

Product 1 - i-dot

<p>PROBLEM</p> <p>social sentiment is difficult to extract accurately for specific topics or concepts</p> <p>there are no easy inexpensive tools to use to extract emotional subjectivity</p> <p>there are no realtime results graphs easily configurable to connect with custom classified data</p> <p>EXISTING ALTERNATIVES</p> <p>free text web sites. low accuracy generalized models</p> <p>SAS, Cognos, Radian6 expensive custom solutions per problem domain</p> <p>Lexalytics. complex time consuming model building requiring consultants.</p>	<p>SOLUTION</p> <p>realtime social network feed with text preprocessing</p> <p>easily create new data stores of preprocessed data used to build domain specific classification models</p> <p>realtime supervised learning for model correction</p> <p>sentiment visualization of realtime classified text</p> <p>sentiment analysis sdk</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>realtime sentiment analysis</p> <p>rapidly build custom domain analysis</p> <p>easy set up of classification models for domain specific topic areas</p> <p>interactive and customizable visual results</p> <p>HIGH-LEVEL CONCEPT</p> <p>Sentiment as a Service</p> <p>Visualizing Sentiment in real time</p> <p>don't need to understand data analytics</p>	<p>UNFAIR ADVANTAGE</p> <p>rapid classification model building for domain specific topics</p> <p>drag and drop visual presentation builder depicting realtime results</p> <p>starter kit of classification models for many topics</p>	<p>CUSTOMER SEGMENTS</p> <p>companies looking for sentiment comparison (iPhone vs Android)</p> <p>companies looking for realtime sentiment tracking of a single topic</p> <p>data analytics companies with no current sentiment analysis solution</p> <p>companies with no analytics experience but desire to do marketing analysis from big data</p>
	<p>KEY METRICS</p> <p>use of demo</p> <p>account signup</p> <p>creation of first model</p> <p>web services subscription payment</p>		<p>CHANNELS</p> <p>friends network</p> <p>data analytics companies</p> <p>groups looking for social media analytics</p> <p>analytics bloggers</p> <p>political groups</p> <p>have a specific topic/domain to analyze</p>	

			analyze know the domain well	can pull large amounts of text from data sources related to the topic
COST STRUCTURE hosting costs employee salaries development equipment			REVENUE STREAMS web service subscription model pay per amount of models created pay per amount of data pulled from social data sources	

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