

white soma

Percy Lam

James Walsh

Haritha Jayasinghe

Han Ding

Pitch Deck
March 2022





Search

Drinks



Why Is Alcohol Measured by Proof ...
britannica.com



Types of Alcohol & Liquor Name...
acouplecooks.com



5 Things Drinking Too Much Alcohol May ...
evervdayhealth.com



alcohol legal for adults ...
theconversation.com

Kids given sips of booze 'are more ...
dailymail.co.uk



Search

14th February



26 Romantic Ways to Show Your Love for ...
lifehack.org

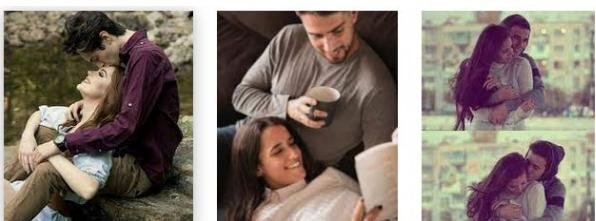
love - and is it all in the mind ...
theguardian.com

When to Say I Love You for the First Time
oprahdaily.com



Drama | British Vogue
vogue.co.uk

Love as a consciousness state | Voices ...
voicesofyouth.org



540 Sweet moments idea...
in.pinterest.com

Free Photo | Sweet coup...
freepik.com

couple photography ...
pinterest.com



Cute Couple On Piggy...
stocksy.com · In stock

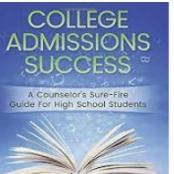
Cutest Couple by Olly Ha...
blog.winchesterhub.org

Cute couple cuddling o...
vscoco



Search

Thesis



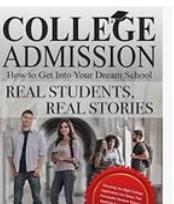
College Admissions Succ...
amazon.co.uk



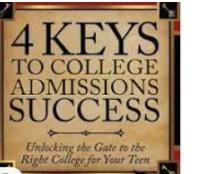
College Admission Succ...
corpmagazine.com



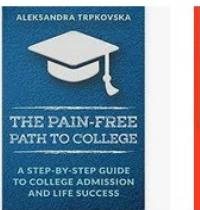
College admission Storyboard by uida...
storyboardthat.com



Dream School: Real Stud...
goodreads.com



4 KEYS TO COLLEGE ADMISSIONS SUCCESS
blackwells.co.uk · In stock



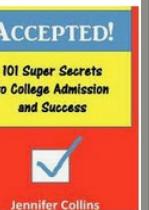
The Pain-Free Path to Coll...
goodreads.com



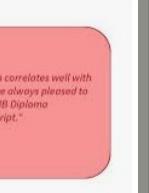
British International School Boston ...
nordangliaeducation.com



Measuring Success: Tes...
amazon.co.uk



101 Super Secrets to C...
app.thestorygraph.com



Harvard University
"Success in an IB program correlates well with success at Harvard. We are always pleased to see the credentials of the IB Diploma Programme on the transcript."



Discrimination Against Asians in ...
ivyscholars.com



Search

Food



Birthday Dessert Ideas - Insanely Good
sanelygoodrecipes.com



12 Popular Spanish Desserts That Are ...
izzycooking.com



Recipes—Easy Skewered Desserts
parade.com



Top 10 Most Popular Desserts in America ...
recipes.howstuffworks.com



Easy Dessert Recipes
myfoodbook.com.au



25 Simple Malaysian Desserts - Insanely ...
insanelygoodrecipes.com



Desserts so crazy they'll make you do a ...
taste.com.au



Gluten-free Christmas Dessert Recipes ...
glutenfreecupcake.co.uk



The Most Iconic Dessert in Every State
thedailymeal.com

What exactly is the problem?



Source: The Social Dilemma (2020)

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The actual customers and products



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

Overview

- Physical and virtual are closer than ever, and people are getting lost....
- People are imperceptibly manipulated by virtual networks



Source: Ralph Breaks the Internet (2018)



Marketplace



Search Marketplace

Browse all

Live shopping

Notifications

Buying

Selling

+ Create new listing

Filters

Cambridge, Cambridgeshire · Within 60 kilometres

Categories

Vehicles

Property for rent

Classifieds

Clothing

Today's picks



£1.03

Maddison Brown

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



£0.29

Alex Smith

Recovering Alcoholic in Girton.
Likes pale ales.



