WHAT THE FAKE: FACT-CHECKERS ARCHIVING TOOL

PROBLEM 😓

Fact-checking involves data collection and storage which requires a variety of tools for each social media platform. **This method approximately takes 5 minutes per post and may be prone to human error** since data is manually copied from these different tools towards a fact-checker's own repository.

INVESTMENT REQUIREMENTS 📈

The project would need **₱47,355.60 for an estimated lifetime of 10 years**. Majority of the investment will be allocated for the web developer who will continue upgrading and maintaining the website. Other costs include web deployment and testing.

MEASURE OF PROFITABILITY ⌚

The project would generate a **28% monthly return on investment** based on the time saved per fact-checker and their monthly salary.
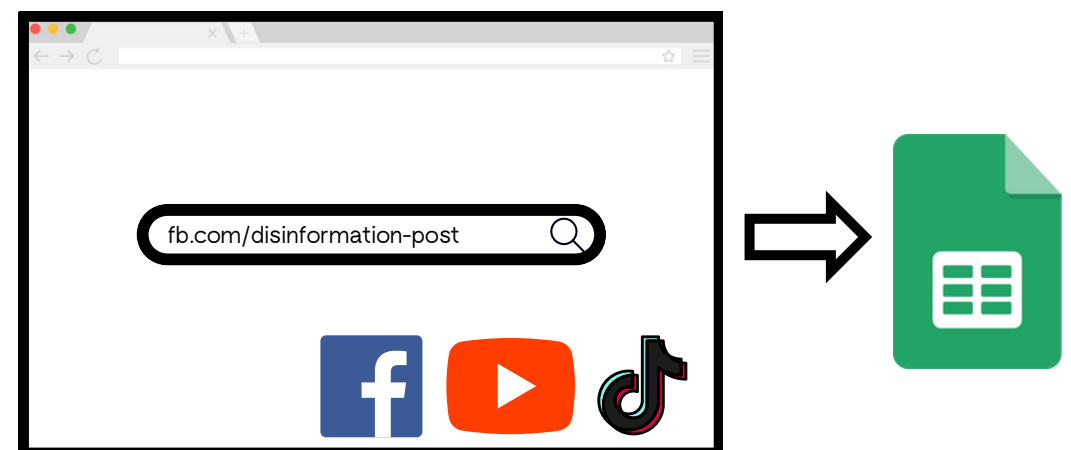
ADDRESSABLE MARKET 👥

The intended users of the project are fact-checkers. However, the project can expand further since suspicious posts are not the only thing on the web that people might need to archive. Information such as academic resources, and business ideas might need to be archived.

BUSINESS REVENUE MODEL 💰

The web application will be **subscription-based (monthly) with 50% of the monthly fee as revenue.** The **r**emaining 50% will be used for the web server's expenses.

SOLUTION 💻📱

The proposed solution is a **website capable of scraping and archiving data from different social media platforms**. Fact-checkers may link their Google accounts to automate the data storage in their own Google Spreadsheets.

MARKET VALIDATION 👍

The client from Tsek.ph, a fact-checking initiative, believes that the application will be able to **significantly reduce the time spent in collecting mis/disinformation in social media platforms**. Moreover, they believe that the project's functionality can expand even further beyond the detection of misinformation and disinformation (e.g. data analysis, academic research).

COMPETITIVE ADVANTAGE 🥇

Pain points of the fact-checkers regarding their existing data scraping tools include setting up which require technical experience, no own database, and lack of metadata extracted. These issues should be resolved by the proposed solution.

DEVELOPMENT PLANS 👨‍💻👩‍💻

The Fact-checkers Archiving Tool was developed to Technological Readiness Level 3 with a working initial prototype. Feedback from the client will be used to improve the prototype.

WTF TEAM 🤟

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