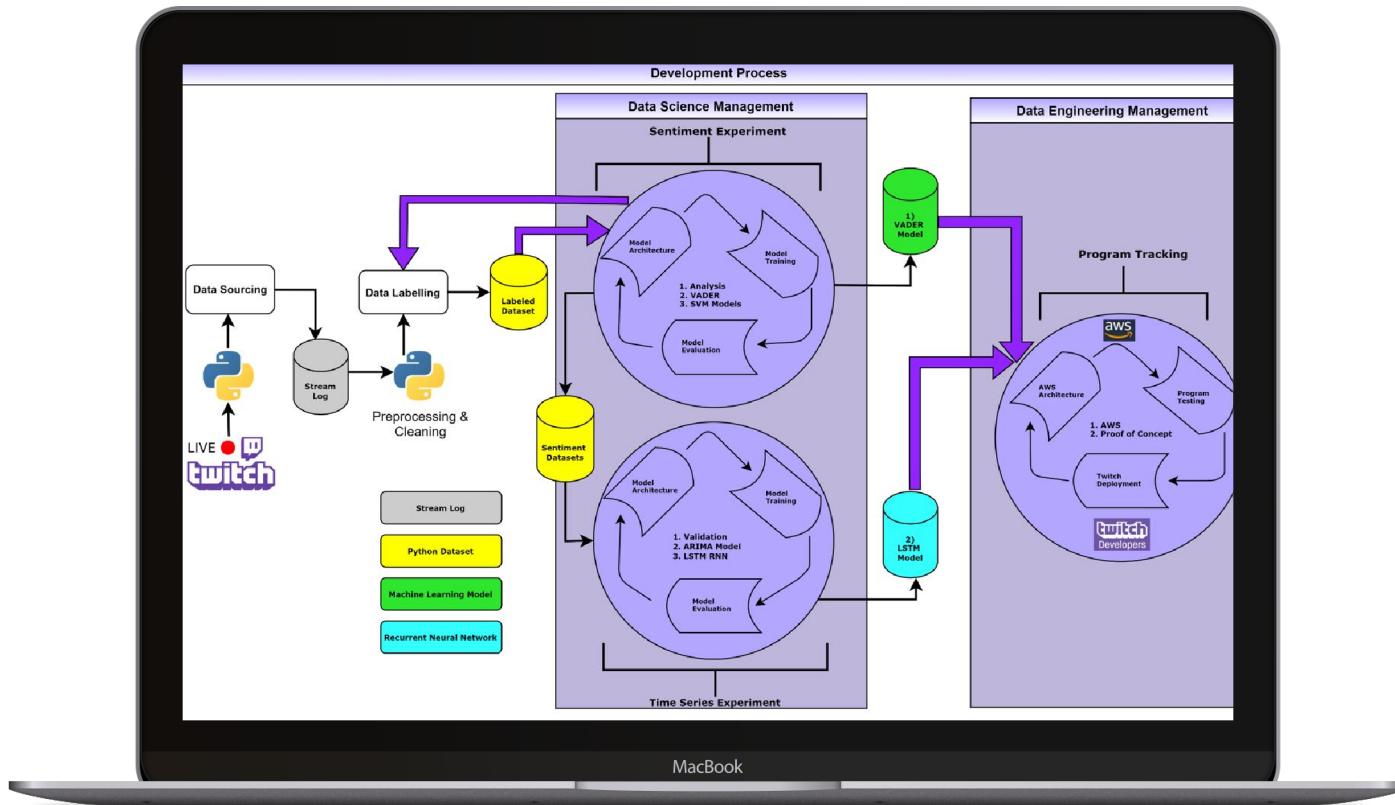
Limited analysis of audience feedback and behavior