£0.25

Preeti Singh

Post grad applicant. Rejected by 3 schools. Browses grad cafe frequently.



£0.72

Kurt Cobalt

Recently joined a gym. Frequently visited fast food chains in past 6 months.



£0.60

Lily Green



£0.93

Ali Minhas



£0.53

Miriam Qadir



£0.78

Imami Malik





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?

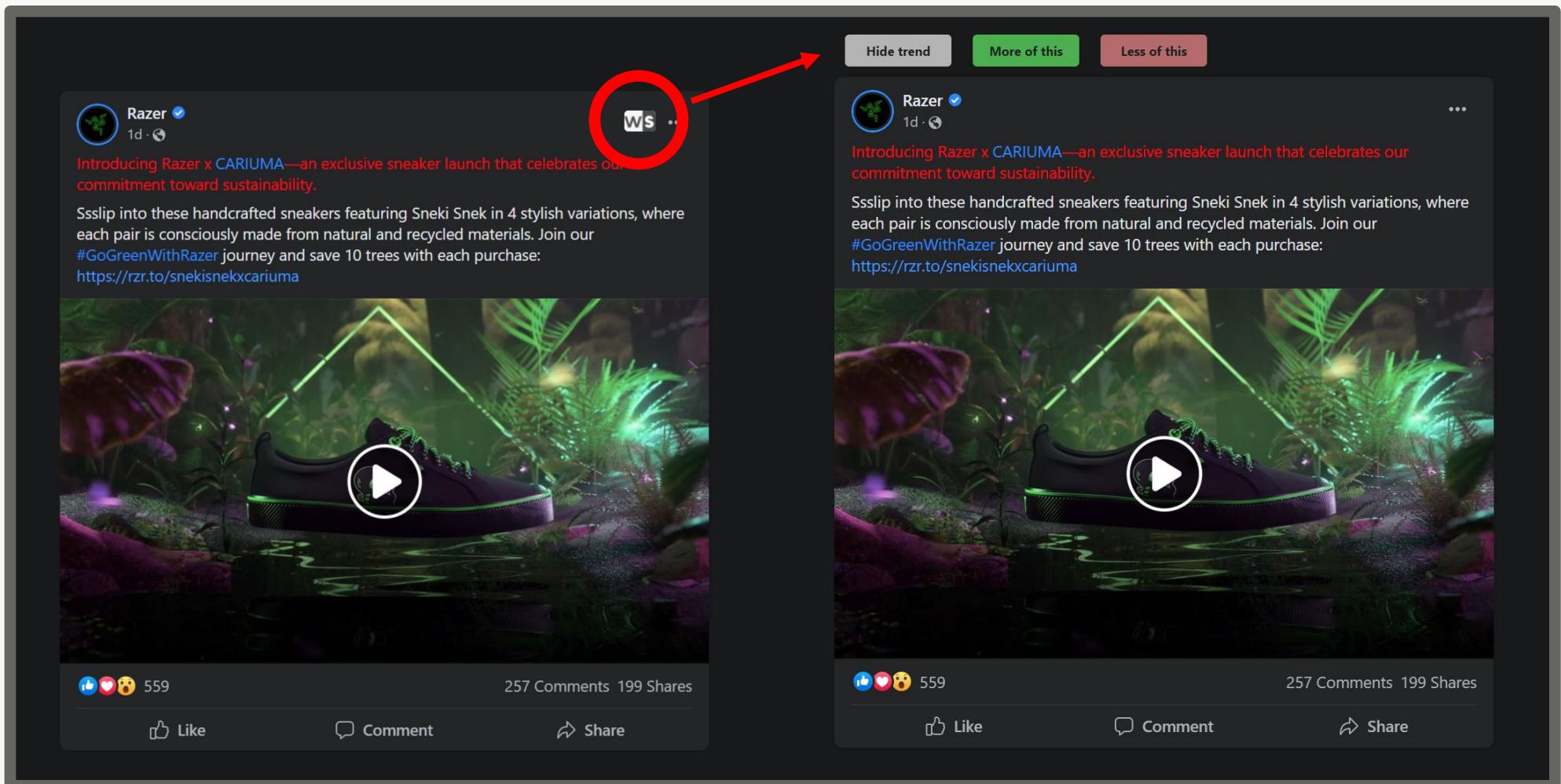
Minimum Viable Product created to;

