

Icebreaker

Information Discovery System

An information discovery web application that reports important real-time events in different sectors to the user by analyzing social media posts (Eg: tweets). The user can subscribe to different categories like sports, politics, entertainment, natural disasters, etc. It will also show alerts that are predictions about the chances of a particular event to happen shortly.

Eg: Realtime Events

110 nations recognise Covishield and Covaxin

As many as 110 countries now recognise Indian Covid-19 vaccines Covishield and Covaxin.

9.00 New Delhi, India

Eg: Predictive Alerts

Very Strong

Winter gas crisis risk in Europe

European natural gas futures finished almost 18% higher on Thursday. The risk just got even bigger.

12.30 Munich, Germany

Why its unique

The unique selling point is the personalized events and alerts dashboard. Each person can subscribe to different categories and personalize the data they are accessing. The ML-based predictive model will label each alert to 'very strong', 'strong', 'likely', or 'weak' based on the significance of the prediction.

Where it might sit in a crowded marketplace

US based AI company Dataminr provides real-time events and risk detection services to businesses, newsrooms, and the public sector. But they don't offer any predictive alerts. There is no player in the marketplace that provides these services to the general public. So, this application has the potential to scale up and become the front runner in the marketplace.

Is it really unique and, if so, why haven't others joined the lucrative market?

It might be due to the lack of opportunity to sell ads and monetize the service. Accuracy of the predictive models will be also a reason. Dataminr offers their basic plan at \$11,000 / year to businesses. Offering a free service to the public won't be that interesting for the tech giants.