

white soma



Haritha Jayasinghe
Technology



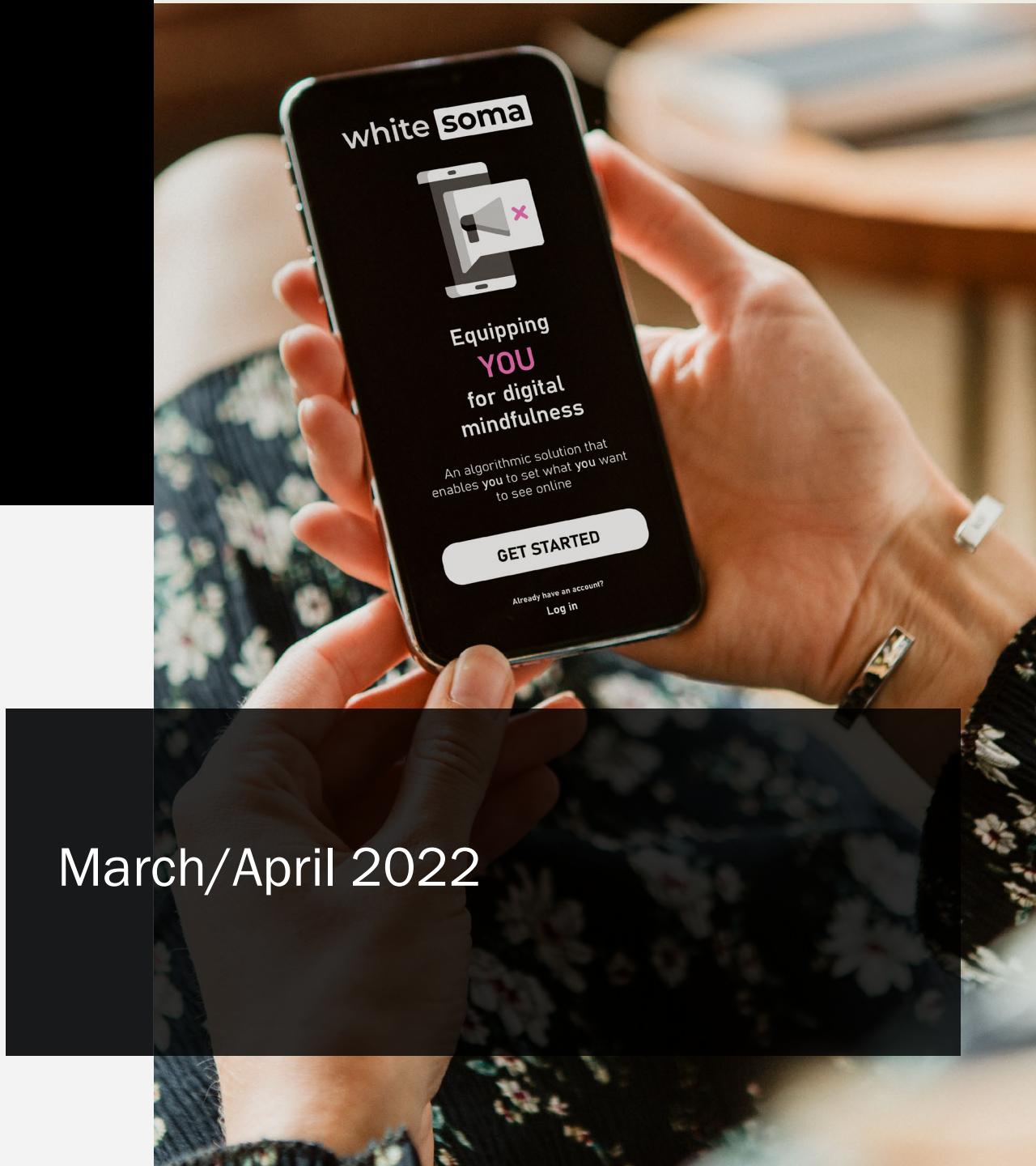
James Walsh
Team Lead



Han Ding
Finance

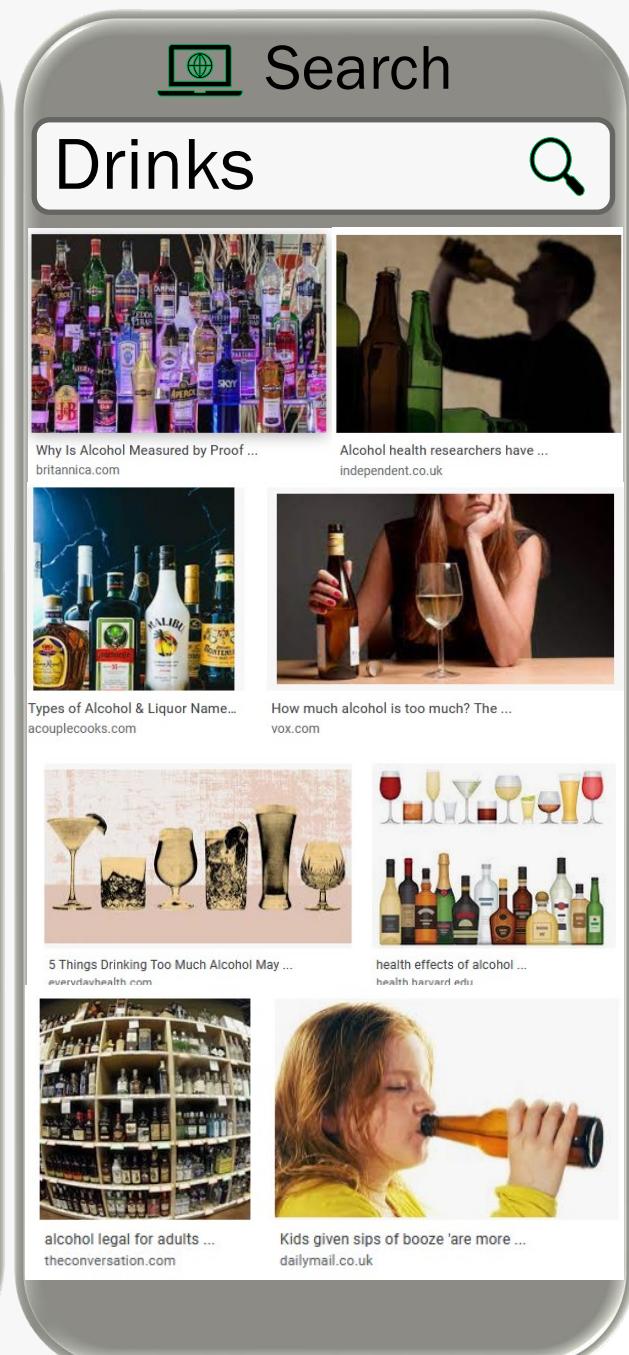