Toxicity, harassment, and spam is consistently prevalent



The DLD Methodology

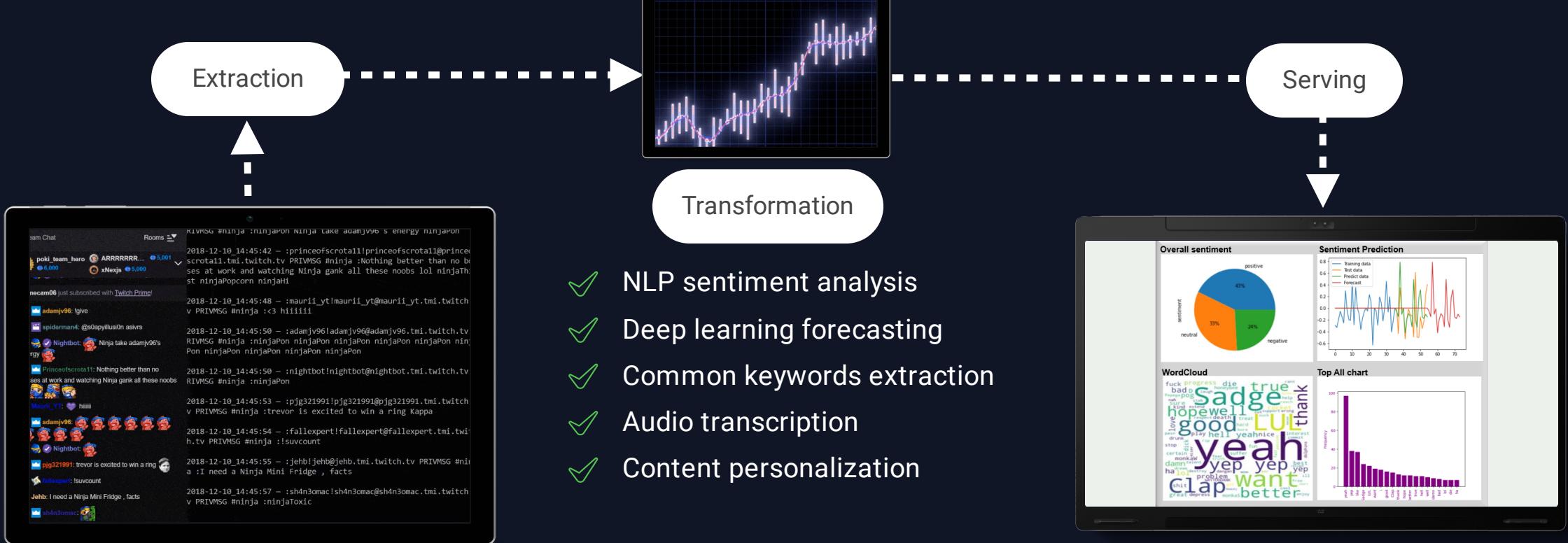


An Ensemble Learning Process

Combining Data science and Data engineering elements



