



SENNO

The Blockchain's First Sentiment Analysis
Platform With An Open API For 3rd Party Apps

Our Vision



To create an open, AI based, crowd wisdom platform which will enable companies and individuals to tap into and stay connected to the sentiment by getting real time indications of the public opinion on a specific entity in any field.

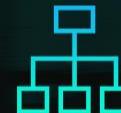


What is AI Based Crowd Sentiment



Multiple Sentiment Analysis algorithms

Using Artificial Neural Network (ANN) to 'Match make' between data sectors and analysis engines



Scoring mechanism for digital sources

Scoring will be done on Data sources with digital identify according to past accuracy measurements



What Are The Obstacles Preventing
a Massive Use of Sentiment Analysis
Based Crowd Wisdom?





Massive hardware requirements which result in high operational costs and an expensive end product.



A centralized solution holds a risk of data manipulation which affects business credibility.



it is extremely hard to 'filter out' noise such as falsified reviews or comments and identify genuine user data.



This leads to a reality in which sentiment analysis based products are used mainly by big enterprises.

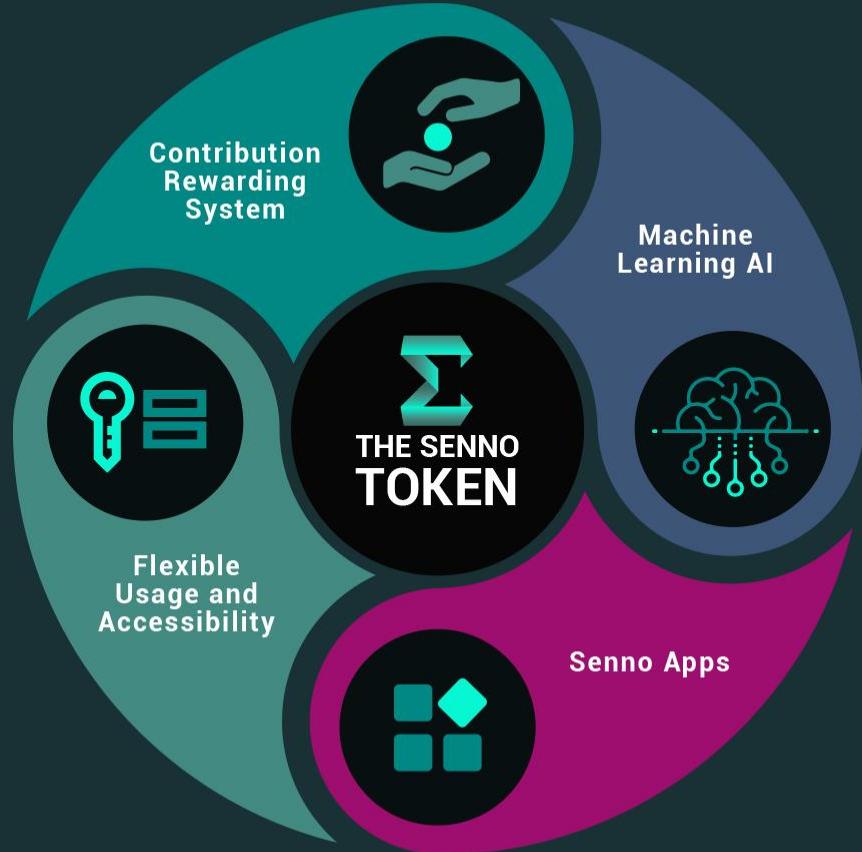
According to McKinsey Global Institute a retailer utilizing big data to its full potential can increase its operating margin by more than 60%.



The Senno Solution

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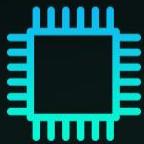
The 5 Pillar Solution



Pillar #1

Contribution Rewarding System

30% of the SENNO token supply will be locked in smart contracts and used for contribution rewarding.