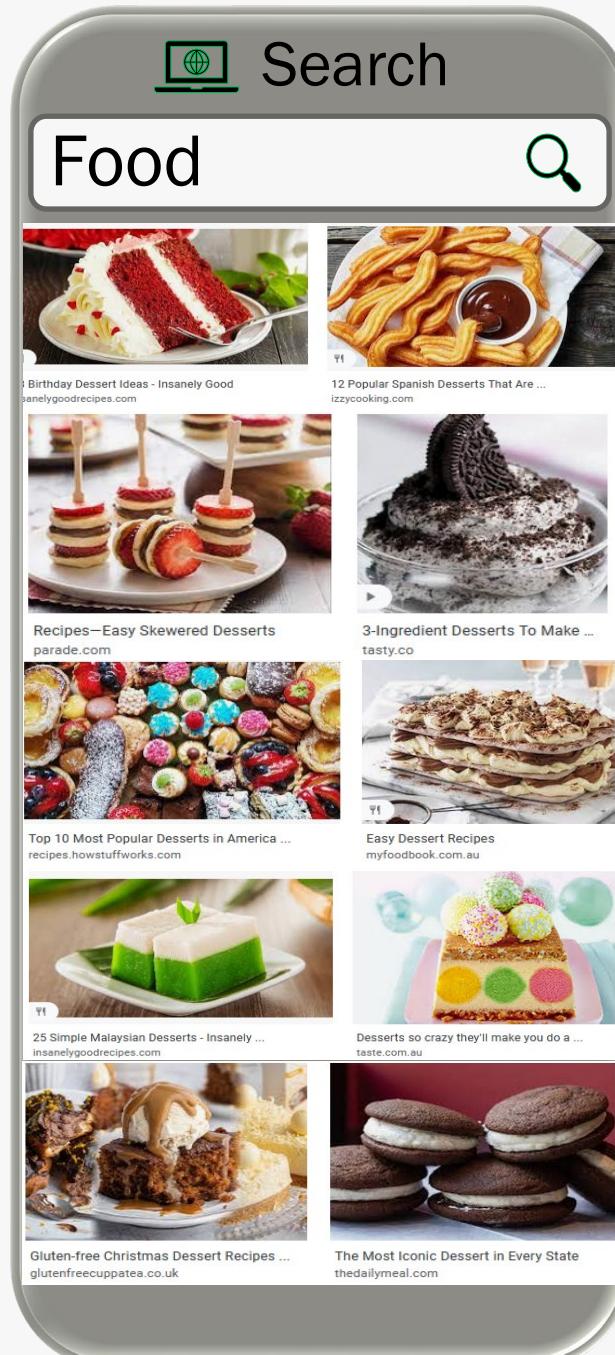


Percy Lam
Operations



When I want a healthy life and a balanced diet...

I see many things I don't want to



What exactly is the problem?