DLD Product



Broadcaster Application

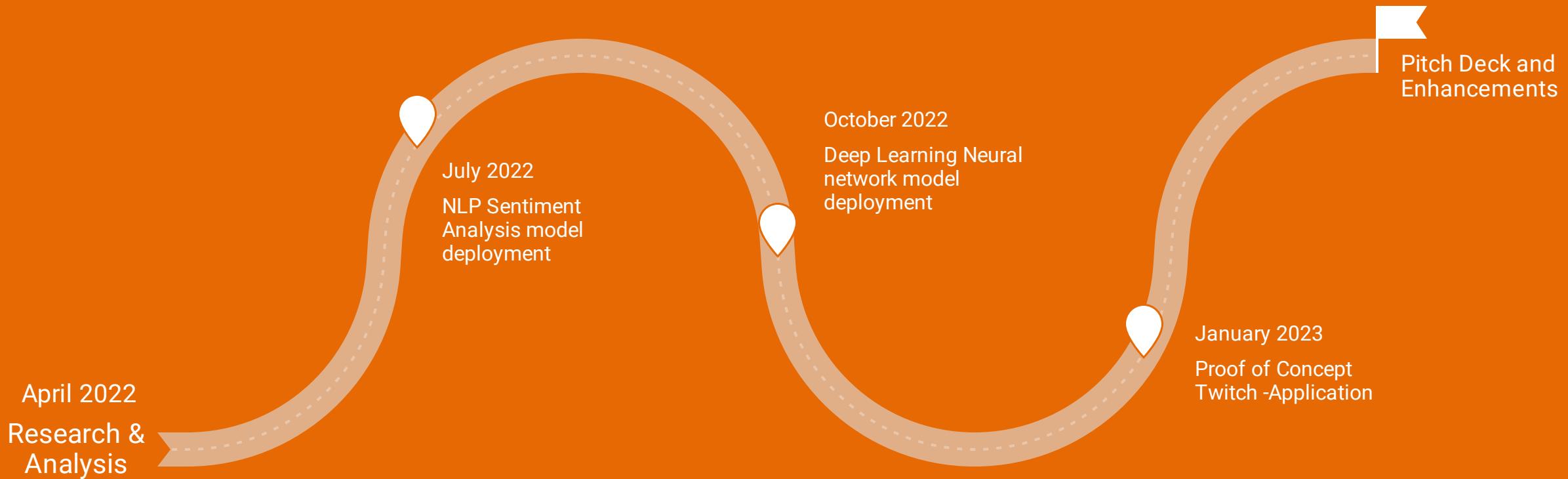
Product Design

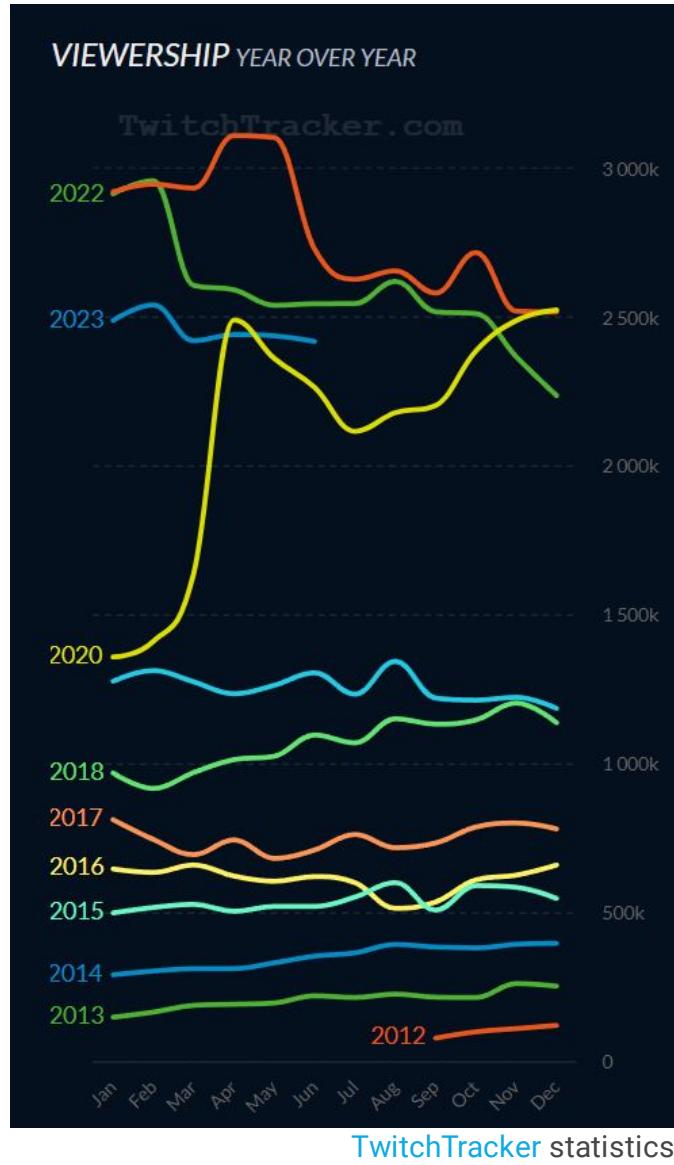
An interactive dashboard integrated with a real-time streaming platform.





