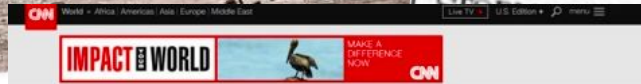




Enabling Unbiased Communication of Natural Disaster Events

Do you remember...



Entire city evacuated amid massive Canada wildfire

by **Amanda Jackson** and **Dave Altop**, CNN
Updated 8:29 AM ET, Wed May 4, 2016



Canadian wildfire forces entire town's evacuation 00:45

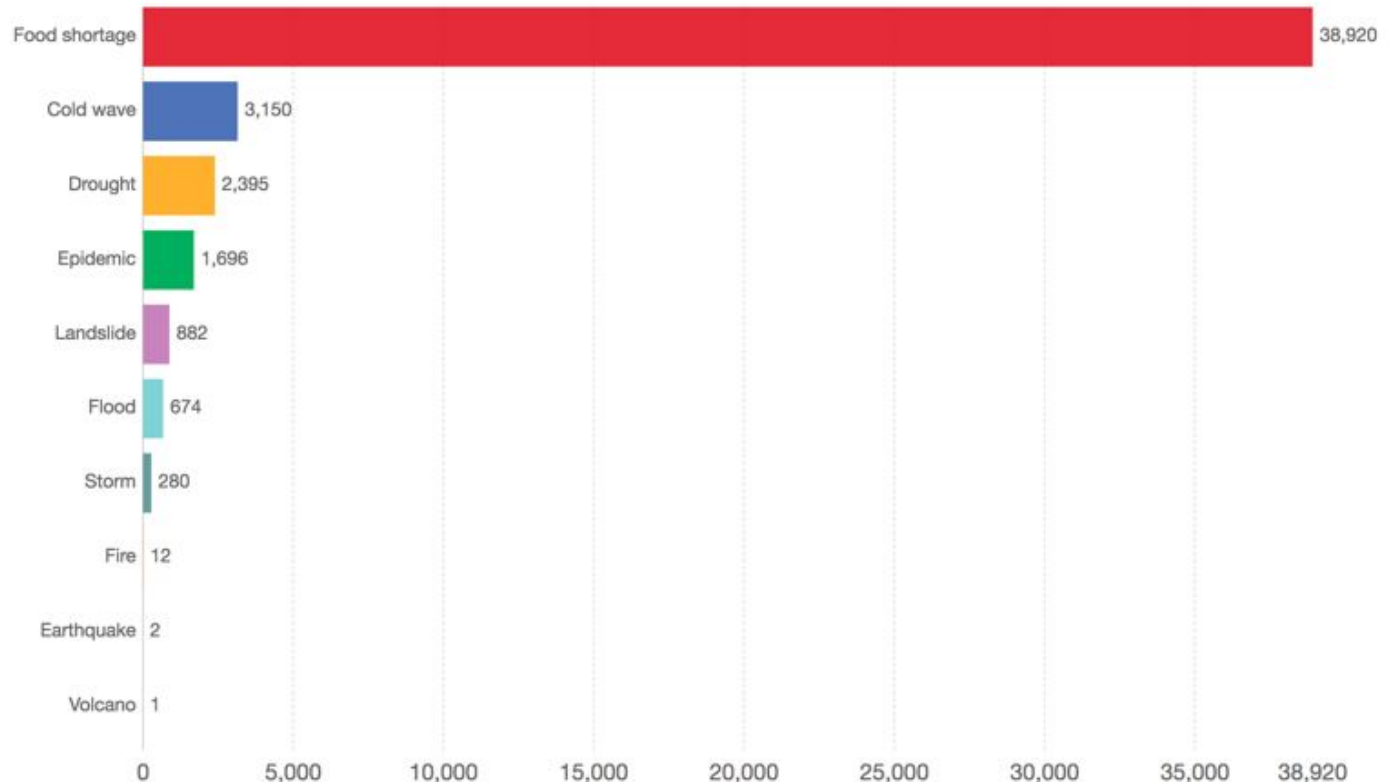


Orphaned Disasters

How many deaths does it take for a disaster to receive news coverage?

