

# white soma

Equipping you for digital mindfulness

[info@whitesoma.com](mailto:info@whitesoma.com) [whitesoma.com](https://whitesoma.com)

**STAGE** Pre-seed  
**INDUSTRY** Communications  
**NO. EMPLOYEES** 5  
**MARKET SIZE** £400m approx.  
**INVESTMENT OPP.** £100-200k

## USE OF FUNDS

Cloud compute deployment and 2-3x supporting engineers for codebase management and alternate platform development.

## MANAGEMENT TEAM

All MRes+PhD candidates at Department of Engineering, Univeristy of Cambridge



**James Walsh**  
Team Lead



**Haritha Jayasinghe**  
Technology



**Han Ding**  
Finance



**Percy Lam**  
Operations

## FINANCIAL PROJECTIONS

Assuming pre-seed funding this year and seed in 2024, with exponentially increasing burn rate.



## CHALLENGE

On average, we spend nearly 2.5 hours on social media and aggregation platforms every day. Per the wishes of the highest bidder, we're fed a curated feed of content and advertising designed to keep us hooked and manipulate our behaviour. In short, we're constantly fighting to maintain our autonomy, with an adversary that knows everything about us, constantly learning from our actions, and designed to be addictive. Unfortunately, we are woefully ill equipped to fight this war.

As these platforms continue to grow, simple investigative tools such as active search and filtering abilities are inconsistent and poorly interoperable. Trends towards "web3" further distance structure from these data, continuing to move from mediatable traditional hierarchical organisation into "feeds". There are few options for pre-defining trigger warnings, content blocking, or misinformation tracking, let alone investigating long term effects.

## SOLUTION

To the user, Whitesoma is a tool that analyses your feed in the background, and hides content that you do not wish to see. To the business customer, it's a modern artificial intelligence approach to data clustering, classifying, searching and filtering. Operating a graphical neural network to constantly learn through a federated upload mechanism that protects user privacy whilst keeping up to date with world events.

## MARKET

Our primary phase market are internet users that pay for advertisement blocking software, typically through a VPN service. Once this userbase is saturated, familiarity will have grown with this technology and the secondary phase market, information aggregators, can be targeted for greater automated classification of their data for user-defined content moderation.

## MILESTONES

- 1) Release of browser extension, 2) Release onto mobile platforms,
- 3) High accuracy model, 4) Global market-entry,
- 5) Wide user educational awareness, and 6) Release of B2B service.

## REVENUE MODEL

We would employ a freemium SaaS model, synonymous with VPN products for the primary phase. We would then include a B2B model charging by processing throughput (queries/min) or licence fees.

## COMPETITIVE ADVANTAGE

Almost all information aggregation and social media platforms operate fragmented search and filtration tools, hence Whitesoma doesn't presently have a direct competitor. The nearest products are likely Sook, a shopping browser extension promoting local purchases, parental control and adblockers, operating filtration for the purposes of blocking intrusive advertising. This presents the benefit of a new market, but risks requiring an informed user-base and high trust.

## EXIT

We expect a customer from the secondary phase market will have an interest in purchasing the models and user-base.