Distributed Hardware for
lowering costs

Members will be able to contribute their hardware resources in reward for SENNO tokens, which will eliminates the need to maintain a costly data centre and rewards



Accessing private Data

Senno users who provide access to their private data channels will be rewarded with SENNO tokens. This will open the door for high valued data which is not accessible to traditional systems.



Development contribution

Community members will be able to earn SENNO tokens by developing features and Plugins for the system.



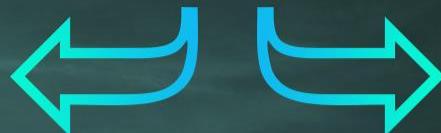
Pillar #2

Flexible Usage and Accessibility

Senno has an open source, decentralized platform which enables integration by two methods:

Open SDK

A built in SDK that enables 3rd parties to easily develop applications and plugins that utilize Senno's core functionality



API connectivity

An open API which will allow fast and dynamic data queries from Senno's distributed storage.



Pillar #3

Machine Learning AI

Using Artificial Neural Network (ANN), Senno's Machine learning algorithms will be able to segregate high value data sources identified by the NEO digital identity protocols and grant them with higher internal scoring.

Setting a quality score to different sentiment analysis engines combined with specific queries groups in order to determine which engine has the probability to generate the most accurate analysis.

Pillar #4

The Senno Token

The Senno ecosystem is based on an open-source, cryptographic token named SENNO transferable and fungible. SENNO is the underlying cryptocurrency that drives Senno's semantic analytic platform.

Usage and Purpose

-  Subscription fees for Senno's sentiment data
-  Rewarding hardware contributors
-  Remuneration for software developers
-  Commissions for affiliates that send referrals



Pillar #5

Senno Apps



SENNO Apps

Using the Senno SDK developers would be able to introduce sentiment analysis based applications like medical diagnostic apps, trading alerts, business intelligence, crowd wisdom, marketing campaign effect measurements and more.





The Senno Network

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Senno Network Usage Flow



The Senno Client

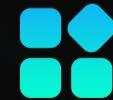
Senno will introduce web and mobile applications which will provide access to its main features:



Wallet for holding and
transferring NEP-5
based SENNO tokens



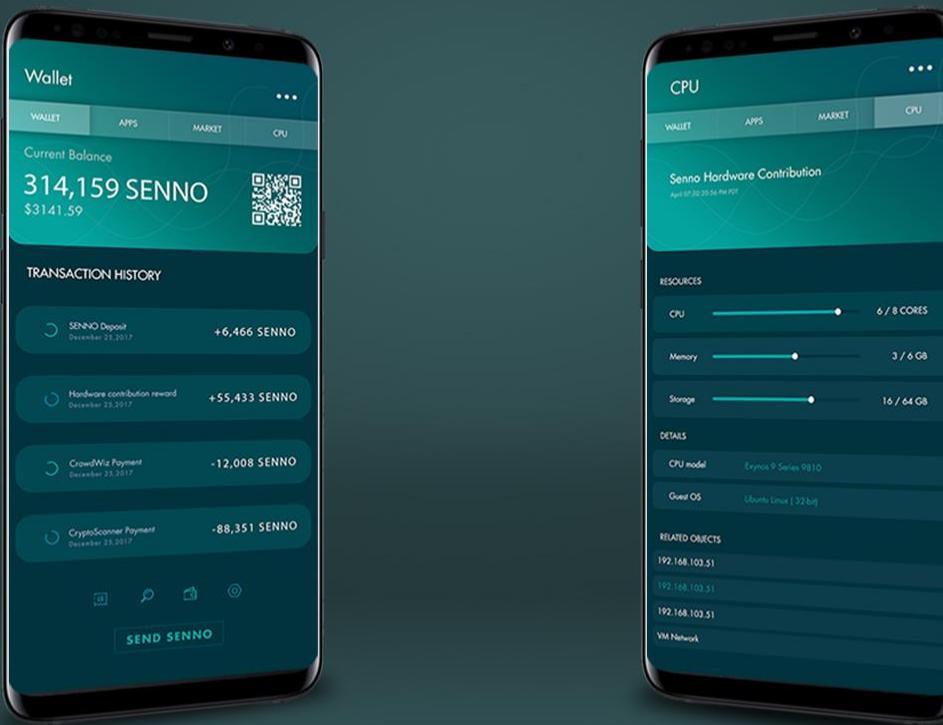
Management of
hardware resource
contribution to the
Senno network