Disaster occurrence and news coverage data is used to compute the casualties ratio. The casualties ratio indicates how many casualties would make media coverage (in major US networks) equally likely, all else equal.

Our World
in Data

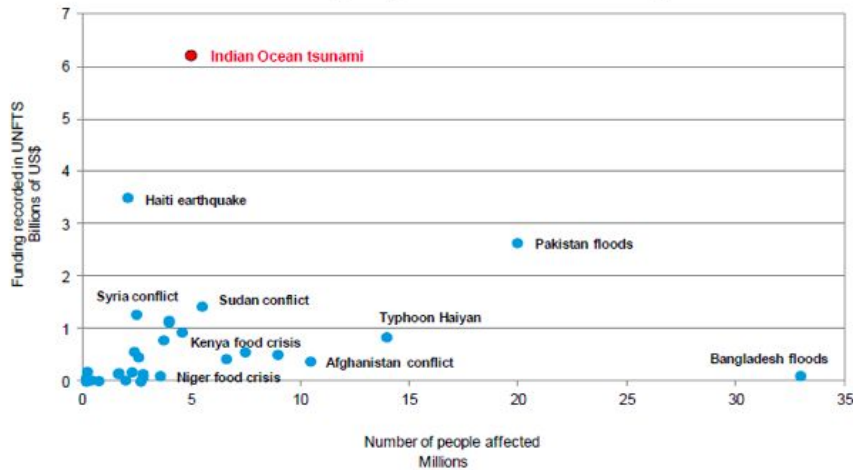


Media's Effect on Disaster Relief

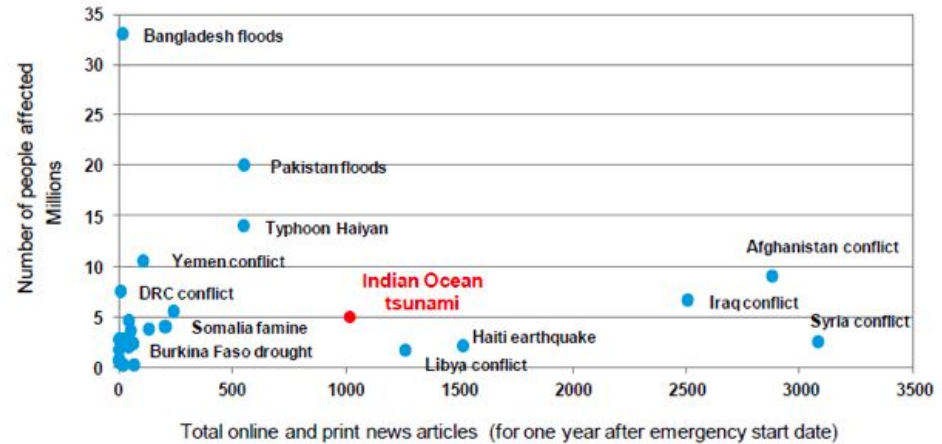


- “CNN Effect”

