# Volapyk AI

Personalized Privacy

CONTENTS

OUR STORY

After installing an ad-blocker in 9th grade, Davin noticed a lot of companies were tracking him around the internet. Disturbed by the privacy violation, he sought out ways to improve his online habits, one of which was Terms of Service Didn't Read (TOSDR), a project with the goal of scoring terms of service. While TOSDR provided fantastic information, the limited amount of graded policies and lack of development inspired Davin to found a project of his own. Realizing the ways in which AI could revolutionize the document processing industry, Davin teamed up with Abhay, an AI-focused student he met at coding club. Together they created Volapyk ("vola-pike") AI, an innovator in online privacy.

Our AI powered solution automates the offerings of other services like TOSDR while providing meaningful new features. Currently, we have a working prototype website (https:volapyk.dev). We are also collaborating with dozens of experts in the cybersecurity industry and two academic advisors to make an effective product with proper ethical and accuracy considerations. Our aim is to make online privacy a human right, and that all begins with the awareness Volapyk will bring.
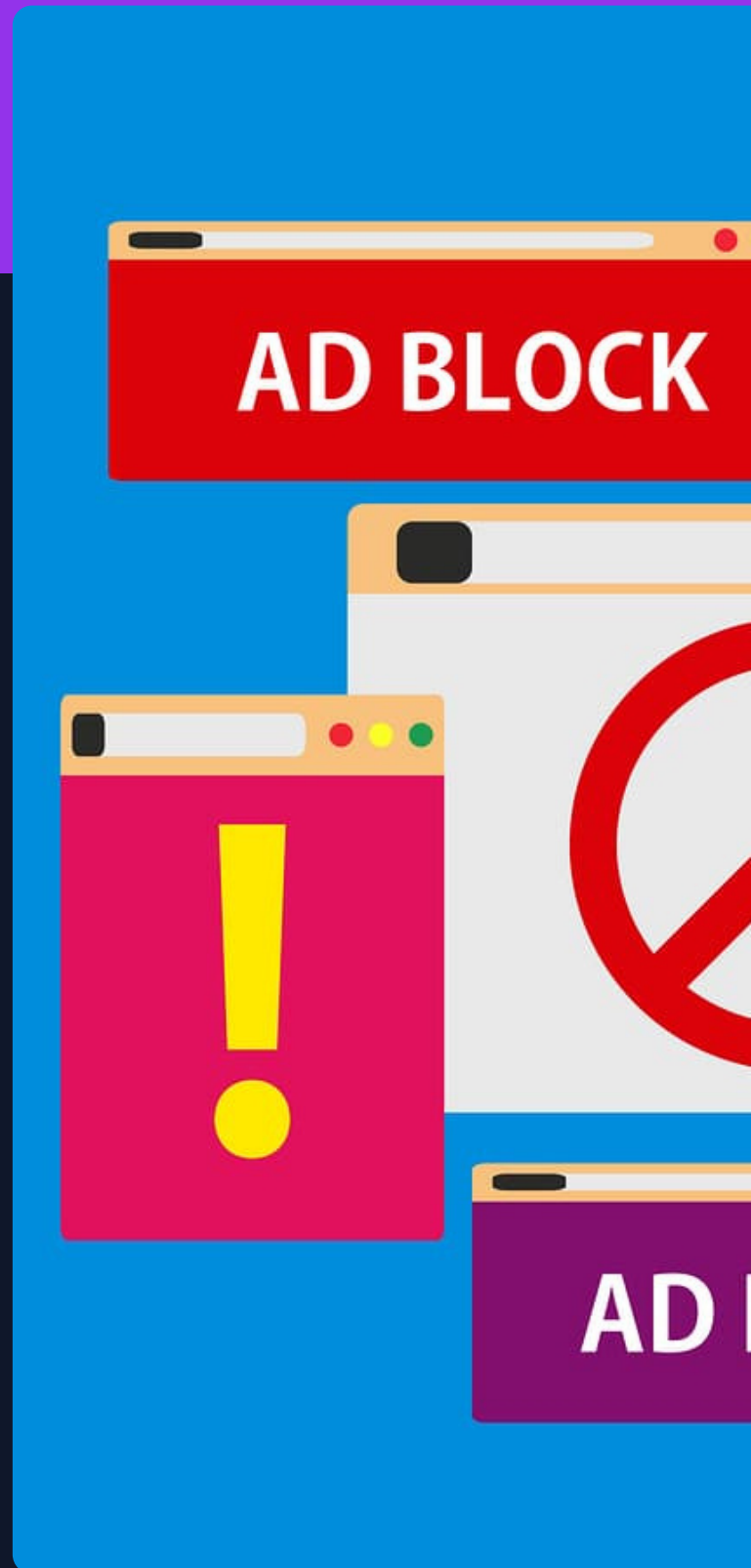
THE MARKET

With over 5.3 billion people using the internet, the issue of web innovation outpacing privacy and security is only increasing. Attempts to combat privacy violations like TOSDR receive over 75 million requests per month, and a recent survey by the University of Pennsylvania shows that 87% of Americans would like to know how companies use their online data. Such high demand for innovation in the space has prompted Volapyk AI to solve the problem ethically while also pursuing business opportunity.

