A working prototype created by:

Jasmine Abobakr | Elina Eloranta | Katalina Kivinen | Jenny Lee | Tinka Valentijn

Meet Cath and Sara.

[An enthusiastic Web Developer]

[A Data Scientist]

THE PROBLEM

[***Cath*** has been having the time of her life at Junction 2018…]

[While ***Sara*** has been feeling rather down lately.]

THE PROBLEM

[And what makes it even worse for ***Sara*** is that everyone else around her – even on Social Media – seem to be having a great time.]

THE PROBLEM

40 % of 16 to 24-year-olds report being ***lonely****

300 million people are ***depressed*****

[And there are millions of people around the world feeling lonely or depressed, just like ***Sara.***]

* BBC Loneliness Experiment, 2018 ** WHO, 2018

What if there was a Solution?

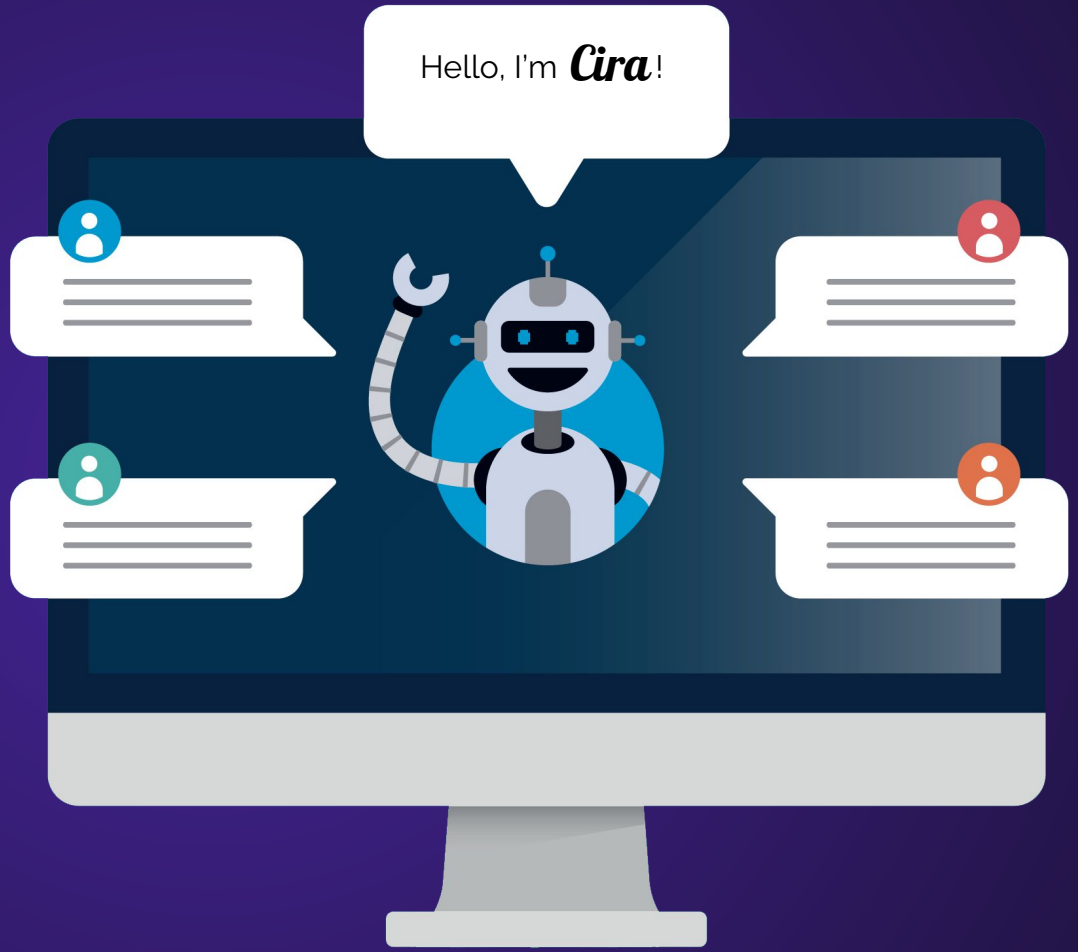
SOLUTION

Cira

A caring AI-powered Social Cognitive System.

VALUE PROPOSITION

Cira revolutionizes the way we think about the online environment, making it a more caring and empathetic platform to interact in.

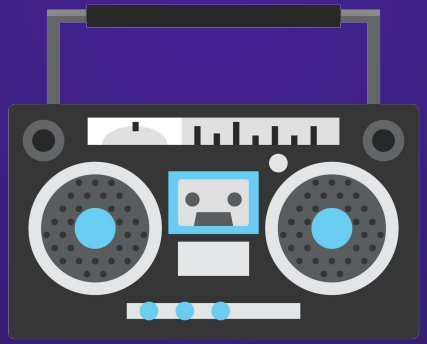


Cira recognizes the mental states of the users by their social media/online activity.

It then uses this data as an input for our

machine learning model.

Based on this, it can make ***suggestions*** in regards to the users' behaviour, location and interests.



COMPETITIVE ADVANTAGES

1st to Market

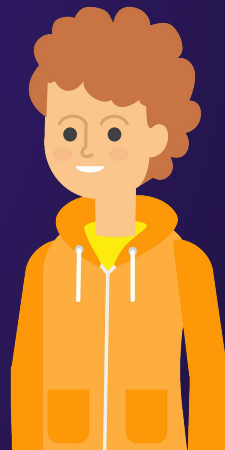
Human-centered Brand

Meaningful UX

Connected Services

Team

A more caring online environment!



Cira

DEMO