Humanitarian Funding Compared with Number of People Affected

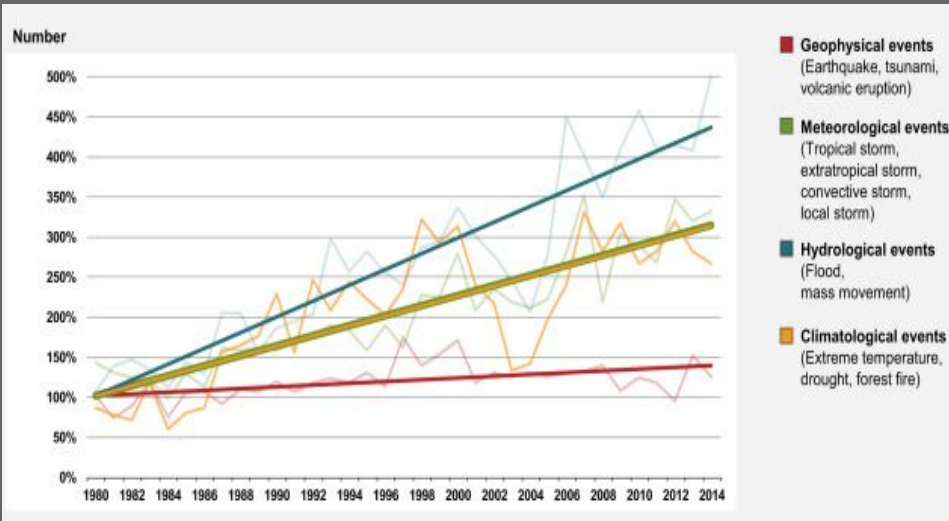


Number of people affected compared with media coverage



Need for a Solution

- Increasing trend in natural disaster occurrences worldwide and increased casualties
- Increased presence of media



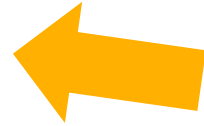
Opportunity

- Different areas of society can come together on a single platform to increase data transparency and better emergency response

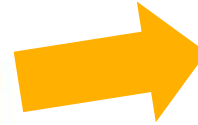




**Supplying
Unbiased
information**



Accuracy



**Communicating
important
information to the
public**

GLASS GLOBE

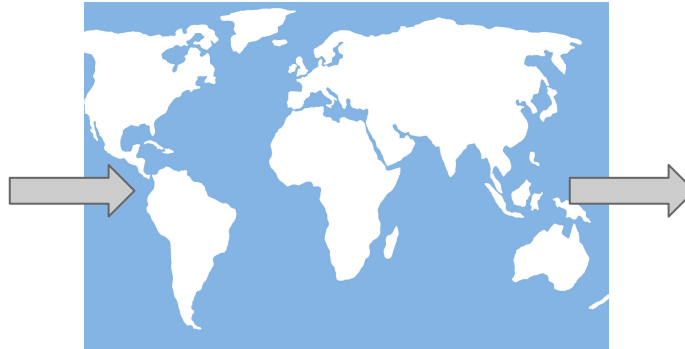
Introducing Glass Globe



Disaster reporting platform which summarizes urgent natural disaster events without media bias



