

Report for summer school CPS2018

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Executive summary

This report is for the cyber security and privacy summer school 2018 in Trento. The name of our project is EspioNo. We provide device to secure your private conversation from listening by smart speakers. With a state-of-art technology disturbs the microphone but not human ear. To introduce our project, this report is divided into 4 sections. The first section will be focusing on the process of idea generation and optimization, as well as the technical basement. The second section will be introducing our business canvas, detailize our business structure. The third section will introduce our time line and expected cash flow. And the last section will evaluate the performance of myself both as a participant of summer school and a member of a team.

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1 Problem and solution

1.1 Problem addressment

From the point that Amazon post its 90 seconds 'Alexa Loses Her Voice' advertisement, people begin to fascinate with smart speakers for the convenience it introduce into our life. However, to interact with the users, smart speaker has to keep listening to them. This feature arise doubt and panic on privacy issue. Some reports publised recently seems to confirm that such concern make sense. According to The New York Times [1] and Quartz [2], alexa sometimes do record undesired conversation. A study has been done across America showing that 54% of the adults of the United States do not own a smart device in their home. 6.4 milion people said specifically they would not buy a smart speaker due to privacy reasons. 6.4 million people. And what about the 20 million people who want to increase their privacy. In the united states alone, we have not even talked about the rest of the world. And this problem will only increase in the future.

2 Problem and solution

2.1 Problem addressment

2.2 Problem validation

2.3 Solution and validation

3 Business modelling and planning

3.1 Business modelling

3.2 Business planning

4 Business development process

5 Self evaluation

References

- [1] S. Maheshwari, "Hey, alexa, what can you hear?"
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