Source: The Social Dilemma (2020)

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*“It’s the gradual, slight, imperceptible **change in your own behaviour** and perception that is the product... that’s the **only thing there is** for them **to make money from**. Changing what you do, how you think, who you are.”*

– Jaron Lanier

Founder of VPL Research

Office of the Chief Technology Officer Prime Unifying Scientist (“octopus”) @ Microsoft

Marketplace

Search Marketplace

Search filters

Within 50 miles of Cambridgshire

Ages 20-40

Additional filters

Demographic

Interests

Behaviour

Location

Connections

Political View

Featured Today

Cambridge - 60 km



£1.03 per impression

Maddison Brown

Swing voter in Cambridgeshire.
Pro-choice. Likes cats.



£0.29 per impression

Alex Smith

Recovering Alcoholic in Girton.
Likes pale ales.



£0.25 per impression

Preeti Singh

Postgrad applicant. Rejected by 3 schools. Browses "grad cafe".



£0.60

Lily Green



£0.93

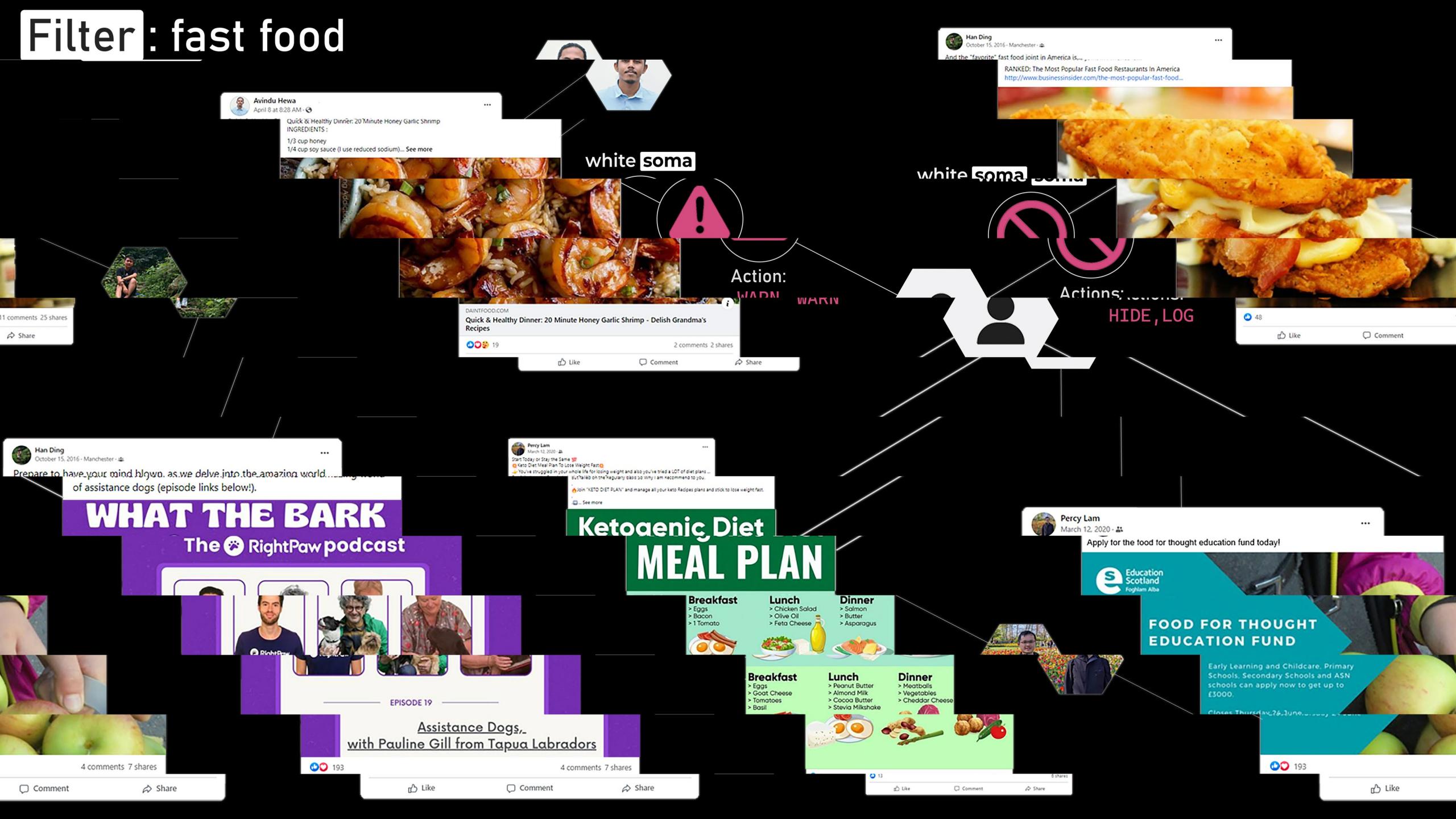
Ali Minhas



