SHERLOCK: WATSON-POWERED NEWS DELIVERY

1. PROBLEM

A well-informed citizen stays up to date with what goes on both in their own country and in the world. However, staying up to date is a difficulty for many people as they have to manually scroll through feeds on social media or on multiple news websites and see vague/misleading news titles and have no guarantee that what they read is truth or "fake news."

Pain Points

  i.   Vague/Misleading news titles
  ii. Lack of guarantee for validity of news
  iii. Never see the world's reaction while browsing news

2. SOLUTION

Sherlock does your investigating for you. We are solving the problem of getting accurate information at the local and global level and combatting fake news. Readers no longer have to scroll through comments on news articles or see the skewed reactions on social media. Sherlock gives the readers the raw emotion associated with the world talking about world events. Sherlock provides fast, at-a-glance news analysis. We show readers how the world is reacting to each story.

Remedies

  i.   Provides every reader a quick idea of what a news article is about and the kinds of details it will contain
  ii. Incentivizes users to read worthwhile articles rather than waste time on fake news
  iii. See how the world is reacting to every story

3. IBM 1-3-9

Before anything we have to think of how the client will perceive the news we're writing. We want to make sure to cater to their changing attitude to the world's changing journalism. We strive to make it easy and comfortable for anyone to read reliable news efficiently. If there is anything that people should trust, it is the news they read.

Our team is dedicated to providing clients with trustworthy news and innovating by expanding IBM's famously-reliable platform to encompass News. News delivered with the IBM label will be the most attractive on the web.