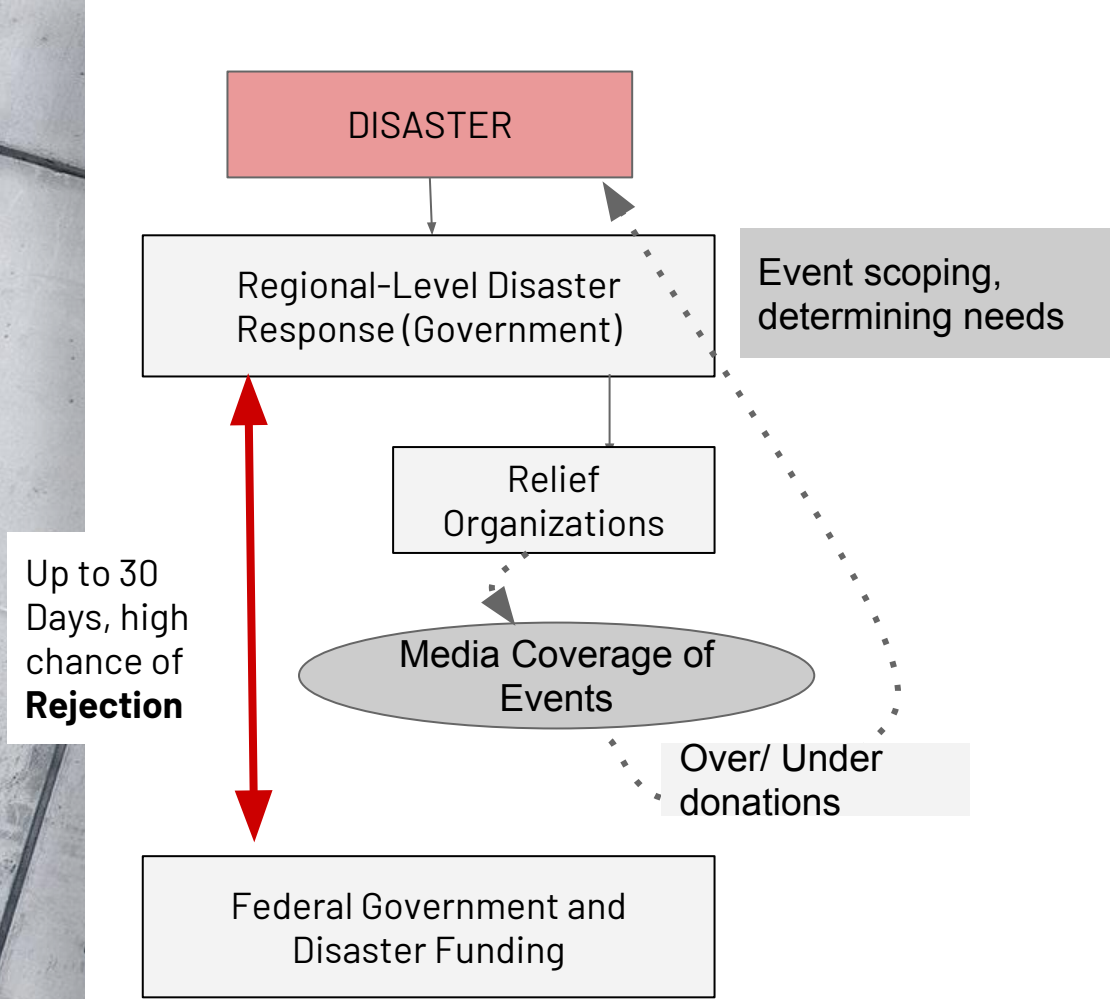
Natural Disaster Assessment
Data from Regional
Government