- demonstrate feasibility
- Gather market feedback
- Identify & refine user requirements

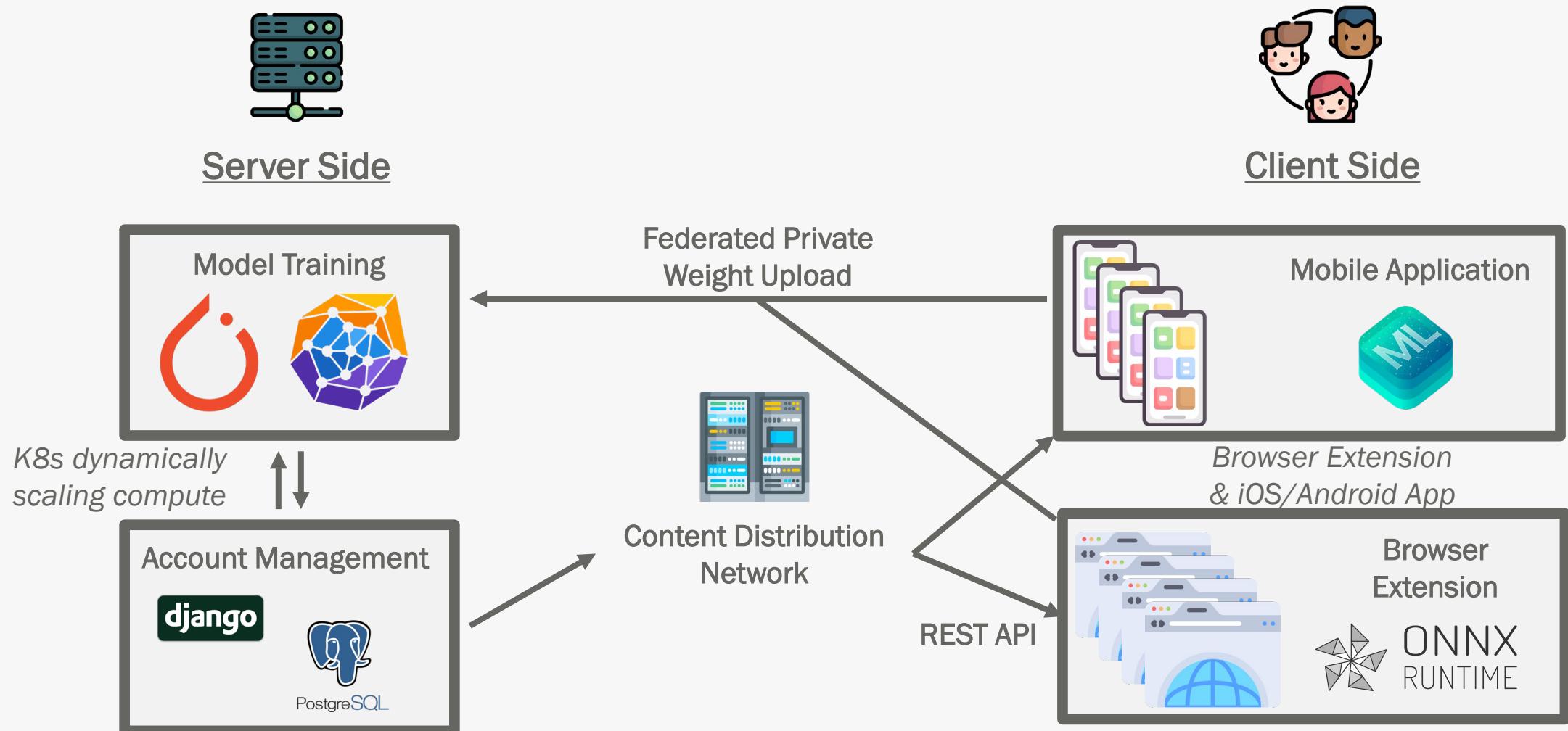
The MVP is a Chrome extension which;

