

# AI for Bharat Hackathon

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Team Name : Team 1280

Team Leader Name : Manan Dudeja

Problem Statement : Design an AI-driven solution that helps create, manage, personalize, or distribute digital content more effectively.

Brief about the Idea:

# CANCEL AI - cancel content or get cancelled

A virtual audience that helps creators post confidently before the internet judges them.

## CANCEL AI proposes:

- A safe pre-posting space for creators
- Multiple AI personas acting as diverse audiences
- Evaluation of social reaction, backlash risk, and legality
- Clear risk signals + actionable suggestions
- A confidence-building tool that reduces fear of being cancelled



CANCEL AI

HOW TO USE

Upload Your Post!



LEGAL AI

HIGH

GEN-Z AI

\*This Feels Cringe

ETHICAL AI

Harmful Content

CONSERVATIVE AI

Might Upset Brands

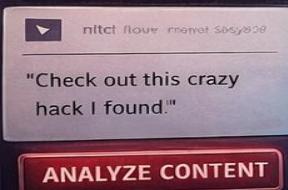
BRAND AI

Off-Brand Tone

BRAND AI

Off-Brand Tone

Upload Your Post!



"Check out this crazy hack I found!"

ANALYZE CONTENT

BACKLASH RISK: **78% HIGH**

LEGAL STATUS: Caution

REWRITE SUGGESTIONS:

Safer Version Edgier Version

"Check out this interesting trick I found."

"Check out this insane shortcut I discovered."

UPDATE POST

## Your solution should be able to explain the following:

- How different is it from any of the other existing ideas?

Most tools today:

- Only **check grammar or toxicity**
- Only **rewrite content**
- Only **moderate content**

CANCEL AI is **different** because it:

- Creates a **simulated multi person audience** instead of a single AI check
- Combines **social reaction + ethics + legality + brand + creativity** in one place
- Acts as a **confidence coach**, not just a content filter
- Focuses on how people will react, not just what the text contains
- It helps you to know that how you will be judged in public

## Your solution should be able to explain the following:

- How will it be able to solve the problem?

**CANCEL AI** helps creators by:

- Showing them the **opinion of different kinds of people** on their content.
- Letting them **test content before posting**
- Showing **possible backlash risks in advance**
- Highlighting **legal/ethical concerns in simple language**
- Giving **safer and bolder rewrite options**
- Reducing **self doubt and fear of cancellation**
- Helping creators **improve without losing their voice**

**Your solution should be able to explain the following:**

- USP of the proposed solution

**CANCEL AI** is not a censor, it is a virtual audience.

1. Simulates diverse human perspectives before content goes live.
2. Predicts audience reactions through a structured Risk Score and Emotion Map.
3. Enables interactive conversations with specific AI personas for deeper insight.
4. Adapts feedback based on platform type and creator identity.
5. Transforms risk detection into actionable rewrites and improvements.
6. Reduces creator anxiety by providing a safe pre-publication testing space.
7. Balances freedom of expression with responsible and informed communication.

## List of features offered by the solution

Analyze → Simulate → Score → Suggest → Refine → Post with Confidence

### 1 Content Upload & Analysis

- Paste text or upload images/videos
- One-click “Analyze Content” button
- Works for posts, reels, scripts, ads, and captions

### 3 Backlash Risk Score

- Visual meter: Low / Medium / High
- Clear explanation of risk factors

### 2 AI Digital Council (Main Feature)

- Legal AI – flags legal risks
- Gen-Z AI – predicts cultural reaction
- Ethical AI – checks harm or insensitivity
- Conservative AI – evaluates ideological backlash
- Brand AI – checks brand alignment
- Creativity AI – rates originality & engagement

### 4 Audience Emotion Map

- Predicted reactions in percentages
  - Offended
  - Amused
  - Inspired
  - Confused
  - Neutral

## List of features offered by the solution

Analyze → Simulate → Score → Suggest → Refine → Post with Confidence

### 5 Legal & Ethical Warning System

Status labels:

- Safe
- Caution
- High Risk

Simple, human-friendly explanation

### 7 Platform Mode

- Instagram
- LinkedIn
- YouTube
- Twitter/X
- Ads & brand content

### 6 Rewrite Suggestions

Safer version

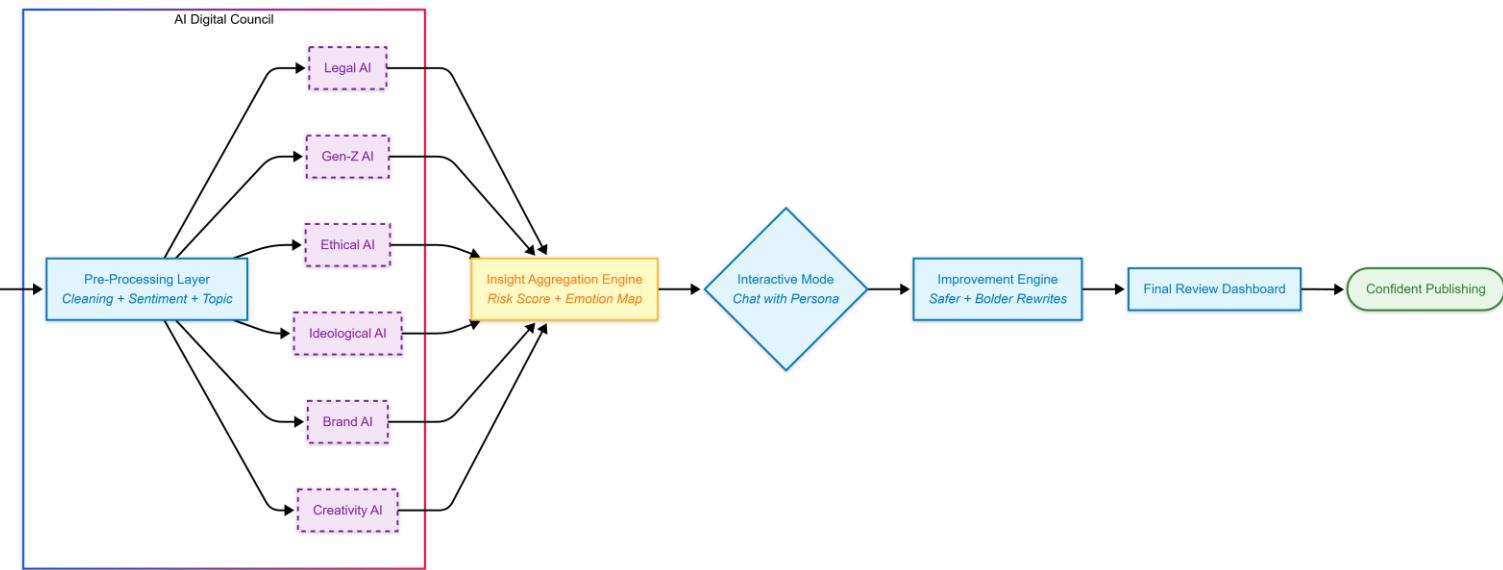
Edgier version

Creator keeps full control

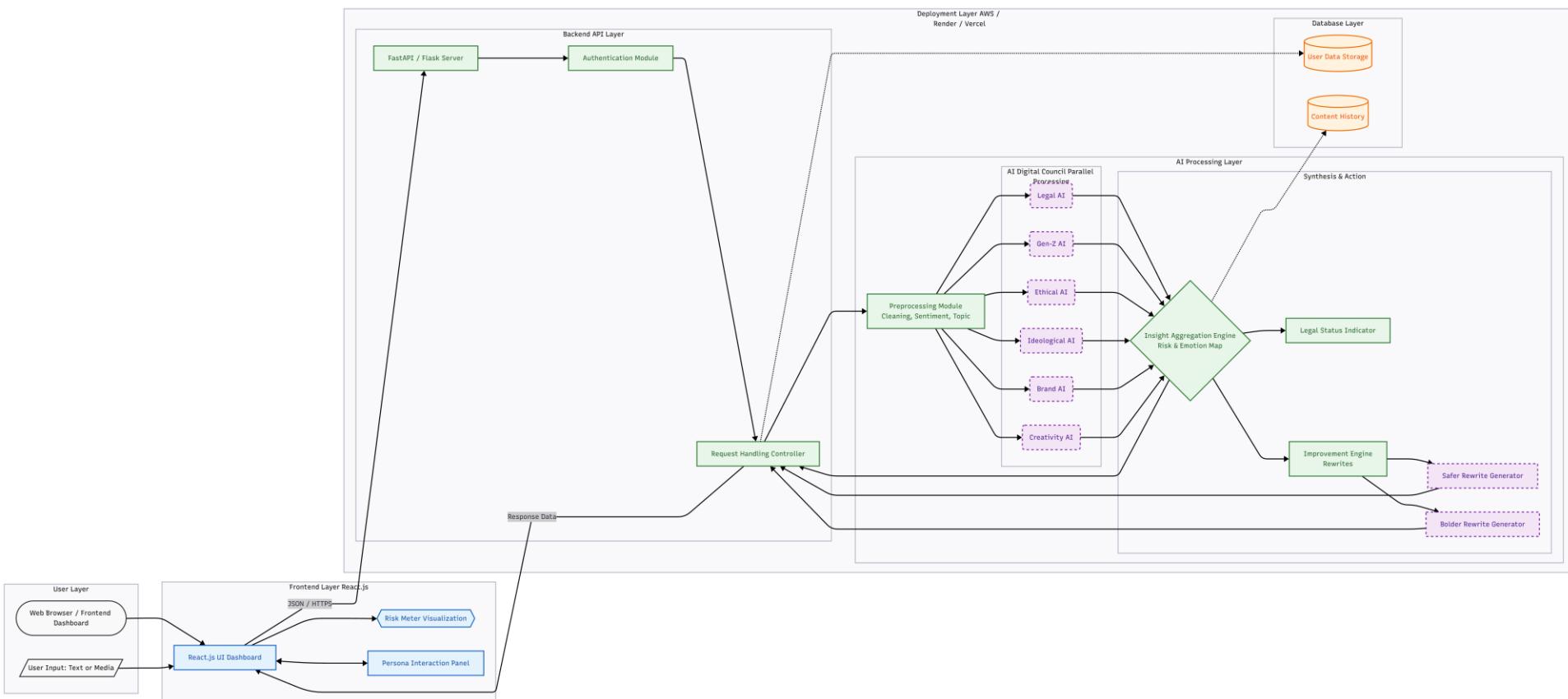
### 8 Creator Profile

User defines role (comedian, influencer, educator, brand)  
AI tailors feedback accordingly

## Process flow diagram or Use-case diagram



## Architecture diagram of the proposed solution:



## Technologies to be used in the solution:

### Frontend

- React.js
- Tailwind CSS
- Chart.js / Recharts
- Axios

### Backend

- Python
- FastAPI
- Unicorn

### AI/NLP

- Large Language Model (LLM API)
- Sentiment Analysis Models
- Toxicity / Moderation Models

### Database

- MongoDB
- Firebase

### Deployment

- Vercel/Netlify – Frontend hosting
- AWS – Backend hosting
- Docker

## Estimated implementation cost (optional):

Cost for one user -

- **Average AI Processing Cost per Analysis:** ~\$0.01 – \$0.05 per content evaluation (depending on token usage).
- **If One User Analyzes 20 Posts per Month:**  
Estimated AI cost = **\$0.20 – \$1.00 per user per month.**
- **Hosting & Infrastructure (shared cost):**  
Approx. **\$0.10 – \$0.50 per user per month** at small scale.
- **Total Estimated Cost per Active User:**  
**\$0.30 – \$1.50 per month (cloud LLM usage).**
- **Using Open-Source Models (Ollama / Local LLM):**  
AI processing cost can drop close to **\$0 per user**, with only server electricity & hardware cost remaining.

CANCEL AI can operate at under \$1 per user per month, making it scalable and commercially viable.

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Media partner **YOURSTORY**

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Thank You