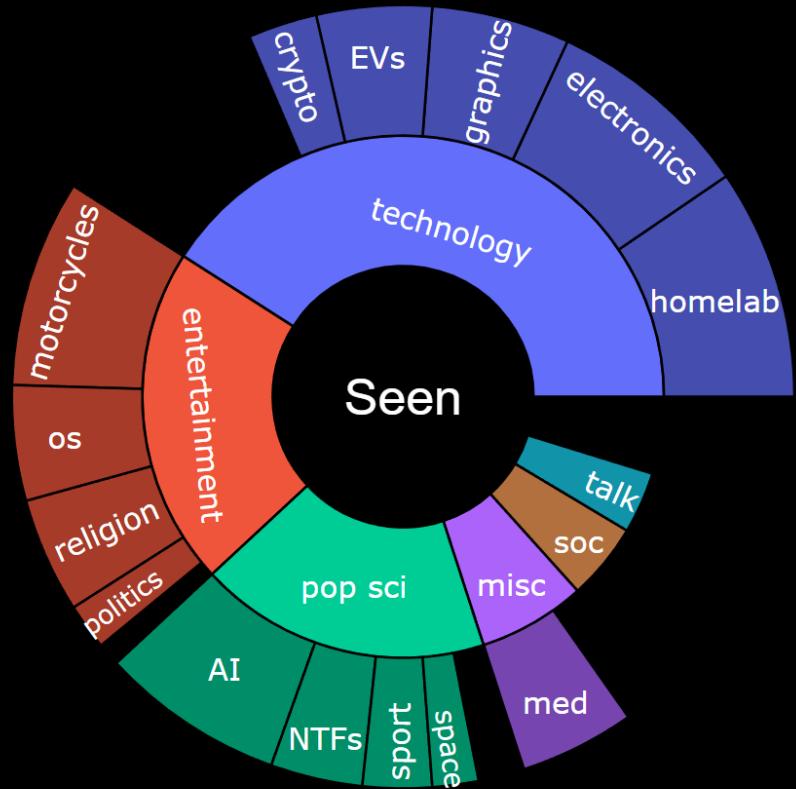
£0.53

Miriam Qadir

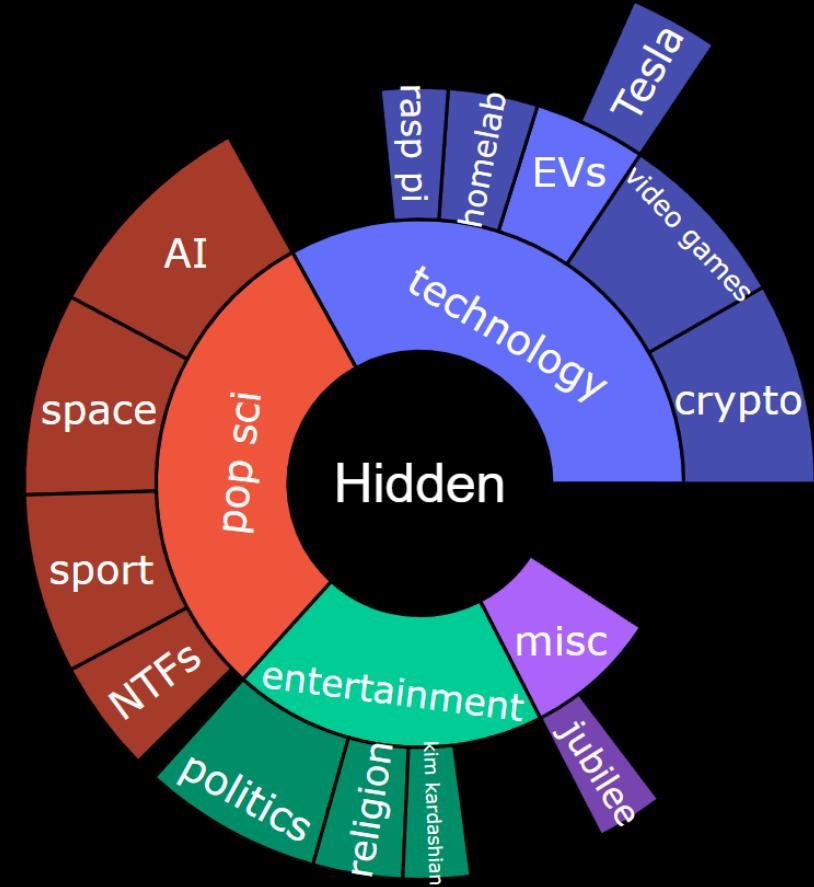
Filter: fast food



History : all seen

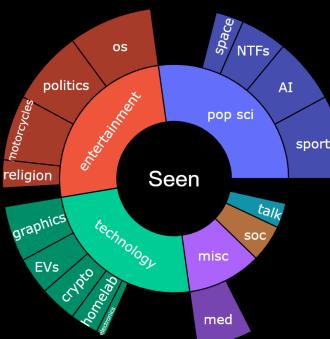
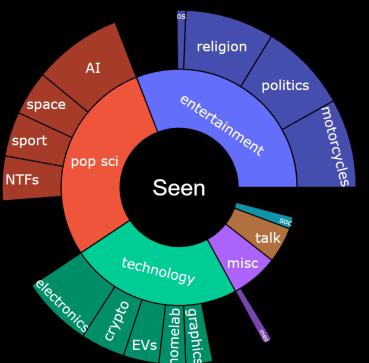
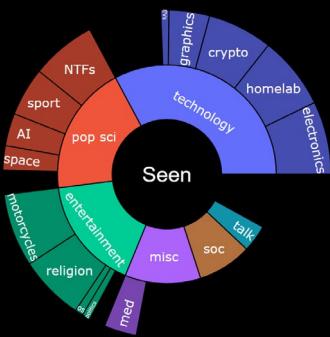
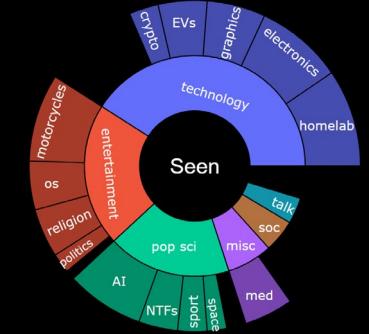


History : all hidden



History: all seen

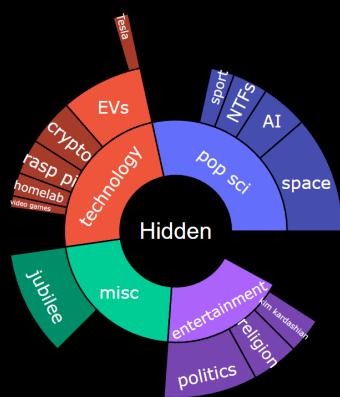
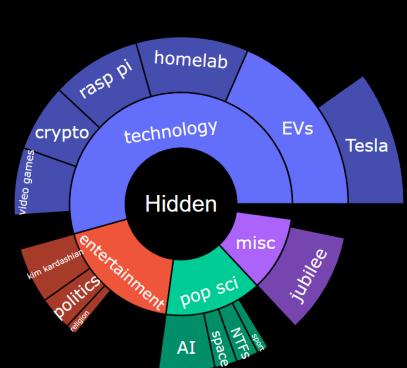
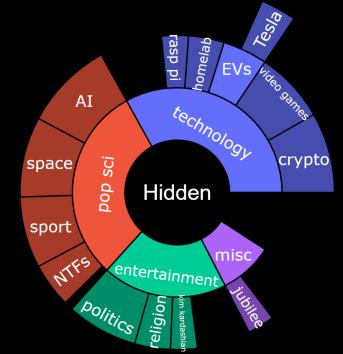
Compare with someone that identifies as: Liberal _____?