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

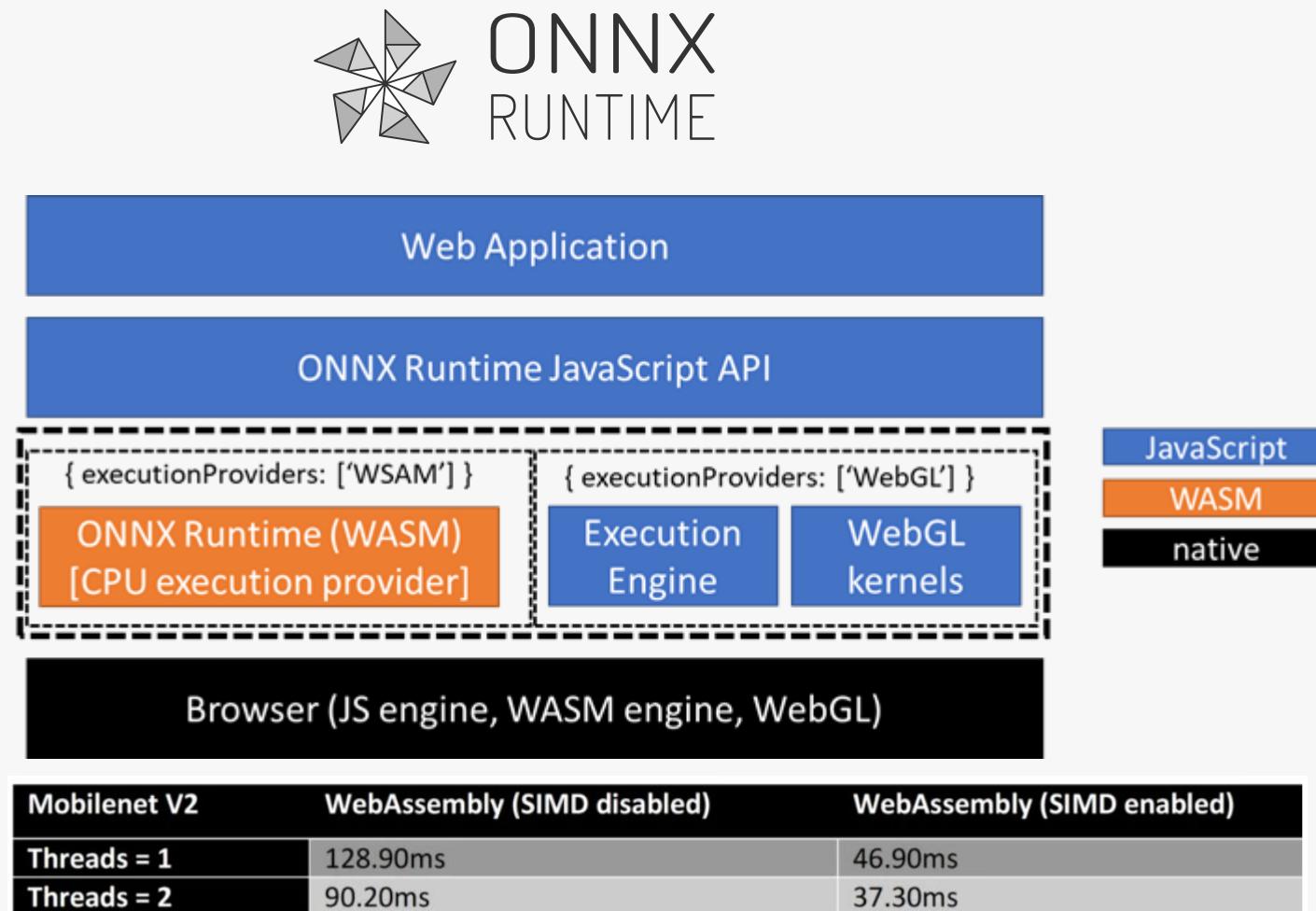
Technical Validation – Facebook MVP



Technical Validation – System Architecture

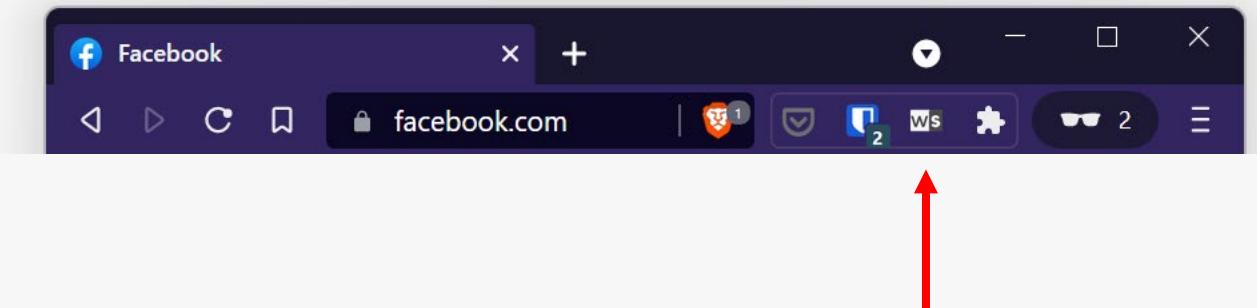


Technical Validation – ONNX in the browser!



src: <https://cloudblogs.microsoft.com/opensource/2021/09/02/onnx-runtime-web-running-your-machine-learning-model-in-browser/>