The Roadmap





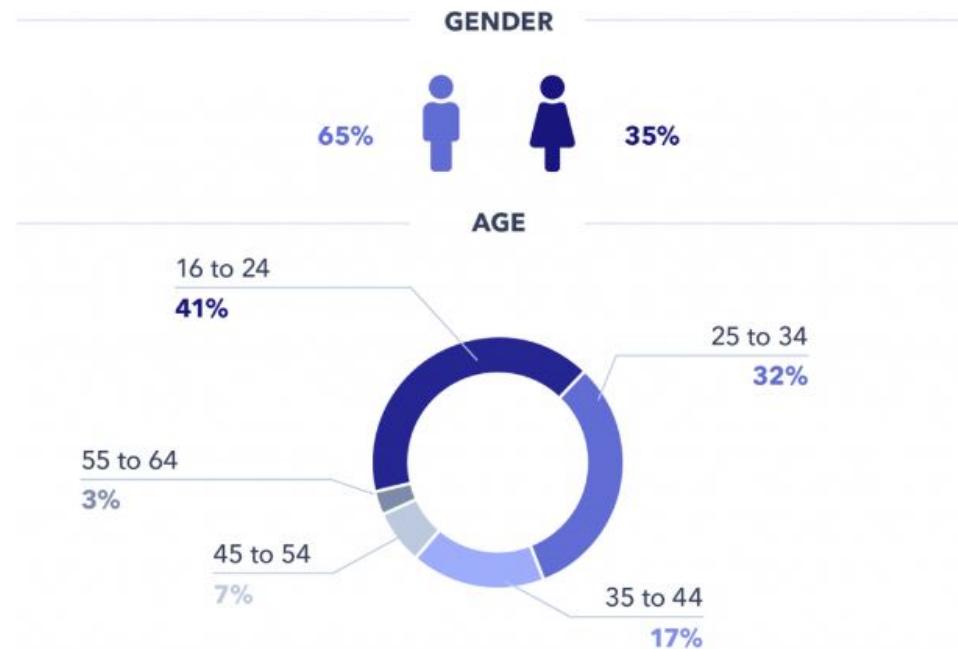
“3 in 10 global internet users aged 16-64 now say they’ve watched a live gaming stream recently, rising to 42% of 16-24s,”

Duncan Kavanagh

GWI.

The Twitch Demographic

% of Twitch users who are



Question: Which of the following best describes your gender?/How old are you?

Source: GlobalWebIndex Q2 2019 Base: 15,853 Twitch users aged 16-64 (excl. China)

Twitch users' most distinctive attitudes

% who say they agree with the following statements, indexed against the average internet user

Statement	Percentage	Index
I'd buy a product just for being part of the community around it	45%	1.45
I am comfortable borrowing money	35%	1.38
I just don't understand computers and new technology	27%	1.33
I find that I am easily swayed by other people's opinion	40%	1.33
It's important to have the latest tech products	59%	1.32
I feel positive about the global economy	51%	1.30
I'd prefer membership of a service than pay extra to own it	51%	1.29
I tend to buy brands I see advertised	48%	1.29

* Sorted by highest over-index

Question: To what extent do you either agree or strongly agree with the statements below?

