COVICoin

Theme

Healthcare and FinTech

Problem

> With India's coronavirus crisis becoming increasingly more desperate and beds, medicine, and oxygen supplies scarce, people in cities across the country are relying on Twitter and the kindness of strangers for help during a time of national upheaval.

The above extract is from this article by the Washington Post about how the COVID crisis in India is growing out of proportion resulting in a shortage of resources and communication gaps between the suppliers and the people in need. All of this is resulting in people tweeting asking about the availability of oxygen cylinders and other medical care resources in their area.

The problem is that many of these tweets don't get 100+ retweets or likes and are hence not being noticed by people who have resources or leads. Many of these tweets are being ignored for hours and hours without getting even a single reply.

This is demoralizing for the person who posted the tweet and is directly or indirectly hurting the person who the resources are being asked for.

Solution

Seeing how in this lockdown, everyone is working/studying from home and are able to spare a minimum of 1-2 hours per day for leisure activities, we decided to put their idle time to use to solve the above-mentioned problem.

Our solution is a gamified experience that gives the user redeemable credits based on how many people they help. The system shows the users specific

tweets which are asking for leads about COVID resources and the users get redeemable credits according to how much they can help the person by verifying leads and replying to that tweet.

Flow

1. User signs in with twitter account
2. User's username and auth token is stored
3. The user then is supposed to read the starting instructions
4. The user can then press the "start session" button to start the session.
5. A session consists of tweets that will be shown to the user one at a time.
6. These tweets which will be shown will be ones asking for covid resources and would be the latest ones since we would be streaming them in real-time.
7. There will be buttons on the screen along with the embedded tweet. Those buttons will be "skip" or "help".
8. If the user presses "skip" then the next tweet appears on the screen.
9. But if the user presses the "help" button then:
    1. A **templated** message with fillable blanks would be provided to the users in which they have to enter specific information regarding whatever lead they have.
    2. Here's the template we are going to provide:

        ▼ **Tweet Reply Template**

        Here's a lead for <thing> in <place>
        Location: <place>
        Quantity: <quantity>
        Contact Name: <contact name (optional)>
        Contact Number: <number1>, <number2>

    3. All of this information would be required for them to put in their reply to earn COVICoins.
    4. If they decide not to reply in the template then a lesser amount of COVICoins would be earned.

5. Once they have replied, they need to press the "verify reply" button which will send a request to the API which will check the authenticity of the reply. If the reply is authentic and has all the required information then the system adds the earned COVICoins to the user's account.

Here's how we are going to verify their tweets:

▼ **Verification System**

There are two ways by which a user can send leads:

1. They find the lead on twitter itself and verify it by calling.
2. They find the lead locally.

There are going to be two tests:

Test 1

We first reverse search the information they provide on Twitter to check if it's a valid lead. If we find that the original tweet has been made within 30 minutes and has all the correct information, we approve this test. If we don't find tweets by reverse searching, we store the information in our database for further verification.

Test 2

We ask the users to upload a screenshot of their call history. We verify it by confirming all the details and checking if the lead confirmation call did actually take place.

Note that we'll give the user the full COVICoin only if they pass both the tests.

Here's how we are going to prevent spam:

▼ **Spam Prevention System**

CAPTCHA

CAPTCHA on every form so bots can't be used to automate the procedure and procuring free money.

Reducing the redundancy of leads

We ensure that the user doesn't use the same lead more than 2 times. The test fails if the user has already used the lead 2 times before

Banning system

We'll be manually checking the screenshots the users upload. If we find that a user is uploading fake screenshots, we'll ban them from the website. They will lose all their COVICoins and won't be able to use the account in the future. After the initial launch, we plan to automate this by making a machine learning model.

10. The user can end the session at any time by clicking the "end session" button.
11. There's a limit to the number of tweets they can reply to earn COVICoins. That limit would be set to 20 tweets when we launch the website.
12. The user can redeem the COVICoins only when there are more than 500 COVICoins in their account. The redemption process will be through the website only.

COVICoin Guidelines

Conversion Rate ⇒ **1 COVICoin** = **0.5 INR**

Each templated reply will give the user **1 COVICoin**

Each reply which is authentic but not templated will give the user **0.5 COVICoin**

Each reply which is not authentic will give **0 COVICoin** to the user.

Business Plan

Estimating that we acquire a user base of 100 users initially and each user earns a maximum number of COVICoins each day. This would mean that we would need 30,000 INR per month to pay the users for the website to remain functional.

The major source of revenue is going to be advertisements in different forms - banners, cards, and footers.

Estimating **50 ad views per user per day** would lead to **5000 ad views per day in total**. **For a month** that would amount to **150,000 ad views**.

According to this article by https://headerbidding.co/ about Google's AdSense CPM Rates, 1000 ad views amounts to 3 USD.

That would mean by using Google's AdSense on our website we would be earning **33,127 INR (450 USD) each month**.

All of this sums up to a **3,127 INR net profit**. (approximately)

Since our aim and motive behind the website is to help other people get covid relief as quickly as possible, we will be donating each month's profit to local charities which are providing covid relief.