> Accenture Innovation Challenge

Blaze the path to new realities

Presenting

MIND OPTIMIZERS

Team name and member details

Team name	Member names	Education institute name
Mind Optimizers	Akshay Anandrao Kokadwar	Vellore Institute Of Technology, Bhopal
	Amaan Ali Khan	Vellore Institute Of Technology, Bhopal
	Shradha Sanjaykant Suryawanshi	Shri Guru Gobind Singhji Institute of Engineering and Tech.
	Ankita Singh	Vellore Institute Of Technology, Bhopal

Problem statement

In the current era of internet, everything is online it makes our life easier but we don't think much about our data,

- We took cookies in normal way, these giants using our data to make their business easy.

- The open secret within the advertising industry is that it is built for exploiting users data.

COOKIE MONSTER WHEN I ENTER A RANDOM WEBSITE

DO YOU ACCEPT COOKIES!!

Do YOU accept cookies

- When you visit any online site , after sometime exactly that particular item will pop up in your ads.
- Cookies track everything you do online.
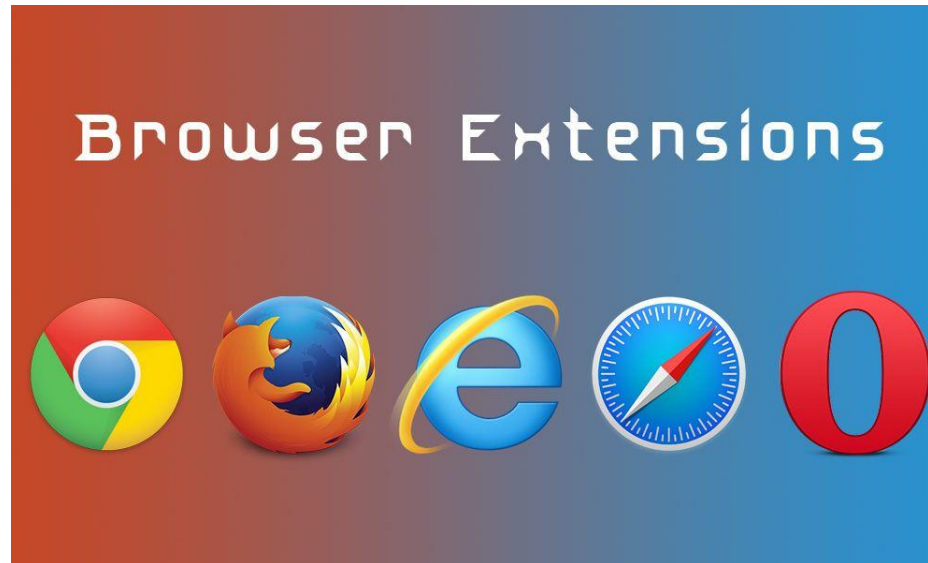- Sometimes these cookies are really annoying after doing this also we don't get any reward.

Solution / your big Idea

We are coming up with a Browser Extension,

It has two options,
1. Allow cookies
2. Private browsing

- If user allows cookies then they can manage their interest, like LIFESTYLE etc.
- So with the help of that information the user will see ads. After managing interest user will get rewards in the form of
  - ➢ Shopping Vouchers
  - ➢ Money.
  - ➢ Giftcard
  - ➢ Cryptocurrency

Technology used :

- PHP
- ASP
- .NET
- Java and Ruby

- ➢ In near future we are planning to launch our own browser so it will work same as a extension with more features

Impact

This extension will be a game changer in the Advertising Industry because,

BENEFITS TO BUSINESS :

- It will generate good revenue, in the future a lot of opportunities in the advertisement segment.
- Our revenue model is a little bit simple: we will generate revenue from merchandise who connect with us to share their reward to our users .

BENEFITS TO SOCIETY :

- People can take good advantage of our shopping coupons , it will create an impact on their sales.
- You can manage your ads easily at what time which ad you want popup on your screen.
- It will generate Employment and make a lot of revenue.

How is the solution innovative?

For the First Time in History User is being paid for sharing their data.

➢ This browser extension is a game changer in the advertising industry.
➢ If a user don't want to allow cookies, we have a private window for that.
➢ Also users can get a lot of offers and cashbacks, coupons for sharing normal data, and currently user share data in a free manner.

➢ The main innovation in this model is, no need to download any other browser, just need to add one small extension in a few seconds, without any security issues.
➢ It would be helpful for users , because they can manage their interests, like, about the lifestyle which they would like to have on their screen with time like day night.

➢ Currently it's just an ideal stage we didn't file a **PATENT** for this.

Testimony

REFERENCES

- While doing research we noticed lot of online sites use our data to grow their business, we used this extension to customize our cookies ,

    - EDIT THIS COOKIE - Chrome extension with similar reference.
    - Cookie Editor - Another Chrome extension similar.

- But when we accepted cookies we weren't rewarded, so we take reference came up with this project.

Elevator pitch video (1-2 min)

- **Insert the video on this slide or send it separately**

Thank you!