Source: GlobalWebIndex Q2 2019 Base: 15,853 Twitch users aged 16-64 (excl. China)



Global Live Streaming Market Size 2022-2030

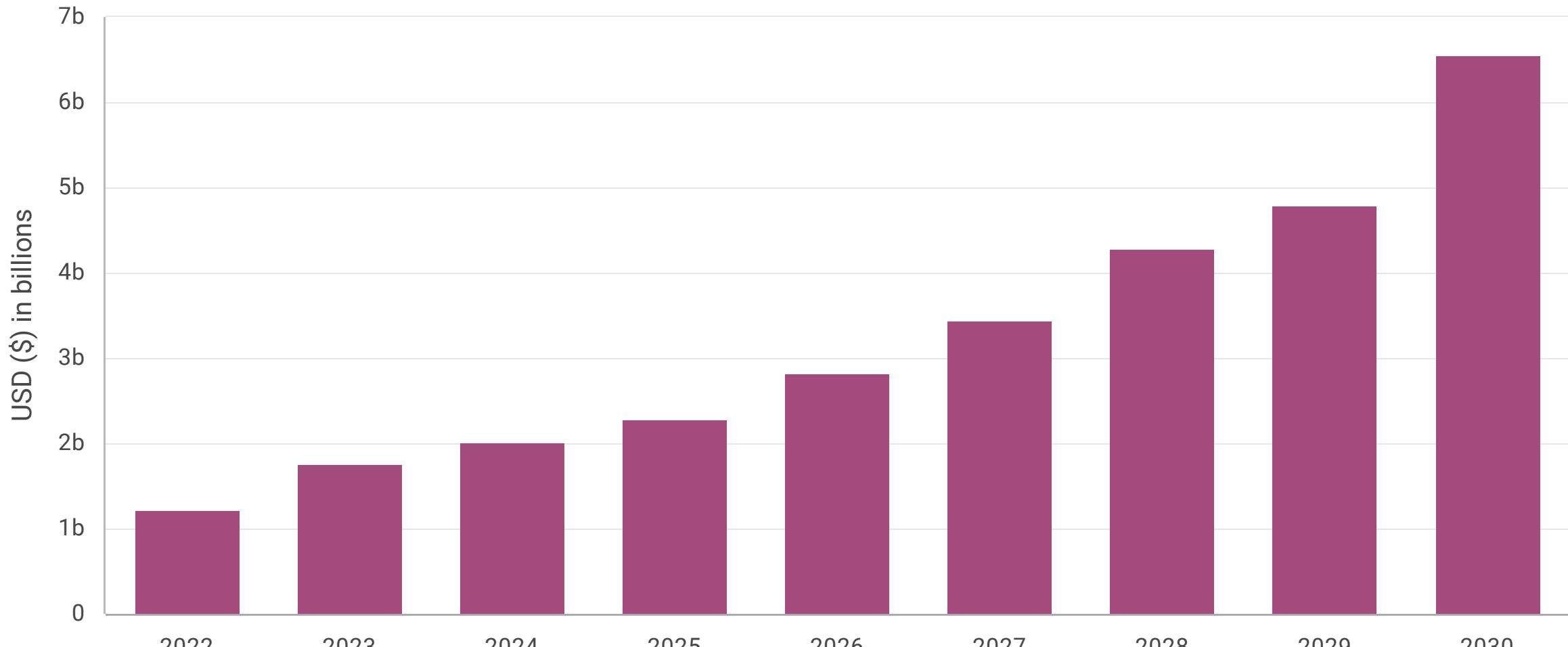
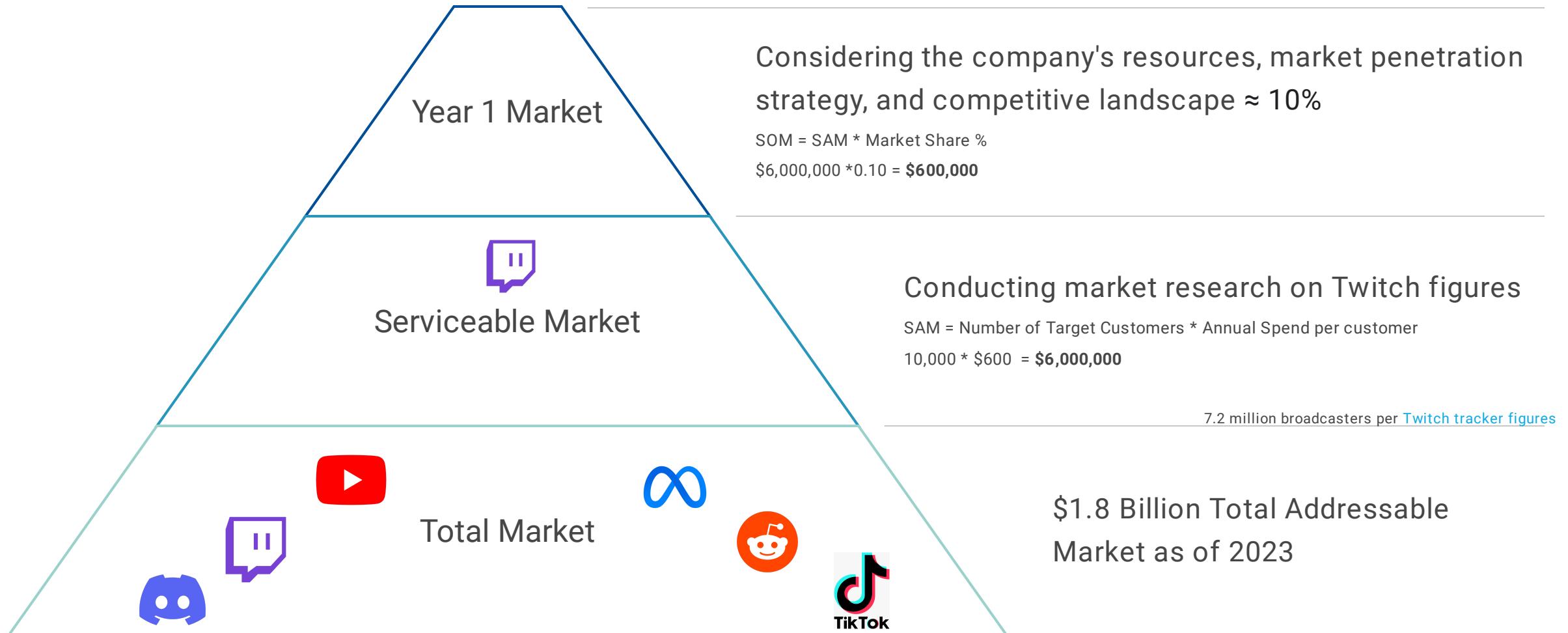