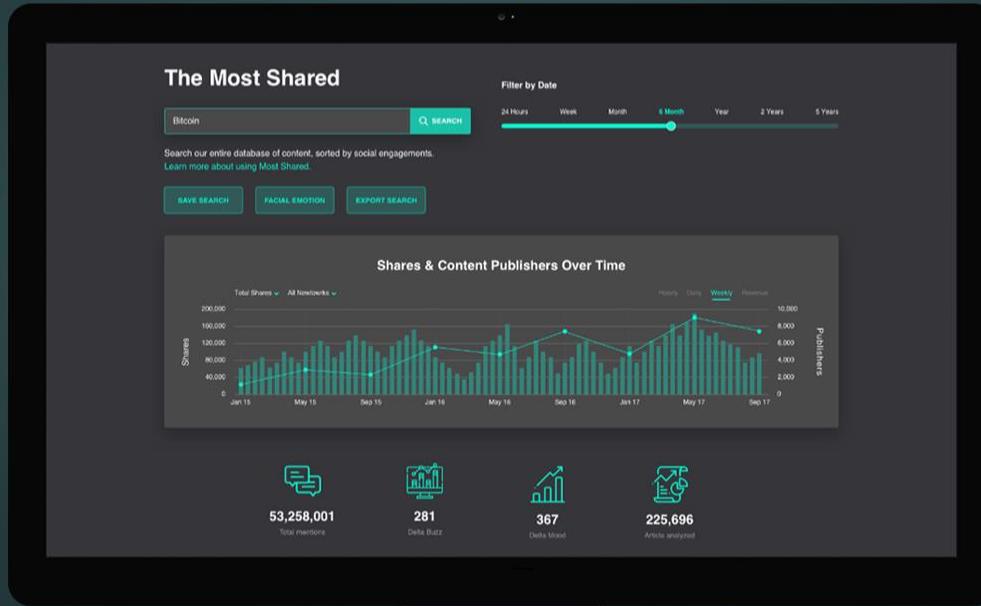
Applications market
(SennoApps) will enable
searching and
downloading 3rd party
applications which are
based on Senno's SDK.



