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ETHIndia

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ETHExplorers

BLOCKCHAIN-POWERED REVIEWS & REWARDS SYSTEM

TEAM MEMBERS

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Challenges - Fake Reviews



- **68%** people trust reviews more when they see both good and bad scores.
- **95%** suspect censorship faked reviews when they don't see bad scores

SOURCE: Reevoo insight research, 2013

Challenges - Influence of big players



- AmEx Generated **10 Million** unique Instagram Impressions in 2 Weeks
- Samsung put itself in hot water in 2013 by paying for **negative reviews** of its competitor, HTC

Challenges - Quality of Reviews & Experiences



- There are so many reviewers who are writing across multiple platforms, but are not getting recognized by each one of them.
- Duplicacy and genuineness of the Review.

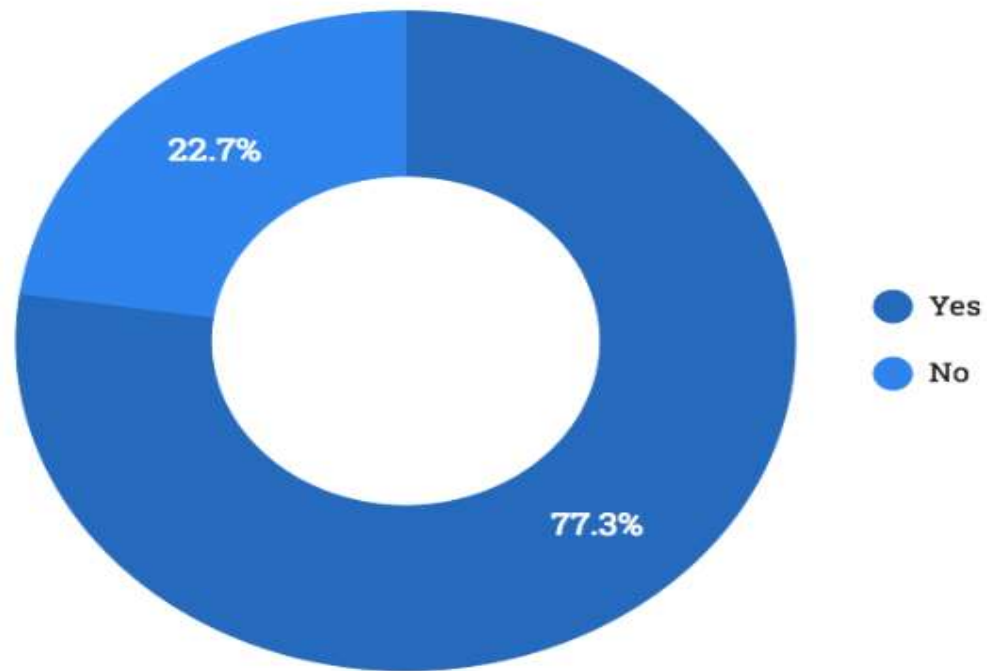
Challenges - Travellers [Payments and Reimbursements]



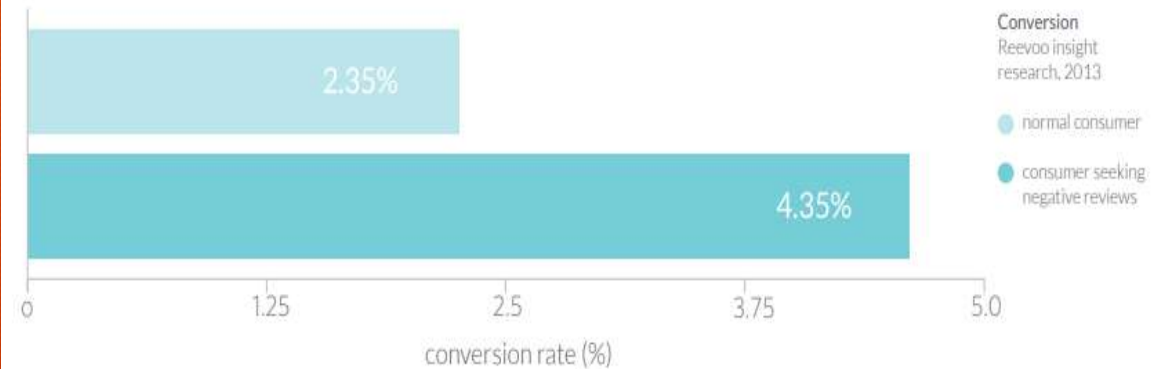
- Travelers face lot of issues in their bookings and reimbursements upon cancellations and refund of products.
- Return rates of products bought on e-com platform is around **25% - 40%**

QUESTIONS?

Did reviews impact your decision to purchase?



Displaying bad reviews will drive up conversion rates.



Our Solution

BLOCKCHAIN-POWERED REVIEWS & REWARDS SYSTEM

Our eco-system can be enhanced for multiple industries like e-com, travelers, doctors\hospitals review system etc.

We will be covering only Travelers use case as of now, where travelers can write there reviews and our strong machine learning APIs will analyse the content system.

We will be covering only Travelers\Reviewers use case as of now, where travelers can write there reviews and our strong machine learning APIs will analyze the content system.

The travelers can upvote\downvote the reviews. The reviewers will get the bounty that they can exchange with ETH [Will be using DAI as enhancement]

Future Enhancement

As of now we are giving the bounties using ETH. But we will be using DAI for bounties.

We will integrate the Trip Booking\Ecom platforms, from where we will be EARN ETHs.



THANK YOU

[SPECIAL THANKS to all the ETHIndia\ETHGlobal team members, mentors, friends and hackers for brain storming the IDEA]