Figure as per [Vantage market research 2022](#)

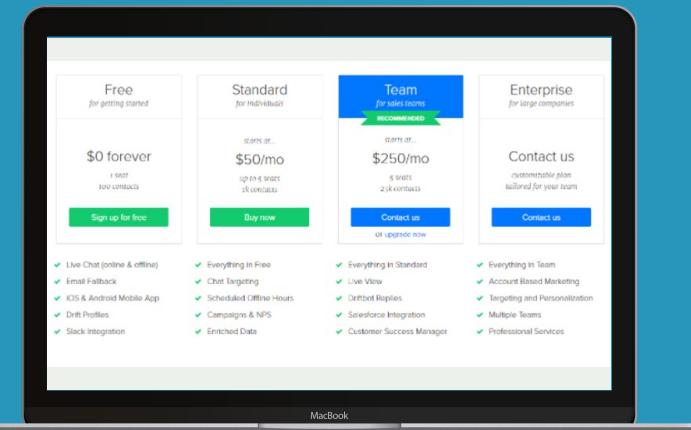
Bottom's Up Market SaaS model





DLD Revenue Model

SaaS for both B2B & B2C



Subscription-based Pricing

- Paying a recurring subscription fee on a monthly or annually to access and use the software
- Based on user traffic and added premium features
- 4 tier model - Free, Standard, Team, and Enterprise

Centralized hosting

- Software is hosted and maintained on AWS cloud infrastructure
- Eliminates the need for customers to manage underlying hardware or software infrastructure
- Scalability and flexibility based on growing user demand