The Senno Client



Senno MVP

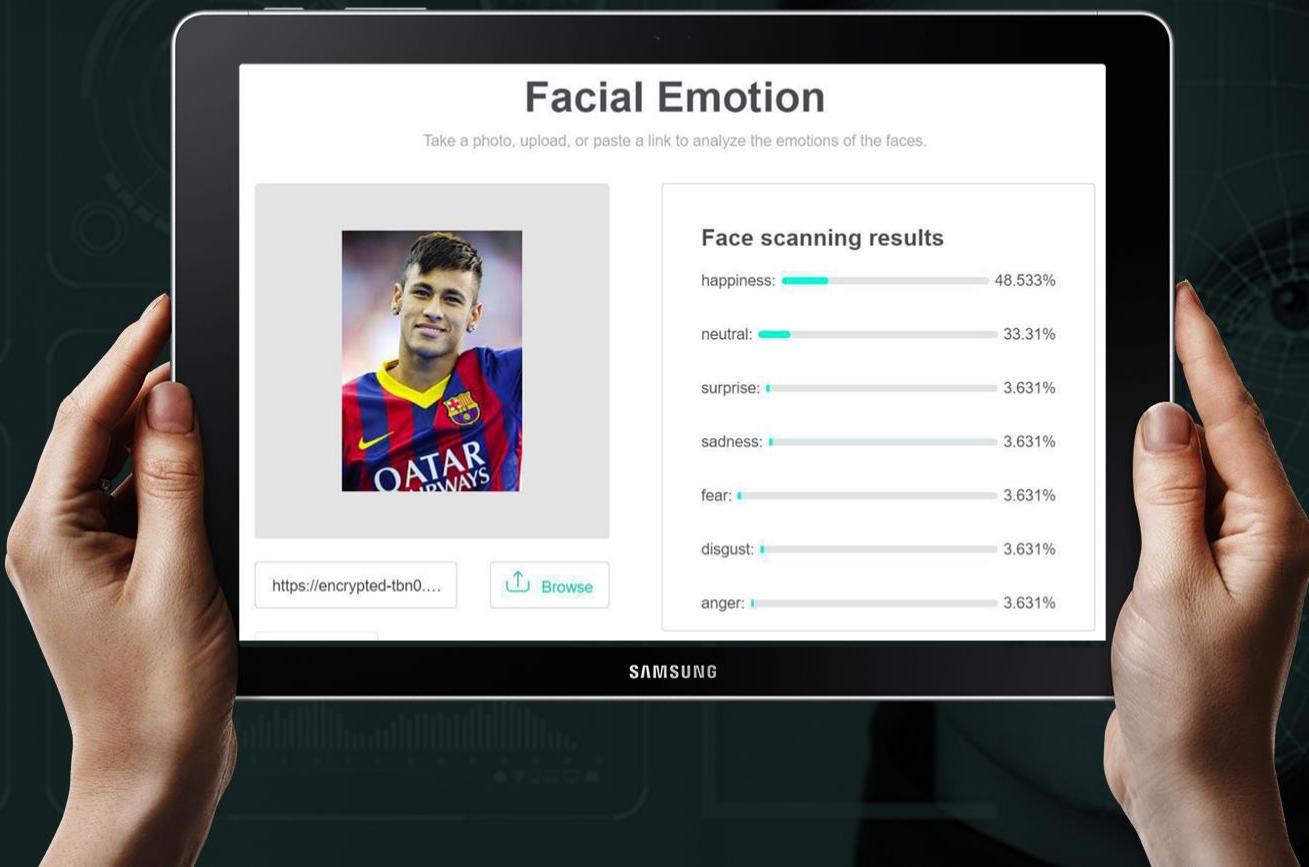


Senno MVP

Searching results	Filters	Facebook Engagements	Twitter Shares	Pinterest Shares	Reddit engagements	Number of links	Evergreen score	Total Engagements
50 Cent forgot he had a stash of Bitcoin now worth \$8m, CEO says cent forgot he had a stash	By BBC News 7 Jan 29, 2018 bbc.com	3.6K	311	2	68K	122	8	91.9K
A boy asked his Bitcoin-investing dad... : Jokes Is On Its Way!	Dec 8, 2017 repost.com	2.5K	29	0	68K	21	0	68.1K
Researchers find that one person likely drove Bitcoin from \$150 to \$1,000 or something else	By John Biggs 7 Jan 12, 2017 techcrunch.com	1.4K	553	32	48K	122	2	42.8K
Bitcoin Mining Now Consuming More Electricity Than 159 Countries Including Ireland & Most Countries In Africa, Europe, England	By Love Energy — Nov 22, 2017 ve3d.com	1.1K	515	0	32K	523	7	22.2K
Researchers find that one person likely drove Bitcoin from \$150 to \$1,000 cryptocurrency exchange, CEO says	By John Biggs 7 Jan 12, 2017 techcrunch.com	0.9K	224	3	24K	321	5	31.2K



Senno Emotion Detection



Business Model & Monetization



The retail market is expected to surpass \$28 trillion in sales by 2019

millions of potential clients will be seeking secure and high-quality business intelligence data

Business Model & Monetization

							
	Industry	Open Source	Decentralized	SDK Presence and API	Extendibility	Price	Technology
 SENNO	Open Platform for any Industry	✓	✓	✓	✓	\$240-\$6000/Yearly	Neo
Bottlenose	BI	✗	✗	✗	✗	\$200K-\$1M/Yearly	Non-blockchain
Semantria	BI	✗	✗	✓	✓	\$12K-\$24K/Yearly	Non-blockchain
Sether	Online Advertising	✓	✗	✓	✓	\$400-\$5K/Yearly	Etherium
Saniment	Trading Signals	✓	✗	✗	✗	?	Etherium



Business Model & Monetization

Generating two different revenue streams

-  Sentiment data streams
-  Tailored queries analysis

Thanks to the decentralized resources and personal contribution technology, Senno's pricing will be significantly lower and more accurate than traditional sentiment analysis services.