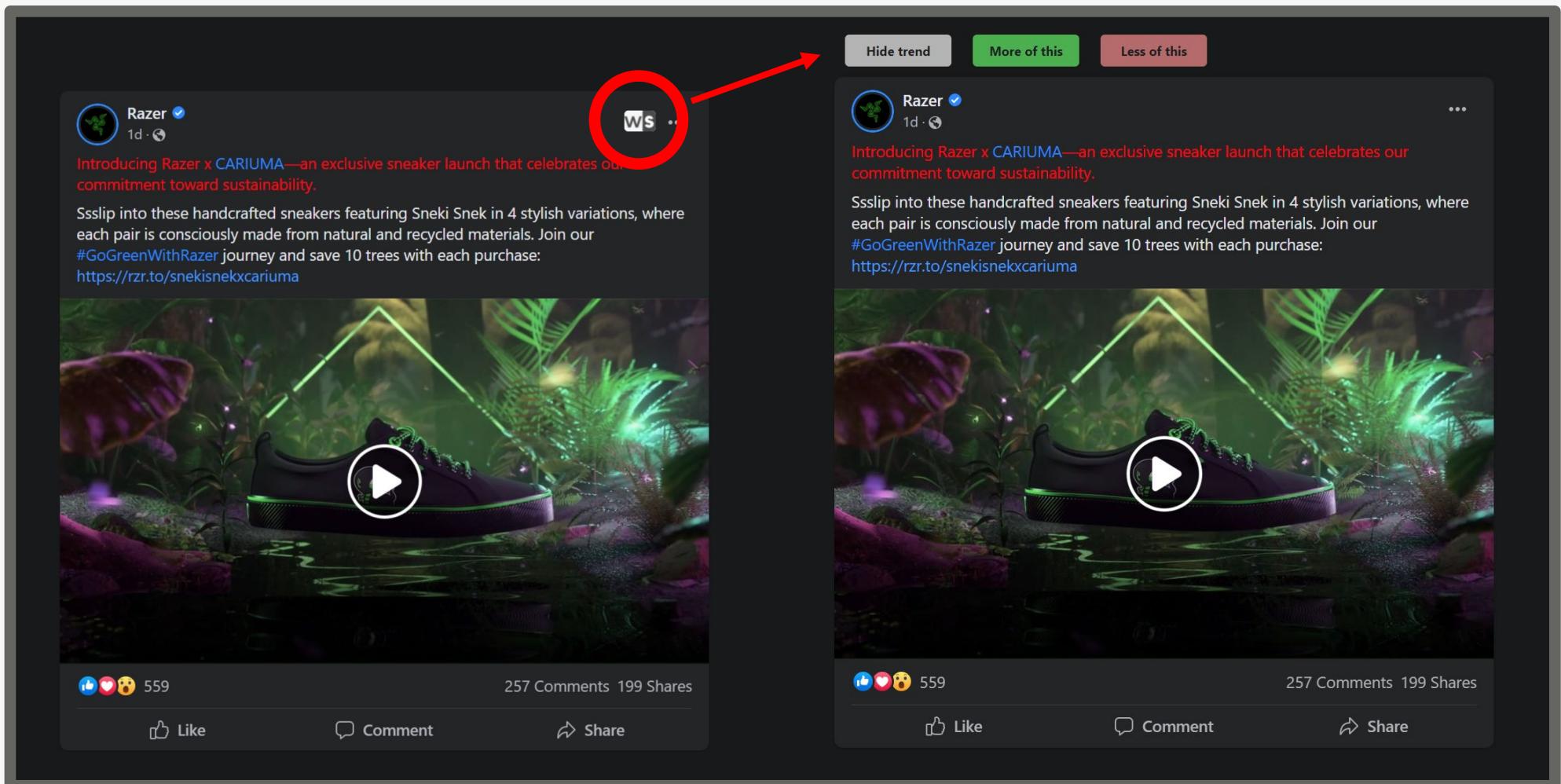
History: all hidden

Conservative

A Technologist
...



Facebook MVP





Technical Validation

Questions we asked:

1. Is content selection and modification feasible for a single website? ✓
2. Would a recommender system execute within a Javascript browser environment? ✓
3. Can a similar system be available on mobile? ✓
4. Can content in images as well as text be analyzed? ✓

Minimum Viable Product created to;

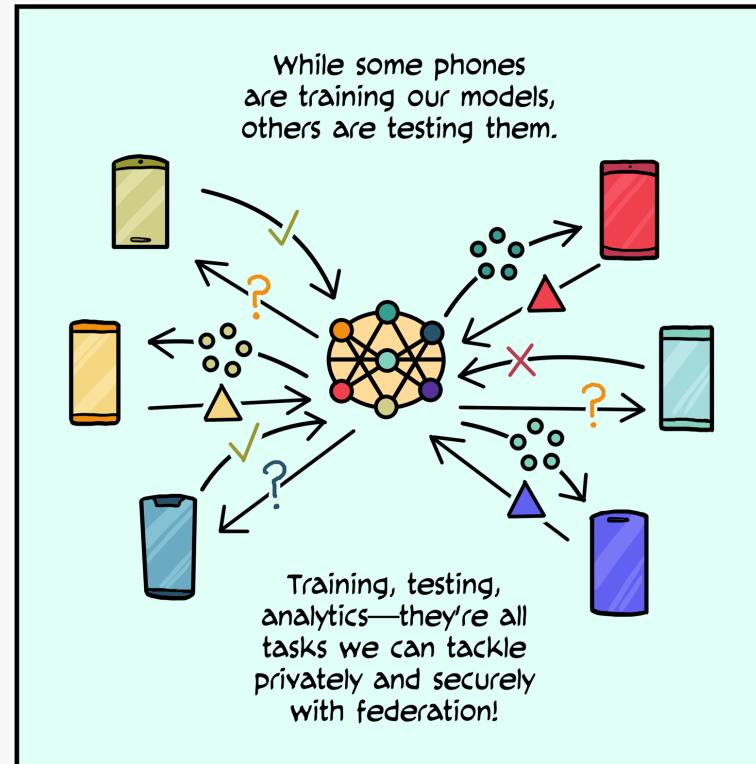
- Demonstrate **feasibility**
- Gather **market feedback**
- Identify & refine **user requirements**

The MVP is a **Chrome extension** which;

- Operates on **Facebook**
- Monitors **text / images** on each post
- Matches **keywords** defined by the user
- Offers the ability to **filter** matched content