Web-based Access

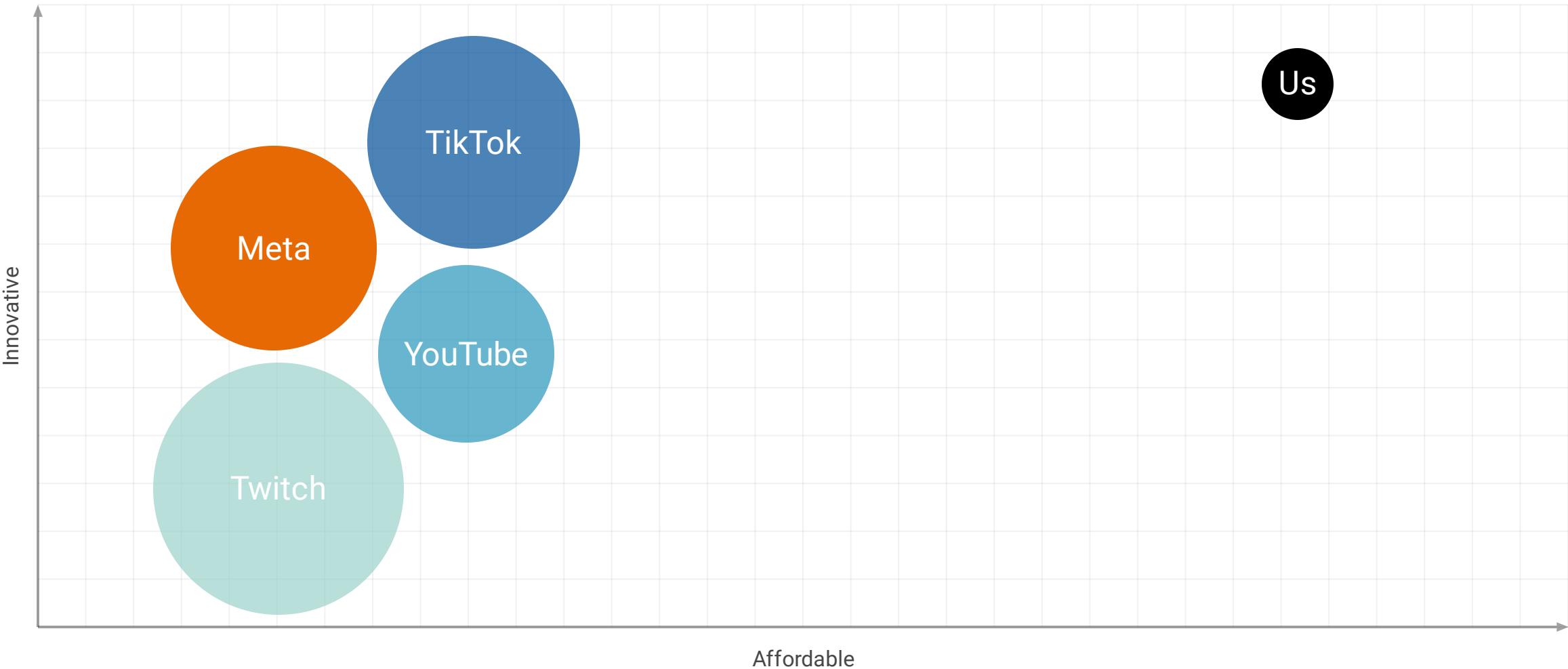
- Dedicated dashboard application
- User friendly and scalable
- Convenience to use the software from any device with an internet connection
- Data security

Customization

- Providing ability to customize certain metrics of the application to meet specific needs for each customer
- Built-in analytics and reporting functionalities
- Self-service
- Data visualization, performance metrics, actionable insights to support data decision making



