



CopyCatcher

Detecting the Undetectable

The Problem

- ChatGPT has become a very powerful tool that many people use to do their work
- Students are also using it for their schoolwork
- Teachers/Professors are unable to effectively crack down on people who use it



The Solution

- CopyCatcher!
- CopyCatcher, catches the person in the act of trying to use AI generated work.
- Effectively allowing Teachers/Professors the ability to catch these cheaters in the act!



How it works

- Two different ways of using the product
- Free vs Paid!
- The free version includes a website that everyone has access too but is limited
- The paid version comes with an extension and an app in order to easily catch these cheaters on any platform



VS



Free Prototype

- Max Character Count 500
- Document Information Section (Word Count, Char Count, Space Count, Etc.)
- Basic AI Detector
- Website Based (Must be used through a browser)

The image shows a web application prototype with a dark theme. On the left is a sidebar with a 'Document Information' section containing labels for Word Count, Character Count, Space Count, Academic Honesty: P/F, Properly Documented: P/F, and AI Generator: P/F. The main area is a large text input field. It contains two paragraphs of placeholder text. The first paragraph is highlighted with a red background and labeled 'Contains Chat GPT AI Generated Material' with a 'Clear' button. The second paragraph is highlighted with a green background and labeled 'Contains Copied Content' with a 'Clear' button. At the bottom, there is a text input field labeled 'Enter Text' and a 'Max Char: 500' indicator with a blue upward arrow.

Document Information

Word Count:

Character Count:

Space Count:

Academic Honesty: P/F

Properly Documented: P/F

AI Generator: P/F

Contains Chat GPT AI Generated Material

Clear

Contains Copied Content

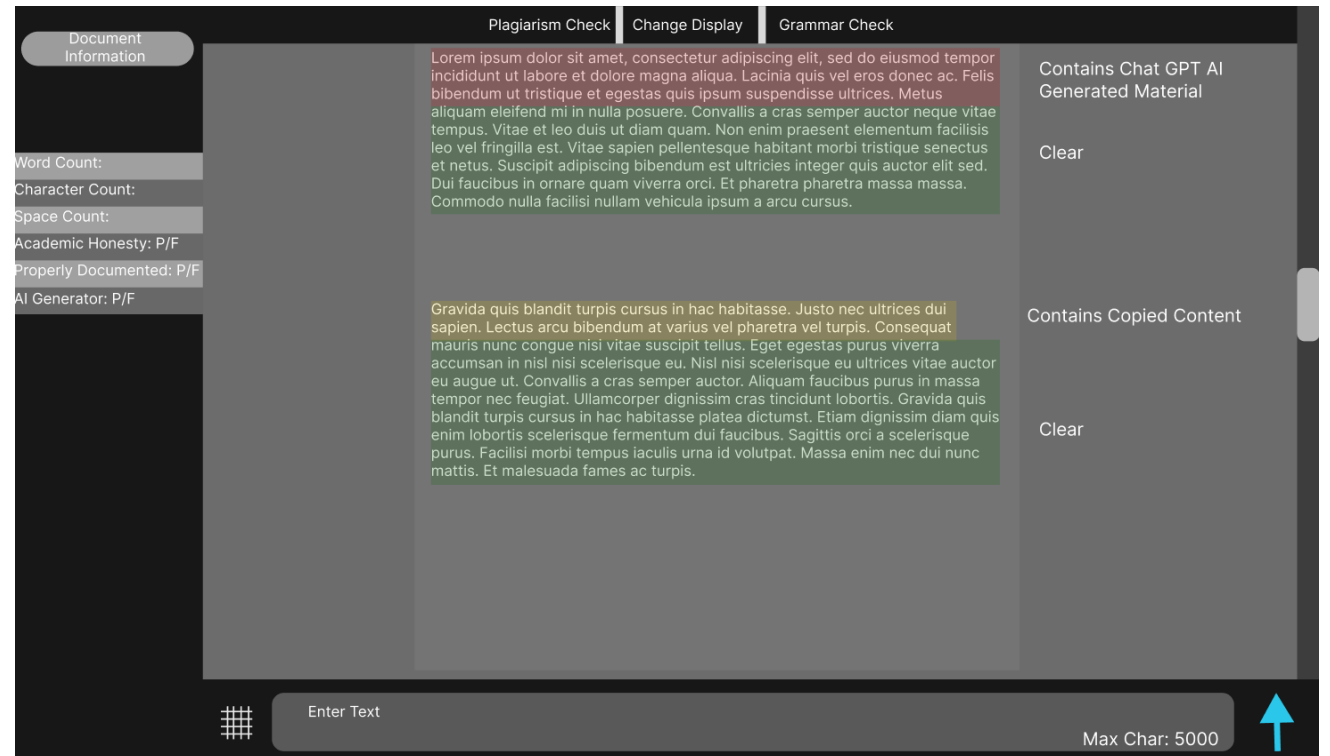
Clear

Enter Text

Max Char: 500

Paid Prototype

- Max Character Count 5000
- Plagiarism Checker
- Display Change
(Coloration, Light/Dark Mode, Etc.)
- Document Information Section
(Word Count, Char Count, Space Count, Etc.)
- File upload (PDF, Word Doc, PNG Image, Etc.)
- Website + App Based (Desktop, Laptop, Mobile Phones)