"We find ourselves in an ecosystem where surveillance is more widespread than ever in human history, posing significant implications for personal privacy and democracy."

-Andy Yen
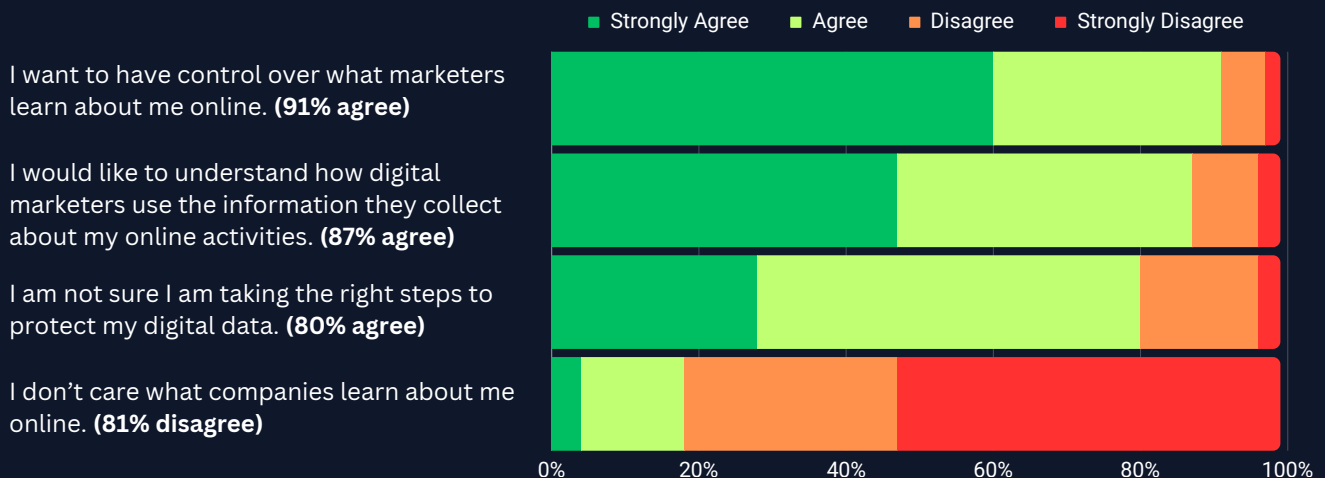CEO of Proton: Privacy by Default

THE PROBLEM

Lacking Personalization

In a world of people with vastly different priorities regarding their data usage, the "one size fits all" approach to privacy implemented by our competitors prevents many users from engaging. This has contributed to gatekeeping within privacy communities as less mainstream concerns are ignored.

Issues with Speed & Bias

The prevalent method for accurate annotation and scoring is through human review. This costs volunteers hundreds of hours, introduces bias, and makes it impossible to review smaller services or services with rapidly changing policies. Such inconsistency can dissuade prospective users.

Americans want control of their data, but don't know how

Legend: ■ Strongly Agree ■ Agree ■ Disagree ■ Strongly Disagree

I want to have control over what marketers learn about me online. **(91% agree)**

I would like to understand how digital marketers use the information they collect about my online activities. **(87% agree)**

I am not sure I am taking the right steps to protect my digital data. **(80% agree)**

I don't care what companies learn about me online. **(81% disagree)**

Source: University of Pennsylvania, Annenberg School for Communication

THE TEAM

Davin (left) and Abhay (right) are both currently seniors in high school. Davin is a nationally ranked competitor in cybersecurity and has a passion for online privacy. Abhay has been recognized nationally for his excellence in AI and data science.

Perry Beaumont
Finance & Data Science Lecturer at Yale and Columbia
Ivette Bayo
Privacy & Ethics Professor at University of Washington

OUR SOLUTION

1) Accurate Automation
Using advanced natural language processing techniques, we have developed a method to provide extremely detailed and accurate scores for services. Our AI can process documents over 60x as fast as a human, selecting proper citations to back up its final score. Additionally, our process can provide us insights into areas that policies may be lacking, a valuable statistic for business customers.

