Commercialization Path and Target Users

1. Target User Groups

- **Platform-Level Customers**:
  - Social media platforms, content-sharing platforms, and online gaming companies.
  - These platforms can leverage the feature to enhance safety for minors while mitigating legal and reputational risks related to inappropriate content.
- **Parents and Guardians**:
  - Provide parental control tools and premium services to allow guardians to monitor and protect minors' online activities.
- **Educational and Training Institutions**:
  - Integration services for educational platforms to identify and reduce instances of cyberbullying.

2. Pricing Model

- **B2B Model (For Platforms)**:
  - **Subscription Service**: Charge based on the number of users, detection frequency, and complexity of analysis (e.g., monthly/annual subscription).
  - **Pay-Per-API-Call**: Charge for each analysis request (e.g., NLP content detection or behavior score updates).
  - **Add-On Features**: Premium offerings such as advanced reports, real-time monitoring, and customized risk scoring models.
- **B2C Model (For Parents/Individual Users)**:
  - Low-cost monthly subscription service to provide risk alerts for minors.
  - Premium services such as behavior report history or advanced behavioral risk alerts.

3. Value-Added Services

- **Behavior Improvement Feedback**:
  - Provide guidelines for users flagged for violations (e.g., communication tips) as a paid feature.
- **Advanced Analytics and Visualization**:
  - Offer detailed risk trend analyses and user behavior pattern predictions for enterprise clients.
- **Education and Training**:
  - Provide online cybersecurity education modules deeply integrated with the product.

4. Promotion Strategies

- **Platform Partnerships**:
  - Partner with platforms for feature integration and promote the advantages of the product (e.g., reduced brand impact from violations).
- **Industry Reports and Advocacy**:

- ○ Publish reports on detection results highlighting trends in online safety and minor protection to enhance industry visibility.
- **Compliance Support**:
  - ○ Market the product as a solution for platforms to comply with regulations like GDPR and COPPA, attracting enterprise customers.

5. Revenue and Expansion Model

- **Core Revenue**:
  - ○ Platform subscription fees + API usage fees.
- **Additional Revenue**:
  - ○ Custom development services.
  - ○ Data insights or industry analysis services.
- **Market Expansion**:
  - ○ Expand coverage to different regions by supporting multi-language and multi-platform integration (e.g., localized NLP models).

Commercialization Use Case Examples

1. **Social Platforms (e.g., Reddit or Discord)**:

   - ○ Use the product to detect harmful behavior in real time.
   - ○ Provide statistical reports and trends on user violations.
   - ○ Monthly subscription fee, e.g., $5,000 per month.
2. **Educational Platforms (e.g., Online Classroom Tools)**:

   - ○ Integrate the feature to protect students and flag potentially inappropriate users.
   - ○ Offer paid services for parents to access behavioral analysis.

This commercialization path ensures the product not only promotes social responsibility but also creates a long-term, stable revenue stream.