Technical Validation – Facebook MVP



A wild browser extension has appeared!

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Settings

Filter trends

Add word

Click any word to remove from filter

anti-vax trump

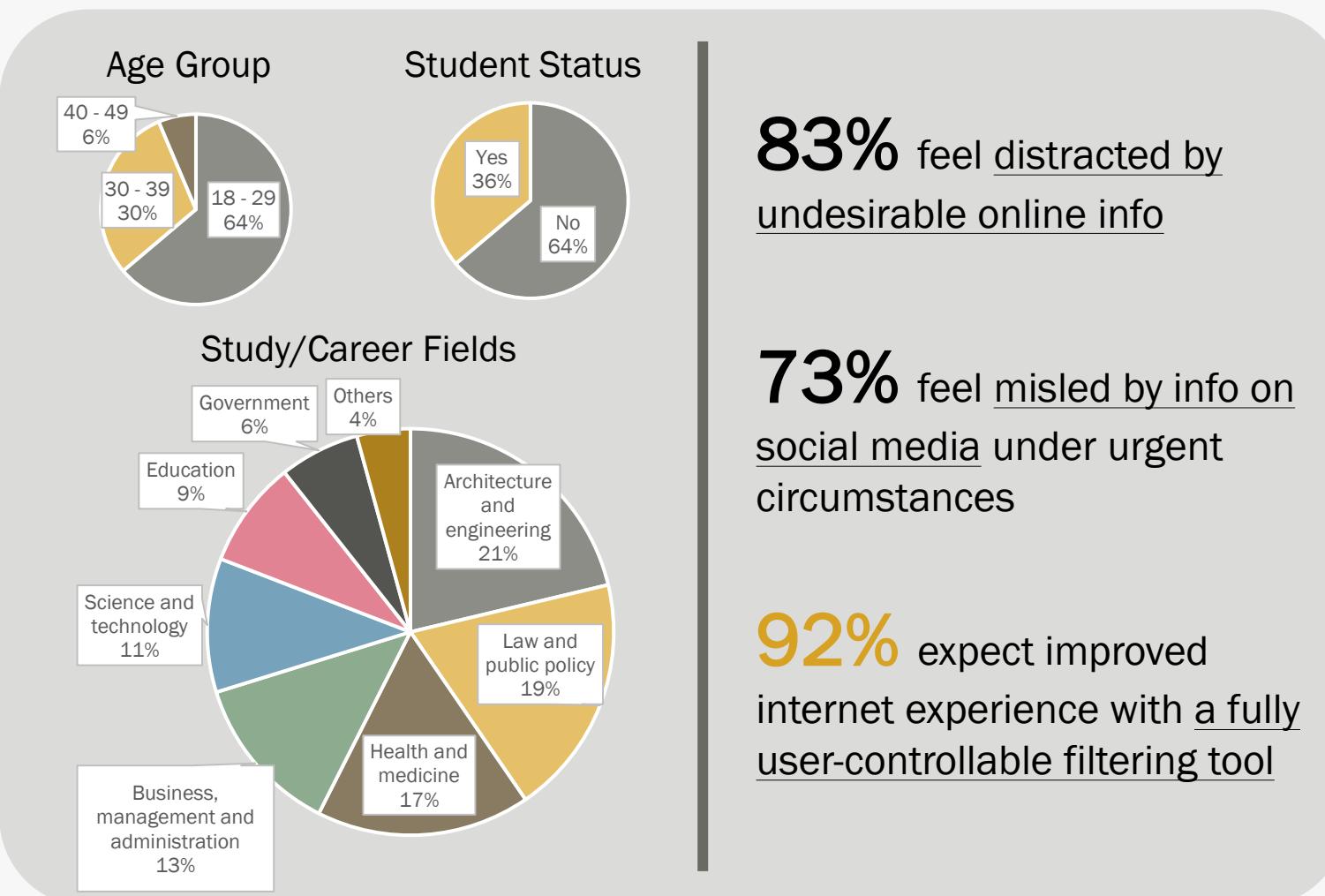
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Technical Validation

