



nontent. Business plan and overview.

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Overview

This document will focus on explaining how the *nontent* project came to be, and lay down the key ideas and concepts behind it. *nontent* is not a for profit organization, on the contrary, it aims to be open source and free of use for anyone in the world, as its core philosophy is to analyze and visualize social media usage and consumer behavior. Therefore, there is no monetization model currently planned for this project, that said, the people working on this project deserve remuneration for their work.

We will present ways to raise funds in order to finance this project, explain in detail the philosophy behind *nontent*, and lay out the different parts of the project, as well as demonstrate the value we hope it will bring to the internet ecosystem.

The idea

It comes from the way social networks work today: users don't go looking for information anymore, algorithms present them with a stream of content generated according to their behavior, affinities and opinions.

This phenomenon leads to many problems:

1. Users find themselves in a logic of consumption of their feed, an infinite loop, as opposed to a research and exchange/debate approach.
2. Content feeds are developed to be addictive by nature, the human brain has never been confronted with so many continuous images, it is easy to set up a reward mechanism through these feeds, and create an addiction in users. (1 brain versus a whole team of engineers whose job is to make their product as addictive as possible).
3. In this effort to keep the user's attention as long as possible, the mechanism only generates content that the user agrees and identifies with, which has the effect of creating "bubbles" of thoughts and opinions, or echo chambers : the user is only in contact with his opinion and the opposite opinion (often presented as the rest of the world), and only interacts with his two communities, his bubble vs. the others. (This creates whole communities around sometimes absurd topics, flat-earthers being a recent well-known example).

The objective

It is not to directly solve these problems, but to create a tool that allows users to visualize how they interact with social networks, what kind of content they are presented with, and in which echo chamber they belong. It is a general interest project, open-source, which has been planned in several phases and will evolve at the pace of its community. The tool in its final form would allow us to generate an interactive map of the different social networks and their bubbles, using the data that users already give for free to the different giants of the industry, and to be able to simulate feeds to understand how they are constituted in a given bubble. **This is essentially our mission.**

The big steps

1. A mobile application/website, which will collect different information about the user, from the social networks he wants to link, and which will allow him to visualize different statistics about his use of the networks, the type of content he consults and how he reacts.
2. Using AI to process our users' data, and classify them according to the data they share with us. This step will require having a relatively large and varied amount of data (either by having many users, or by using scraping methods).
3. Generate an interactive map of social networks and their bubbles.
4. Be able to simulate feeds based on a country or a bubble.

Business model

As stated before, the monetization aspect of the project is not our priority. That said, we recognize the need to compensate our developers currently working on the project, in order to do this we have come up with different solutions that we will explore in this next section:

I. Regional fundraising.

Toulouse is booming with tech startups and projects, and we want to be a part of this ecosystem. We believe our solution will bring a lot to the table on the subject of **ethical AI**. We feel that this is a very important topic in this economy, as we see more and more AI powered tools coming up everyday, and as the public opinion on these technologies seems to be rather negative, Europe has taken a stance on the subject with the **General Data Protection Regulation (GDPR)**. We believe our project aligns perfectly with this climate and will prove to be a very useful tool to enforce these regulations.

In order to raise funds for the *nontent* project, we will apply for fundraising plans in the Occitanie region, such as:

- [Toulouse city hall fundraising program](#)
- [Occitanie "Démo régionalisé"](#)
- [Occitanie "Industrie du futur"](#)


Obtaining these funds would allow us to hire new ressources and add to our evolving team of developers, as well as allow us to pay for data storage and computing power.

II. Premium plan for the research industry.

As the *nontent* project matures and grows both in size and ambition, we want to collaborate with the research industry. We want the tools to be available for free to everyone as this aligns with our core values, but we believe that developing a premium plan for a domain that can give us remuneration would be an ethical way to monetize our project. At the moment, this is how we would like to design such a plan:

In the case of a company or an organism with sufficient monetary funds, we would be able to provide:

- Unlimited private access to our APIs and data visualization tools, as well as direct access to our AI system. (**800 € /Month**).
- Privileged access to our feed generation algorithm and classification model (**1K € /Month**).
- Private consulting sessions with our Data Scientists and experts (**200 € / Hour**).
- Case-by-case integration of private data to our classification algorithm in order to generate similar visualization maps custom-tailored from private data (**3K€ /Month**).



These plans would also include (and would be necessary to get) the right to use our solutions on the market in a commercial way.