Photon / Snapick - Launch Strategy

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As our MVP (Codename : Photon) is almost complete and launch ready, I must now explain what is **"Photon"** and how is it different from a full blown **"Snapick"** and why the different naming conventions. This document describes a descrete and well defined well thought deployment strategy which I came upon and also describes Photon as a product and its capabilities.

Photon

Photon is a trimmed down version of snapick with limited capabilites and more of a social network touch over snapick. The primary aim was to effectively reduce the load of photos we have to process but still making the product useful and interactive for the user. Photon achieves most of its capabilites by using the snapick code as a service. So photon is a social network powered by snapick. Photon though is still a codename and I would like to hear your thoughts upon the naming conventions and if we should just call "Snapick" - "Snapick". The capabilities of photon are trimmed down from snapick meaning it performs a subset of snapick's features but also provides rich photo sharing services like timeline and a very powerful trends API. Each of its planned capability is defined later in this document. Due to restrictions of finances we though have a 3 stage deployment policy for Photon which allows us to handle and patch bugs and innovate faster then normal and also keeps the costs low and upgrades when it is more capable. The ultimate aim of photon is to provide the complete set of Snapick's features keeping it usable as a photo sharing Social Network.

Why Photon

Photon is by design a social network and hence optimized for social networking functions, you must be asking why photon over snapick's aggregated photo browsing capabilities ? The reason is performance. Even if I wan't to support 100 users with snapick the amount of server power required to process those images is unfeasible for us at the moment. Photon allows us to do this in a much better and optimized manner. Since its a social network it reduces the amount of photos it needs to process from several hundred thousand to several hundreds. Since we will not have to process all the "dropbox", "instagram" <insert photo storage here>, but just the photos our users upload.

Photon Feature Set

- Facial Recognition

As the name suggests this is the products capability to identify a user by his face and further this also identifies the various expressions the user is making. And the estimated age of the photograph.

- Filters

  This is a pure social networking feature to go in par with instagram we provide marvellous photographic filters to the user, the twist in the story is since we already process images for rich data we can apply the best filter for the photo out of the box using multiple techniques for instance we detect a face being focussed in the photo we can digitally bokeh out hte background creating a field effect etc. The underconstruction lower level camera allows us to do this on iOS, Android and Windows Phone. Further we can still beuatify pictures taken by DSLR etc using the web client. These filters bring photos to life and the "smartness" of snapick automagically makes an image look amazing.

- Object Recognition

  The capability to identiy generic objects like phones, buttons, etc inside a photo and then automagically this happens using snapicks servers.

- Event Detection

  This is snapicks ability to detect events like birthdays and national holidays or other things using known photos associated to those things. For example after recent victory of germany in world cup internet was flooded with photos of german celebration and the most identified objects and tags were WORLD CUP, GERMANY and flags etc. Snapick can actually find probablity of an image to belong to an event using similarities of the mathematical model of the image. And thus auto tag an image to an event, even if it was not tagged.

- Aggregation

  Aggregation is the process of creation of a group of images which meet a certain feature-set. For example on my birthday if 5 of my friends share photos of the same event in current social networks this will result into multiple posts. While Photon using snapicks server can aggregate this as one single source. "Photos of Abhishek Hingnikar's Birthday". Aggregation can occur on every indexable feature in snapick core.

- Event Aggregation

  This is a higher level api which combines the aggregation capacity with powerful event detection creating intresting scenarios like. Germany's world cup etc. Thus isntead of multiple photos chunked by events it can co-relate two events as subevents of some bigger event and show them accordingly.

- Trends API (Smoking HOT)

  This is almost a nobrainer, remember those #worldCup #x #y on the left and right on twitter and facebook ? Facebook and Twitter user #tags to figure out trends. We already process natural language and thus we can go a few step further we detect every "non-filling" word and can index an image as per these features, then these can be "aggregated" and "analyzed" to figure out the current trend and with simple intersections and unions this creates beautiful automatic detection of trends. So people need not to write #oh #this #is #cool, they can just do oh this is cool we can know Coolness automatically 8-). Then the top intersected trend is shown to the user directly.

- NLP Search

  Good old snapick style searches, but here we need not to write "Photos of" etc it is idiot proof and provides suggestions. And can achieve all the possibilites snapick used to do with the current detection set though.

- Location Detection And Aggregation

  Multiple photos from same or nearby location are aggregated.

- MultiLingual Support (Beta)

  This allows us to have support for multiple languages and provide a rich native language experience to the user.

- Multiple Timelines

  With such automatic aggregation photon allows a user to have multiple timelines, for instance my good friend Kul likes Natural Scenec Beauty etc, He can search and add this dynamic search to his home, which creates a new timeline for him, which shows him related images from public domain and the people he follows. There is also a special editors pic's timeline which shows the best images in public domain.