SENNO Token Sale

Crowd Sale("ICO")

Base Price:

1 NEO = 10,000 SENNO

Soft Cap
\$2,000,000
USD

Hard Cap
400,000
NEO

Total Supply
10,000,000,000
SENNO

Contribution Up to \$50K \$50K-\$100K \$100K+ Bonus Vesting

First 48 Hours 10% 15% 20% 1 Month

Week 1 5% 8% 10% 0.5 Month

Week 2 3% 5% 7% 0.5 Month

Week 3 1% 2% 3% -

Week 4 0% 0% 0% -

Remaining public tokens which are not sold will be burned,
bonuses are subjected to vesting mechanism



Roadmap

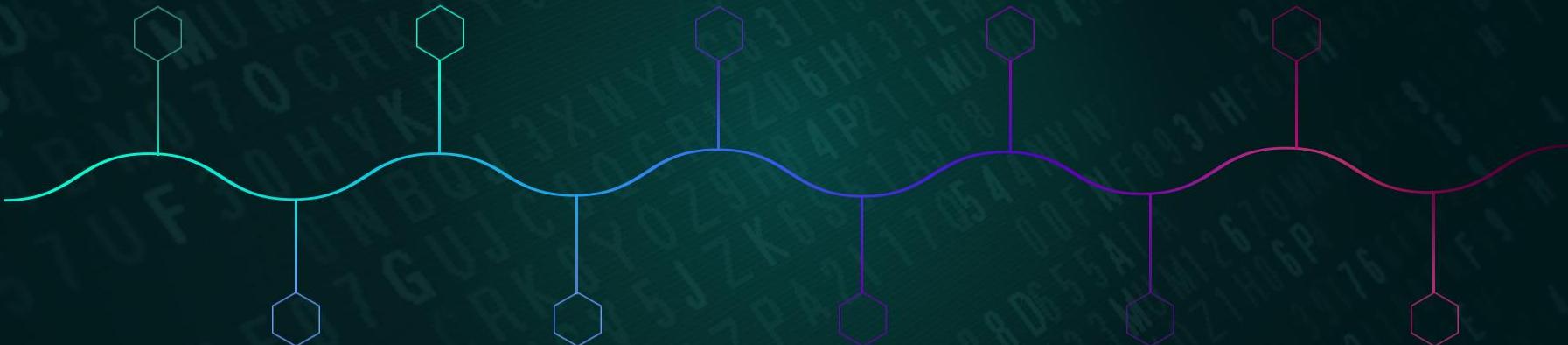
January 2017
The birth of SENNO

November 2017
Announcement

March 2018
Crowd sale start

Q3 2018
Fully developed frontend
offline sentiment analysis
SENNO token listing

Q1 2019
CryptoScanner (Beta)



April 2017
First POC approval

February 2018
Website and
Whitepaper release

Q2 2018
Full MVP release
NEO smart contracts

Q4 2018
CryptoScanner (Alpha)

Q2 2019
SENNO Network launch



The Team



ELAD PELED
FOUNDER



RUDY ZAKUTO
CO-FOUNDER AND CTO



LENNON TAM
COO ASIA PACIFIC

Advisory Board



Partners



Contact





SENNO

The logo consists of a large, stylized Greek letter sigma (Σ) positioned to the left of the word "SENNO". The Σ is oriented with its top bar pointing right and its bottom bar pointing left, creating a sense of motion or symmetry. The entire logo is rendered in a vibrant teal color.