2) Perfect Personalization
We are the first company in the space to offer personalized scoring. Our personalization offers a fine level of granularity, with users having the ability to specify their preferences for large categories and specific cases. These can be modified beyond preset values to have any weight in service score calculations. By analyzing user choices we can gain a competitive advantage in understanding consumer privacy priorities.

3) Free Forever
As a privacy focused company, making the world a better place is our first priority, so non-personalized scores and information will always be available free. This will help users experience our value first-hand, encouraging them to pay for advanced features like personalized scoring, email updates about trends, instant policy checking, browser extensions, and so much more.

GO TO MARKET STRATEGY

Year 1: USA (privacy focused users)
We will begin nationwide with scores for major services like Google and Apple. As we acquire users through search engine optimization and SEM campaigns, we will scale our infrastructure and crowd source new services to add. Our target audience during this time will be people who already have an interest in online privacy and security. Therefore, we will use privacy forums and conferences as ways to advertise our product and grow credibility. Additionally, we will leverage social improvement competitions like the Congressional App Challenge to increase publicity and gain government and business connections. Our development during this time will be focused on refining the AI and finishing new features like instant checking, browser extensions, and mobile apps.

Year 2: USA (tech focused users)
Next we will expand from people who have an interest in privacy to those who have a broader interest in technology. Partnerships with tech influencers and media groups at this stage will help us to reach these new audiences. With increased funding we will also begin the incorporation of other languages in our AI.

Year 3: Europe & Asia
Expanding to certain areas of Europe and Asia will occur as our AI gains the ability to process policies in new languages. We will also focus on businesses and governments as costumers for highly advanced features.

Year 4 & 5: Africa, South America, etc.
Finally, we will target lesser known languages and companies as we transition to being an internet activism company focused on making privacy a universal right.
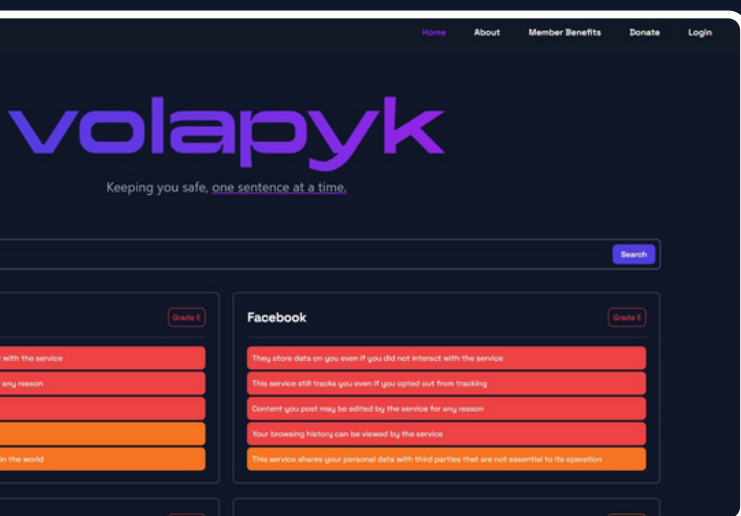
Projected Revenue (5 Year Plan)
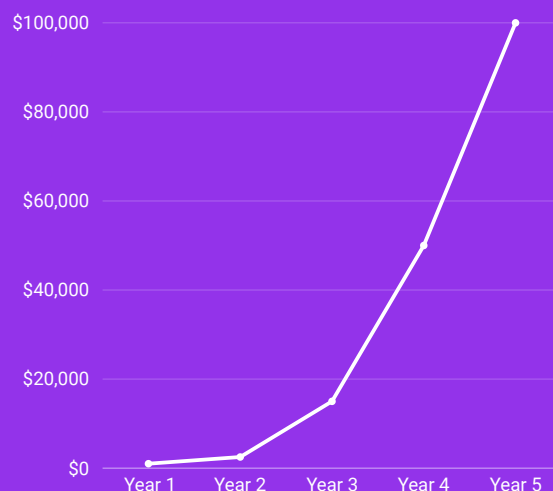
Revenue based on expansion from 100 to 10 thousand paying users in 5 years

COMPETITION

	PrivacySpy	Vericy	TOSDR	Volapyk
Accurate Scores	🟩	🟧	🟩	🟩
Up-To-Date Scores	🟧	🟩	🟧	🟩
Detailed Information	🟩	🟥	🟩	🟩
Automated Processing	🟥	🟩	🟥	🟩
Personalized Scores	🟥	🟥	🟥	🟩
Long Term Sustainability	🟧	🟧	🟥	🟩

CONCLUSION

In a world where tracking and surveillance capitalism are the norm, we will bring innovation to consumer privacy. With our knowledge of online security and AI, we feel an obligation to give back. Privacy is a universal right, and creating the proper tools and awareness will enable us to make the change we seek.