ENIGMA

BUSINESS PLAN

OCTOBER 2, 2016

Company description

Promoters and shareholders:

Total number of shares = 6000

Jaya Aditya = 2000 shares

Adarsh Srivastava =2000 shares

Aditya Chopra=2000 shares

Product:

The rationale behind creating our app was to optimise social media presence of businesses.

We started to create an AI to estimate the number of likes and the reach of a social media post could get based on its content. For the purposes of this hackathon we have created a minimal viable product which consists of a web crawler which categorises public posts of selected business pages based on hash tags. We attempted to estimate the number of likes a post would get if it used the same hashtag.

Our USP is that not a lot companies are presently providing such a subscription service and we have a huge potential market.

Our customers could save a lot of resources by reducing the expenditure on their social media team.

The research involved in our project is very extensive and time consuming. Also we have a potential threat from social networking sites.

The future plans for the project includes the use of Natural Language processing so that we can process the whole post rather than just the hashtags. We also plan of adding Machine Learning to it so that we can make the most out of our data. The Algorithm also needs improvements since we need to decrease the time complexity.

Long term aims:

Our long term aim is to basically replace the social media team of companies with our product.

Objectives:

We currently use linear relations to calculate the number of likes. Better mathematical relations have to be formulated with the help of ML which represent the correlation more accurately. Also we plan to use Natural language processing to analyse the whole post instead of just considering the hashtags.

SWOT analysis:

Strengths	Weaknesses
Not a lot of competition **Very less expenditure**	**Extensive research required** **Threat from social networking sites**

Opportunities	Threats
• A large market to capture	• Social networking sites

Market Analysis

Target market:

All businesses having a social network presence

Benefits to clients:

Our customers could save a lot of resources by reducing the expenditure on their social media team.