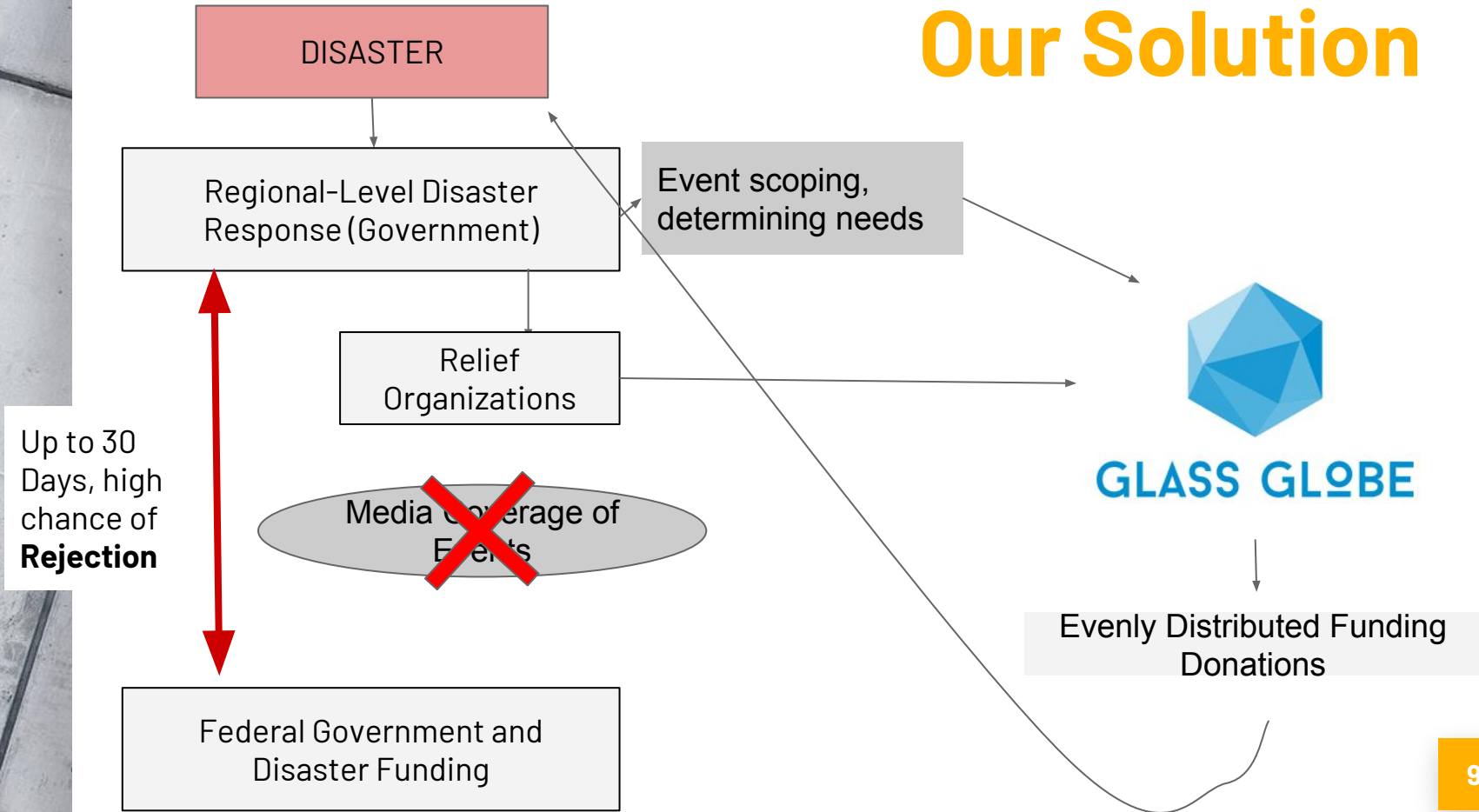
Have data available and link
with responding charities



Donors are able to browse
and filter disasters and
charities themselves



Our Solution





Stakeholders



Government
Emergency
Response
Sector

CLIENT

Donors

PARTNER

Non-Profit
Organizations

PARTNER

Victims



GLASS GLOBE

HOW TO GET INVOLVED

I am a(n) . . .

- Local Government
- Nonprofit Organization
- Interested member of the public

BANGLADESH FLOOD

%
REACHED



DESCRIPTION

DATASET

MY EVENTS



CURRENT EVENT



+ CREATE NEW

✓ PUBLISH

MY EVENTS



CURRENT EVENT



**CONTINUE
BROWSING**

 **SUPPORT**

TITLE OF DISASTER

DESCRIPTION



TITLE OF DISASTER

DATASET



Financial Model



Expenses/Losses:

- Cloud space to be able to compute and store the data
- Initial Data Acquisition cost and supplemental dataset costs to keep the platform up to date

Profit:

- Service fee to governments for giving the common platform for global disaster information
- API subscription fees from the public