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? ✓

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



Total Addressable Market:
All internet users – 4.88bn



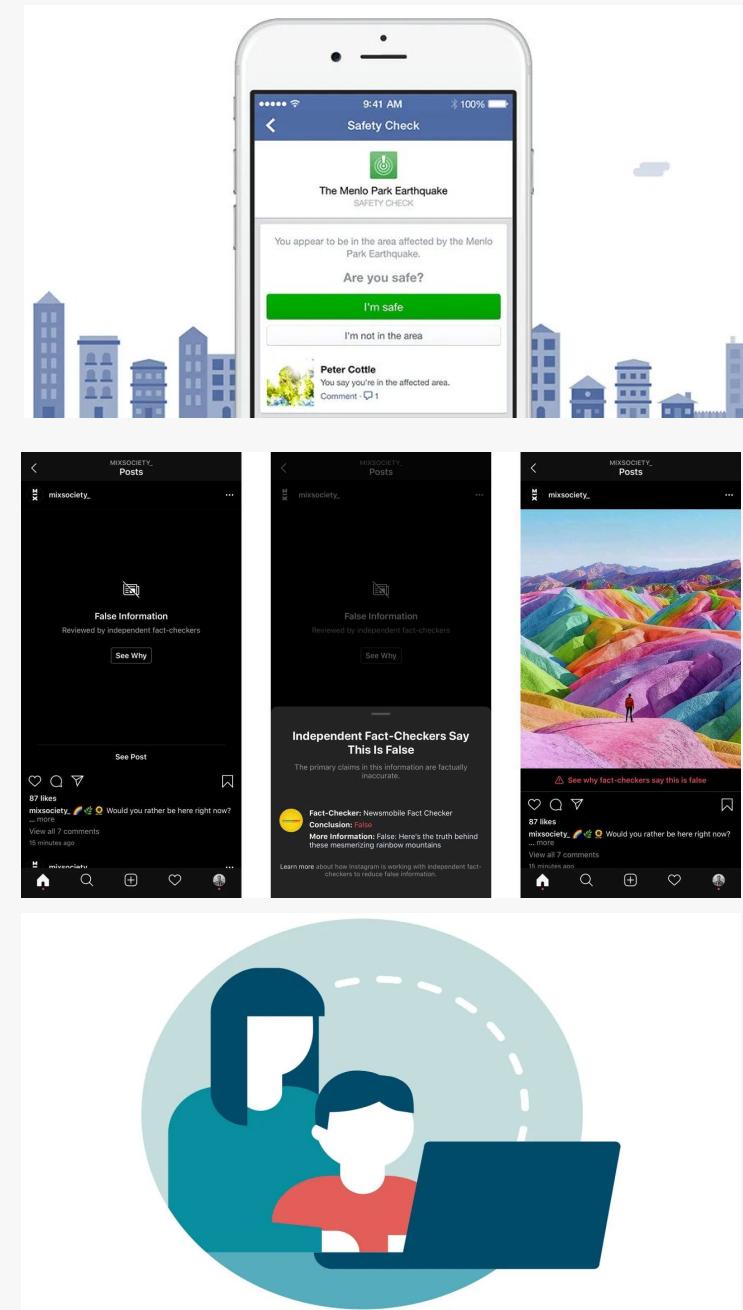
Serviceable Available Market:
Users of advertisement blocking tools - *Existing: 843m; Potential: 1.5bn*



