Jagat

Your expectation from Nishchal and Steve will be well placed if you expect from them a fundamental tech novelty invention, even in the world of Google and Microsoft-level tech giants, with a clear tech unfair advantage over the giants - **Semantic Web development at home, from Semantic Web development at only large corporations. This is like this centuries, Mainframes becoming PCs**

What is Semantic Web? (description by Google)
The Semantic Web is a vision about an extension of the existing World Wide Web, which provides software programs with machine-interpretable metadata of the published information and data. In other words, we add further data descriptors to otherwise existing content and data on the Web for linking data across webpages, applications and files. Some people consider it part of the natural evolution of the web, in which Web 1.0 was about linked webpages, Web 2.0 was about linked apps and Web 3.0 is about linked data. All of them deal with information engineering. Semantic web deals with Knowledge engineering. This is the leap we are taking in the world of computing. [Here](#) are some examples.

Google search v/s our search? (This description is by Nishchal. We await Steve to improvise to near perfection from its current 50% correctedness)
Google search organised information on the web to make it searchable. They crawl the internet, through programming languages. A content creator is at the mercy of skills of SEO to suit Google's crawling.

Sematic search - A search using meta language.
It gives the power of SEO to normal internet user, by putting meta tags for discovery on this first in the world environment for search. Metatags for our search is different from SEO as the world knows it. Here both the learning curve and energy utilisations are substantially lower than SEO and search of the current age, respectively. Unfair advantage over other search tech organisations - is this field of engineering, knowledge engineering, a step ahead of information engineering. We are ushering in that leap in the world. It is about meta sentences as a graph, engineered, v/s information as programming language, engineered.

IMPORTANT :
Learning curve for user - The magic unleashed on content to become searchable is metadata in tandem with semantic search. Some learning curve for the user for sure.
When it comes to getting discovered with SEO skills using abstractions and langauge which a human anyway speaks, humans can do SEO learning curve, which in our case is much smaller than SEO learning curve of Google.