Financial Analysis



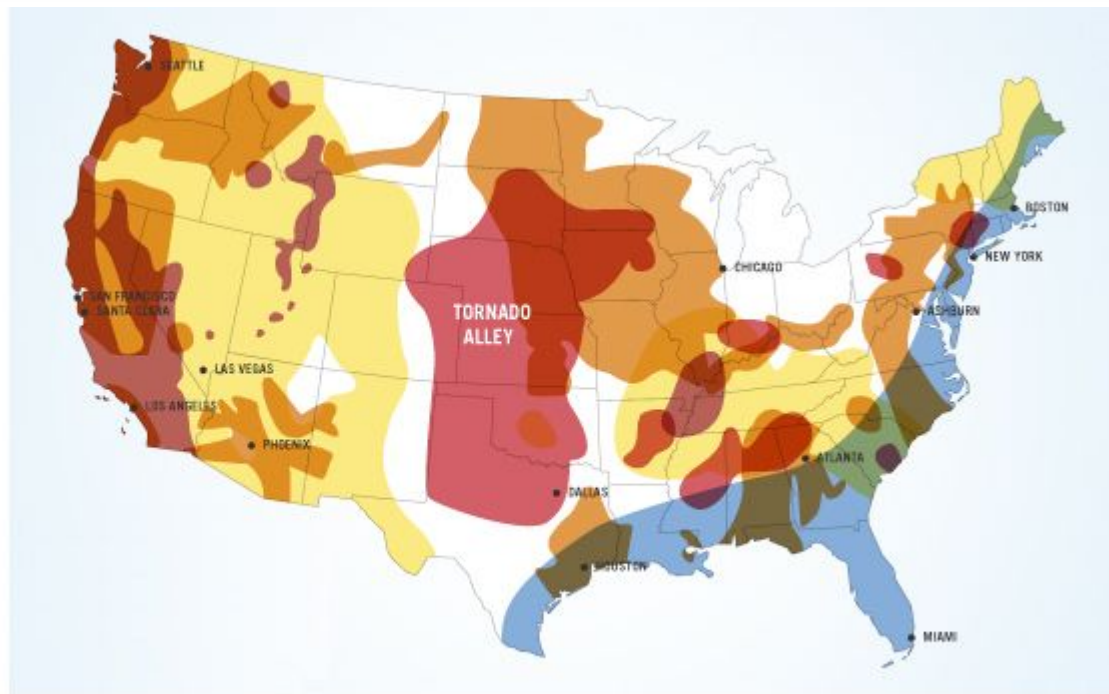
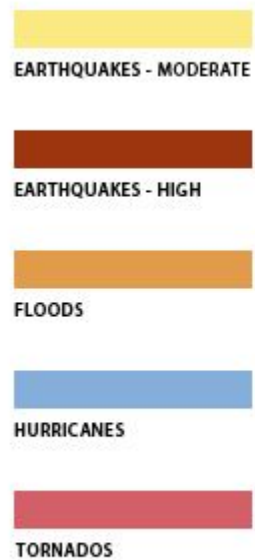
- **Based our numbers on those of Socrata, a software company that provides a data-sharing platform to government organizations.**
 - Factors considered:
 - Number of datasets
 - Views and visualizations capabilities
 - Desired number of users
 - Storage
 - Bandwidth
 - API's

Financial Analysis



- Their cheapest product (Socrata Open Data Portal - Basic) charges a \$5424 monthly fee for its services.
 - Assumed this was a good starting point to base our own costs on, although our plan for scaling exceeds the limits of this product.
- Assuming 20 products are used monthly (revenue), we subtracted dataset costs.
 - Used the highest quality costs outlined by relevant datasets used throughout this project (OpenWeatherMap, Google Maps Platform) → $\$2000 + \$2500 = \$4500$
 - $(\$5424)(20) - \$4500 = \$103980$ profit

Financial Analysis



Scalability and Future Projections



As Glass Globe continues to scale, and acquire a greater quantity and more diverse range of datasets, the quality of our platform will increase (as well as servicing costs); thus, prices should be adjusted as required to gain profit.

Service agreement with federal government agency established

Have integrated all other relevant factors in natural disaster data reports - ex. Topography, weather, demographics

UX interfaces set up completely

Solid partnerships with various non-profit relief teams has been established

Future:

- Once Glass Globe achieves the reliable image as the #1 unbiased natural disaster reporting platform, allow donors to donate directly through the website.