Serviceable Obtainable Market:
Focuses on users blocking ads by browser extension – 150m

Relevant Existing Products

- Disasters relief
- Instagram false information filtering
 - *controversy of credibility checking*
 - *misinformation in COVID-19 hurts*
- Parental control – users to decide on contents, subscription-based model



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

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



Financial Forecast

whitesoma	Pre-Start Income	2022	2023	2024	2025	2026	TOTAL
Expected User Number		1,000	90,000	1,200,000	2,500,000	5,000,000	
REVENUE							
CASH/CHEQUES RECEIVED							
Individual Customer Sales	£ -	£ 46,000	£ 248,400	£ 3,312,000	£ 6,900,000	£ 13,800,000	£ 24,306,400
B2B revenue	£ -	£ -	£ -	£ 100,000	£ 2,000,000	£ 9,000,000	£ 11,100,000
Other Income (????)	£ -	£ -	£ -	£ -	£ -	£ -	£ -
Funding	£ -	£ 200,000		£ 500,000	£ -	£ -	£ 700,000
TOTAL	£ -	£ 246,000	£ 248,400	£ 3,912,000	£ 8,900,000	£ 22,800,000	£ 36,106,400
EXPENDITURE							
Pre-Start Expenses							
Operational Cost	£ -	£ 600	£ 4,720	£ 9,440	£ 37,760	£ 151,040	£ 203,560
Business Administrative Cost	£ -	£ 1,000	£ 1,000	£ 3,000	£ 12,000	£ 48,000	£ 65,000
Advertising, Education & Promotions	£ -	£ 30,000	£ 120,000	£ 240,000	£ 480,000	£ 960,000	£ 1,830,000
Staff Training	£ -	£ -	£ 2,000	£ 4,400	£ 9,680	£ 17,747	£ 33,827
Staff Salaries	£ -	£ -	£ 200,000	£ 440,000	£ 968,000	£ 1,774,667	£ 3,382,667
Travelling & Motor Expenses	£ -	£ -	£ 500	£ 1,000	£ 1,500	£ 2,000	£ 5,000
Equipment Expenses	£ -	£ -	£ 4,000	£ 6,000	£ 6,000	£ 10,000	£ 26,000
Taxation (excl. VAT&Corporation Tax)	£ -	£ -	£ 30,100	£ 66,220	£ 145,684	£ 267,087	£ 509,091
VAT	£ -	£ -	£ 32,680	£ 665,400	£ 1,763,000	£ 4,543,000	£ 7,004,080
Miscellaneous Expenses	£ -	£ 2,460	£ 2,484	£ 39,120	£ 89,000	£ 228,000	£ 361,064
TOTAL	£ -	£ 34,060	£ 397,484	£ 1,474,580	£ 3,512,624	£ 8,001,541	£ 13,420,289
Corporation Tax	£ -	£ -	£ -	£ 463,110	£ 1,023,601	£ 2,811,707	£ 4,298,419
Revenue less expenditure (incl. Corp. Tax)	£ -	£ 211,940	-£ 149,084	£ 2,437,420	£ 5,387,376	£ 14,798,459	£ 22,686,111
Net Income	£ -	£ 211,940	-£ 149,084	£ 1,974,310	£ 4,363,775	£ 11,986,752	£ 18,387,693
Opening balance - bank	£ -	£ -	£ 211,940	£ 62,856	£ 2,037,166	£ 6,400,941	
Closing balance - bank	£ -	£ 211,940	£ 62,856	£ 2,037,166	£ 6,400,941	£ 18,387,693	£ 18,387,693