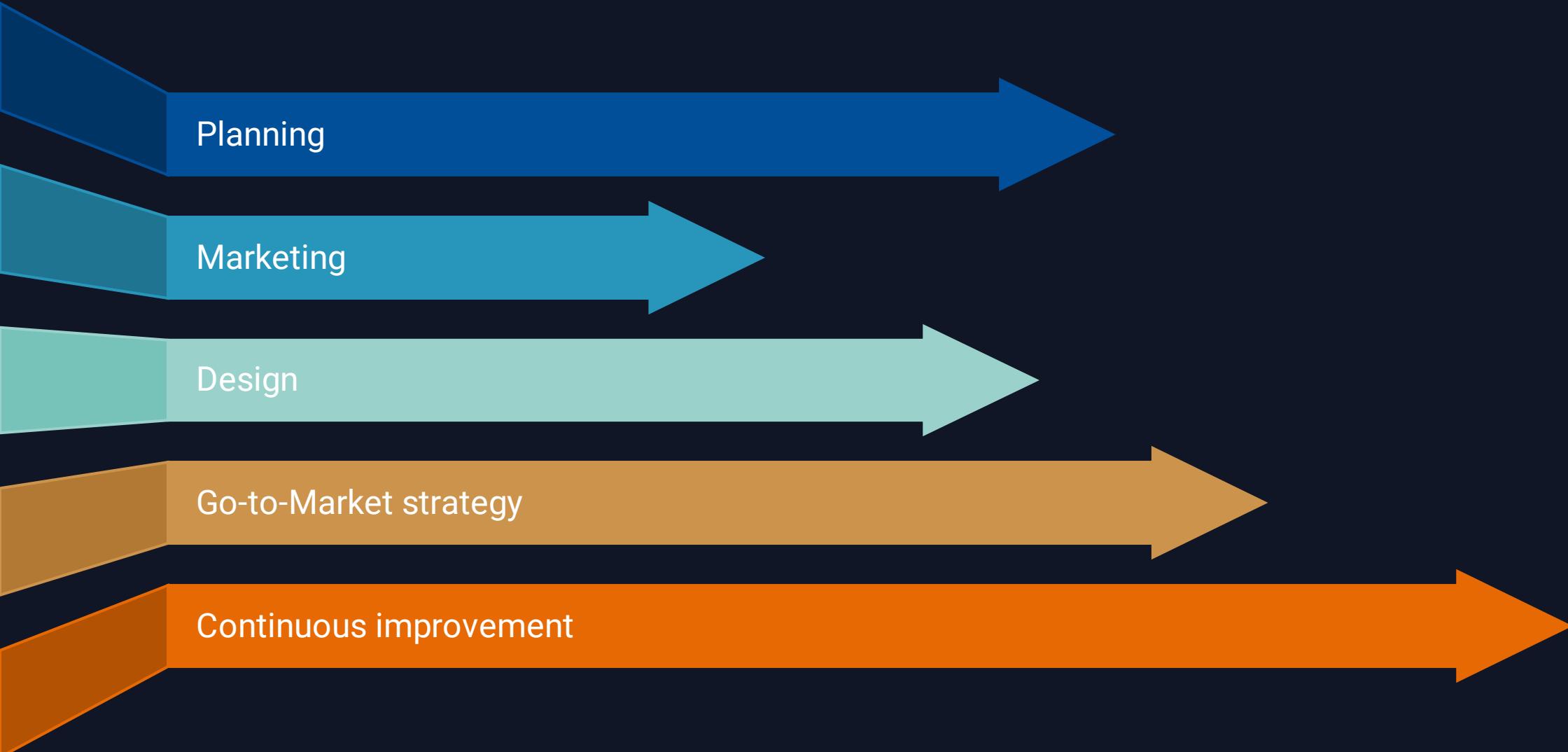
What Sets Us Apart





DLD Direction

Key factors to consider going forward





Closing Thoughts

As we look towards the future, we are certain that on-demand social media will rise and become the primary source of entertainment. Users will be able to interact with broadcasters and give instant feedback while moderators are equipped with the latest technology to monitor and control mass audiences.





Detect-le-Defect.ai

@ detectledefect@gmail.com

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Thank You