BMC

KEY PARTNERS

- Open-source AI providers/developers
- Anti-plagiarism companies

KEY ACTIVITIES

- AI scanning system
- UI development
- API
- Advertising
- Information database gathering

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KEY RESOURCES

- API
- Databases -- > key database partners
- Active updates
- Server systems
- Development staff

COST STRUCTURE

- Development
- Maintenance
- Analysts
- Coding
- Advertisements
- Patents/legal costs

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CUSTOMER RELATIONSHIPS

- Customer service
- Having a help page
- Advertising
- Relations with education departments in school districts

CUSTOMER SEGMENTS

1. Teachers
 - a. A huge connection used for broadcasting systems or ideas across large school networks.
 - b. The best option for public based schooling
2. Professors
 - a. Upper level for the education system having several connections from their career which allow them to have the ability to teach at such a high level. These connections will grow in years to come

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CHANNELS

- Websites
- Customer service
- Help page
- Advertising
- Relations with education department

REVENUE STREAMS

- Contracts
- Sales
- Subscriptions
- Partnerships

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VALUE PROPOSITION

- Offers the customers a way to counteract academic dishonest through AI generated responses. This allows teachers and professors to easily depict whether a paper used an AI writing tool to do their work.
- Patents on the coding that integrates our product into canvas/other educational applications

Porters 5 Forces

Threat of New Entrants

- Medium
- Since the source code open, newer companies can try and take advantage of it.

Power of Suppliers

- High
- Due to the code that we are using being open source, if it were to change, it would be a problem

Competition in the Industry

- Low
- There are no current products that provide the same use we have

Power of Customers

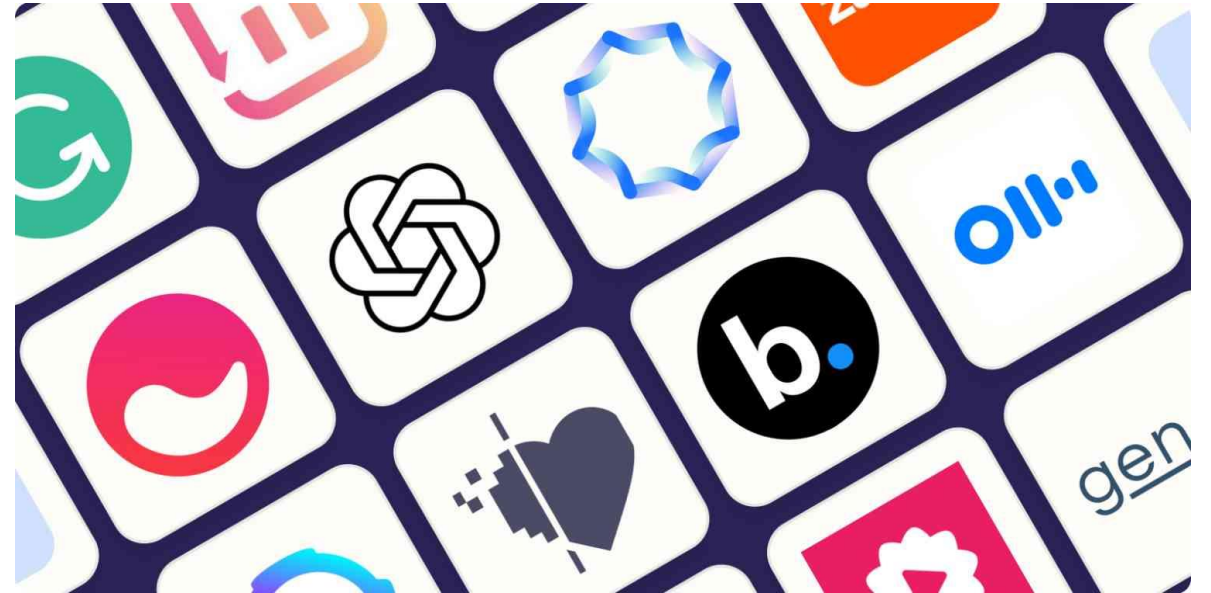
- High
- Income comes from contracts

Threat of Existing Substitutes

- Low
- Since AI is taking over, there will always be a need for a way to detect it.

Planned Future

- Possibility of expanding into different regions with more AI platforms.
- Build an algorithm to be able to determine voices that have been AI generated
- Get rid of the fear of people using AI in order to obtain goals they may not be deemed proper.



Conclusion

- AI is constantly changing and adapting in the things it can do and with that our product too
- With new changes every day you have to stay aware of the possibility that AI may be changing how we work
- We aren't completely against the thought of AI, and we do still support it.
- Any question?