£ 18,387,693

Generate by end of 2026

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

Social Enterprise

- *Company established as social enterprise to continually facilitate the daily internet browsing of people*



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

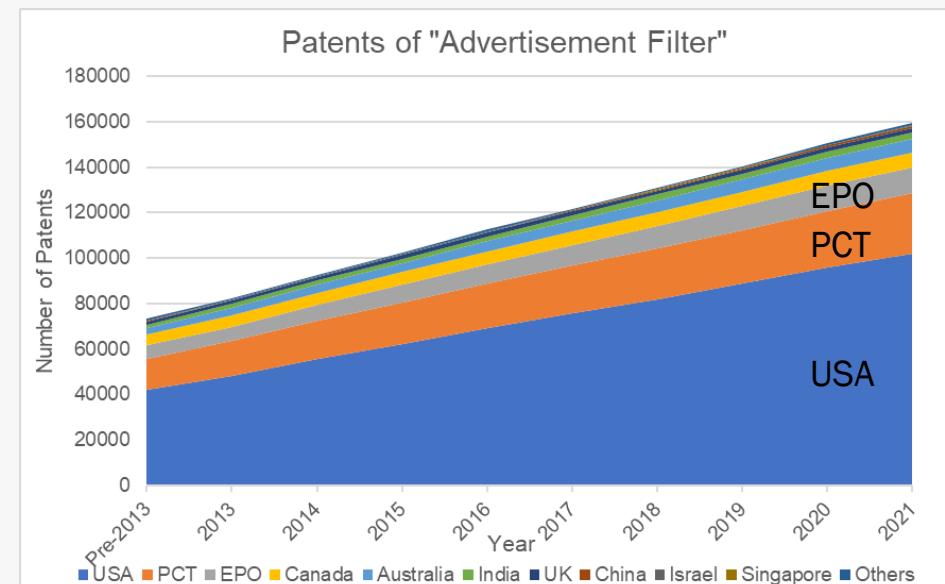
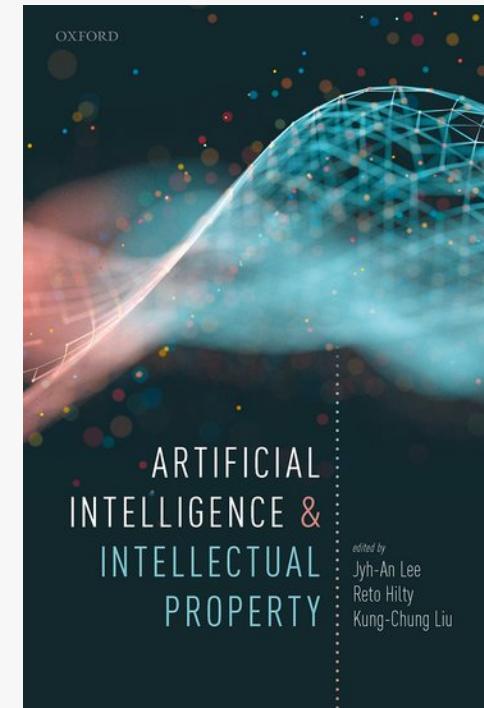
References

- [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

Patents

- Patentability
 - As processes, machines or integrated in manufactures
 - As particular technical solutions to a technical problem permitted in *Alice Corp v CLS Bank International* (2014)
- Requirements
 - Disclosure: specific claims on the particular function of the AI technology
 - Non-obviousness: AI technology and not mere application of AI
- Existing landscape
 - Most relevant patents in “advertisement/webpage” “blocker/filter” – both blockers and circumventing blockers
 - “content filter” generally not referred to web contents

⇒ Our product is different from most patented products



Copyrights

- Data – the most pressing issue
 - Needs access for network training
 - Current regime targets market-encroaching uses
 - Text and Data Mining (TDM) – increasingly included in copyright exceptions
 - UK: 2014 amendment to Copyright, Designs and Patent Act 1988
 - Right holder's onus to affirmatively reserve the right to exclude materials from training datasets
- ⇒ Our product mostly relies on opensource resources
- Chromium – browser and functionality to add extension
 - Apache – server
 - Recommender System