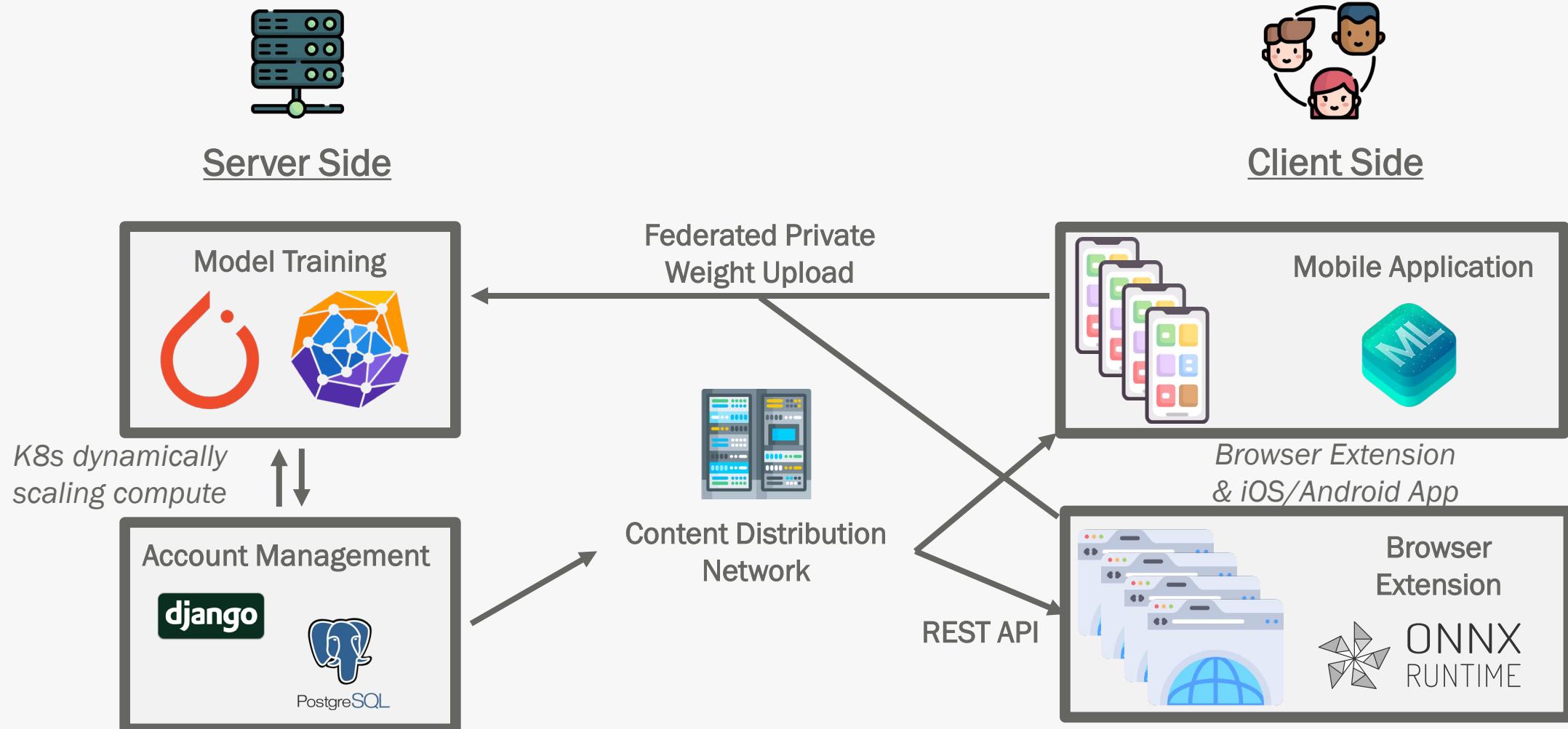
Technical Validation - Federation

What is federation in this context?

