Powerweb

Overall Pain Point

- Information overload in our modern society.

- Text in emails, on websites and in books is unstructured and too long to read.

- Need guidance to find relevant information

Specific Pain Point

- Politicians have many different opaque connections to other politicians, private sector people and criminals.

- **How to make these connections visible?**

What we do?

- Extracting and categorising **relevant information** (People, Companies, Places, and Events) from **raw text** (HTML, DOCS, PDFs etc).

How we do that?

- Using the Bing Search API to get the relevant first 50 pages to a search query.

- With the Open Calais API (by Thomson Reuters) those 50 pages are categorised in entities (people, countries, cities, events etc) and counted.

- Finally, through the D3.js (library for manipulating documents based on data) visualisation of the connections of one person plus specific information of available data to connections.

Possible use cases

- Better Google Alert search: precise alerts for structured entities.
- Automatically inserts links to raw text with valuable information – in your email text you get automatically information about cities, related terms, people etc
- On-the-Fly text analysis of documents and websites, providing them with additional informations about cities, events and people
- Who-Is-Who of an article: How is that CEO connected in the industry? How is the celebrity connected to other stars?

Possible use cases with define revenue stream

- <u>Email-Analysis:</u> Getting the information out of your normal 500 daily tl;tr emails and help you to identify the relevant emails to deal with.

  – Offering an AddIn for Gmail/Outlook to analyse incoming emails (recommendations what to read and additional informations) and outgoing emails (giving automatic advice how to shorten information).

The team

- Peter: one-liner
- Maja: xxx
- Niklas: xxx
- Moritz: xxx
- Alex: xxx