- Streams + Privacy = Privacy A+

  I support Mozilla myself and I respect my and my customers privacy. Hence to ensure the privacy of a users photos, posts on photon can be sent to streams each stream has a set of users and only they can see the photo. But using Snapick's NLP Capabilties we support Phrases in streams like "Share with my classmates" or "Share with people in this photo" or "Share with families of people in this photo". Thus photon's streams are dynamic and extremely powerful.

Primary Phase - Closed Beta

Due to delays by CacoonJS team, and financial restrictions I am postponding this date to 16th of

August, The Primary Phase will begin with a Kickstarter and IndieGOGO Campaign and will be invitation based The product website will be launched today or by tuesday though which allows us to start marketting and creating a hype and get first invites. We are hoping to give away around 70 Invites which are already identified, the first phase will allow us to make 100 invites for people, each of which can invite 10 people after 17th September for **Secondary Phase** . The remaining invites out of the first 100 will go to the first people who back us on Kickstarter of IndieGOGO. Though a closed alpha for the readers of this document should be hosted by end of this week.

Minimum Requirement of this phase are : A kickstarter video (about 20k INR), A Decent doc for Kickstarter, A kickass website, A kickass demo.

The capabilities of photon in Phase 1 will be restricted to the following :

- Automated Facial Detection.
- Automated Photo Filtering.
- Platforms - IOS, Android, WP, Web (We can do it because of CacoonJS)
- Event Aggregation.
- Trends Api.
- Social Network Integration [Facebook only].
- Location Detection.

Secondary Phase - Public Beta

If we obtain > 50k USD via campaigns at Kickstarter and IndiGOGO and other fundraising campaigns by 17th of September we will take Photon & Snapick to **Secondary Phase** (Phase 2 here by). In phase 2 we will allow users to have all the capabilities of photon and this will go up until 31st December. Each user inviting 10 users at max will throttle the number of users we will get and thus won't overstress our servers. Once we have enough money and get more investors and sell snapick as a service to product's like Zomato (Read about that in the Thoughts on Snapick Doc). We will step to **Phase 3**. It is important to note that phase 2 has full feature set planned for photon, only with a throttle.

Minimum Requirement to get to this phase : 50K USD, DEVELOPERS !

Tertiary Phase - All Hail Lord Snapick

This involes 2 products Photon and a Photo Browser (naming convention not decided). We can call this product snapick but i wish snapick to be a public search engine. With Phase 3 Photon will be open for everyone to use with a small price $0.99 or so per year. And the full blown photo browser will go online. Which has capabilities to search the whole web.

Minimum Requirement to get to this phase : 10k users, 100k+ USD invested.

List of Primary Phase Fixed Invites

Angels

Ankur Warkioo - CEO GroupOn India
Kul Wadhwa - Wikipedia
Brandon Harris - Wikipedia
Jimmy Wales - Wikipedia
Tomasz Finc - Wikipedia
Daniel Zadnik - CEO & CTO Midnode
Alolita Sharma - Wikipedia
Santhosh Thottingal - Wikipedia
Aravind Krishnamaswamy - Charades / Python
Kiron Jonalgadda - Python
Yuri Ivanov - GOD
Sir Jonathan Ivy - V.P. Apple
Brian Chrils - Mozilla, we use his code.
IE_Dev team x 3

Microsoft India

Venkatesh Sarvasiddhi - Microsoft India
Prabhjot Singh Bakshi - Mentor Microsoft India
Joseph Landes - C.E.O. Microsoft India
Rohani Arora - Microsoft India
Teja Gudluru - Mentor Microsoft India
Others x 5

Teachers & Dignitories

College Investors x 5
HOD Verma
HOD LALA
HOD GGCT CS
HOD Kapse
Sem Incharge & Other Teachers x3

Friends (Confirmed Invites)

Anushka Waghmare – Close Friend.
Manu Vyas – Close Friend.
Harshit Shrivastava - CEO Intugine
Florian Margaine - Stackoverflow
Eva Bojorges - Stackoverflow
Fabian Hemmer – Stackoverflow
Ryan Kinal - Stackoverflow
Jason Brown - Stackoverflow
Amaan Cheval - Stackoverflow
Adrian Mönnich – Stackoverflow (Thiefmaster)
Andreas Goebel (Jandy) – Stackoverflow (The Game)
Robert Lemon - Stackoverflow

Friends (If they request invite)

Jake Verbetran - Google / Stackoverflow
Balpha - Stackoverflow
Kendall Frey - Stackoverflow
Faizan Aziz - Ex Boss.
Anirudh Coontoor - Ex Boss.
Arshad - Ex Colleague.
Eshwar - Ex Colleague.
Avinash - Ex Colleague.
Sneha's Friends x 7

Team

Sneha Patil (Hingnikar) - CEO & Head Designer.
Abhishek Hingnikar - CTO & Lead Developer.
Josiah South - Senior Cloud Architect.
Jennifer Inzer - Customer Relations / Tester
Mouli Jain - Customer Realtions / Marketting
Farhan Khan - Video Graphy and Work