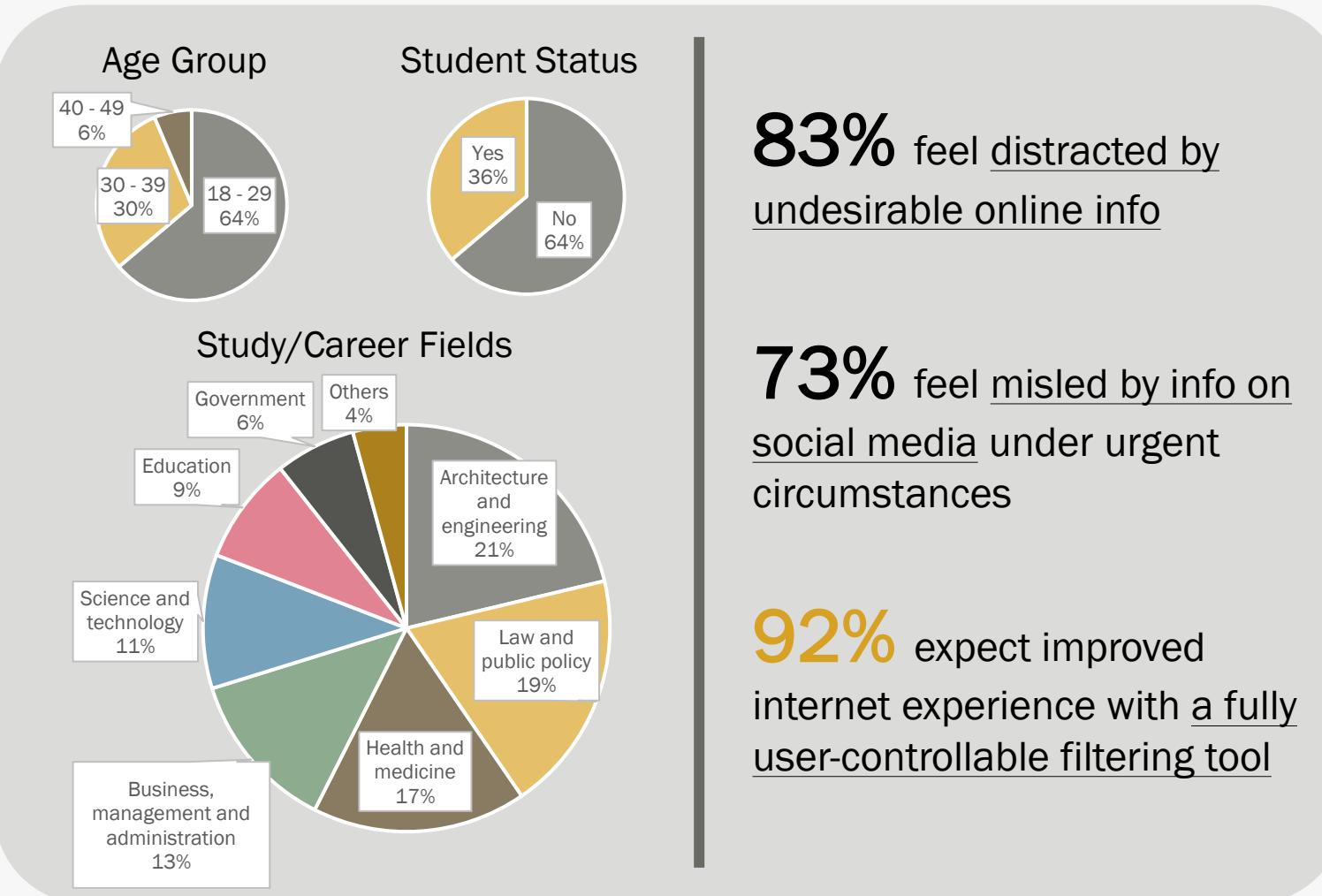


Source: <https://federated.withgoogle.com> (short comic, highly recommend)

Technical Validation – System Architecture



Survey and Interviews



"I would absolutely like to pay for using this service if it becomes available. It can help me save a lot of time and strength on internet using."

– Alan Mosca,
Founder of nPlan

"At the beginning of COVID, there are so much fake news and wrong info. on the internet regarding to this pandemic, they made me very nervous and panic."

– a PhD Student

Market Size of Relatable Existing Products



Spotify: platform operating on a freemium business model
Total 406m users, paid 180m users



VPN: freemium business model by multi-vendors
Total 1.2 bn users, paid 300m users



Ad-blockers on browser extension:
Total 150m users, paid 9m users

Business Model - Phase 1

Initial Launch

3 months free period

Full access to all provided services



- Test beta version
- Gather data and feedback
- Build initial customer reliance

Formal Launch

A *hierarchical subscription-based model* with several levels of premier services available.

Fee (£/m)	Tier	Service Details	
		No. of Blocking Keylines	Use history report access
Free	Free	Max. 3	No Access
1.99	Bronze	Max. 10	Access to past 1 month
3.99	Silver	Max. 30	Access to past 3 months
5.99	Gold	Unlimited	Full Access
39.99 £/yr			

Business Model - Phase 1 - B2C

A freemium subscription-based model with several levels of premier services available.



Financial Forecast

Low-End



Mid-End



High-End



Net Income

expected by end of 2026

£ 270K



£ 821K

£ 1.2M

Exit Scenario

Merge & Acquisition

- Merge and acquired by other internet or social media companies
- Conditions of M&A:
 - Well-established & public-consulted action plan on regulating utilisation of personal data becomes available
 - Demonstratable social responsibility of the company in protecting freedom of users in virtual space
- Reasons to buy:
 - In favour of company promotion in terms of social responsibility
 - Solid user group



To conclude...



A protest sign held up by a person. The sign is made of cardboard and has hand-painted text. The top line reads "FIGHT TODAY" in large, bold, black capital letters. Below that, it says "FOR A" in black, followed by "BETTER" in red cursive letters. The bottom line reads "TOMORROW" in large, bold, black capital letters. In the background, other protesters are visible, though they are out of focus.

FIGHT TODAY
FOR A BETTER
TOMORROW

Our Vision

Equipping you for digital mindfulness

Thank You!

Q & A

Contact us

info@whitesoma.com

Appendix

Social Enterprise vs Corporation
Patent Landscape
Copyright

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References

- [1] Krammer et al., An Effective Defense against Intrusive Web Advertising, 2008
- [2] Mishra et al. Tackling Online Abuse: A Survey of Automated Abuse Detection Methods, 2019
- [3] Davidson et al. Online Abuse: Literature Review and Policy Context, 2011
- [4] Oxford Internet Institute, <https://www.ox.ac.uk/news/2021-01-13-social-media-manipulation-political-actors-industrial-scale-problem-oxford-report>, 13 Jan 2021, retrieved 30 Nov 2021