

GROUP C

# IBM WATSON CHALLENGE



Diciembre 97

Ana Orantes  
1937-1997

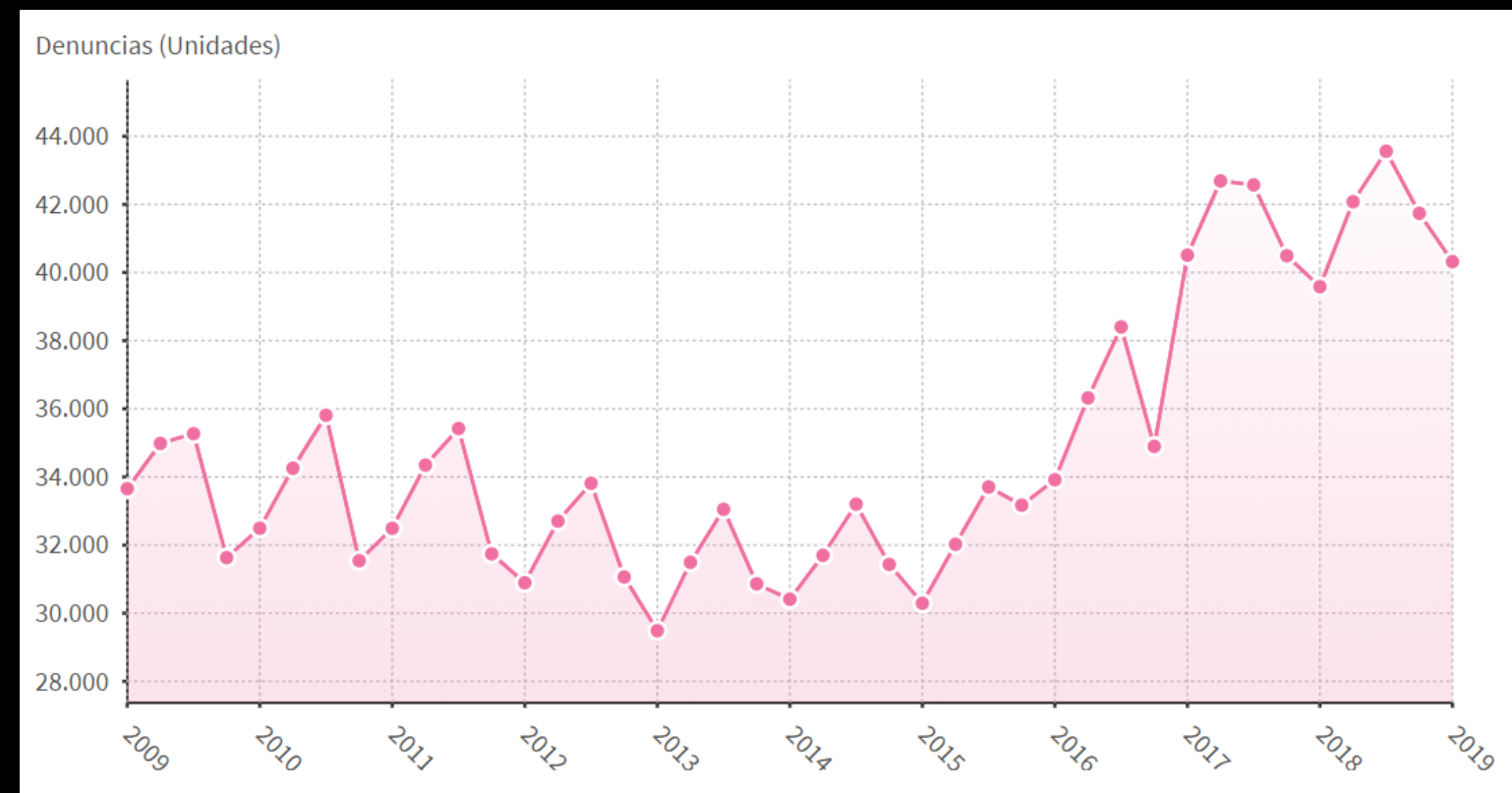
Canal**Sur**Tele

- She was burned alive by her ex-husband on December 17, 1997 (13 days after the TV interview)
- It caused a big repercussion about gender violence, and as a consequence, the restructuring of the Criminal Code of Spain to establishing **restraining orders** and considering **psychological violence** as a **crime**
- Victim 59 in 1997

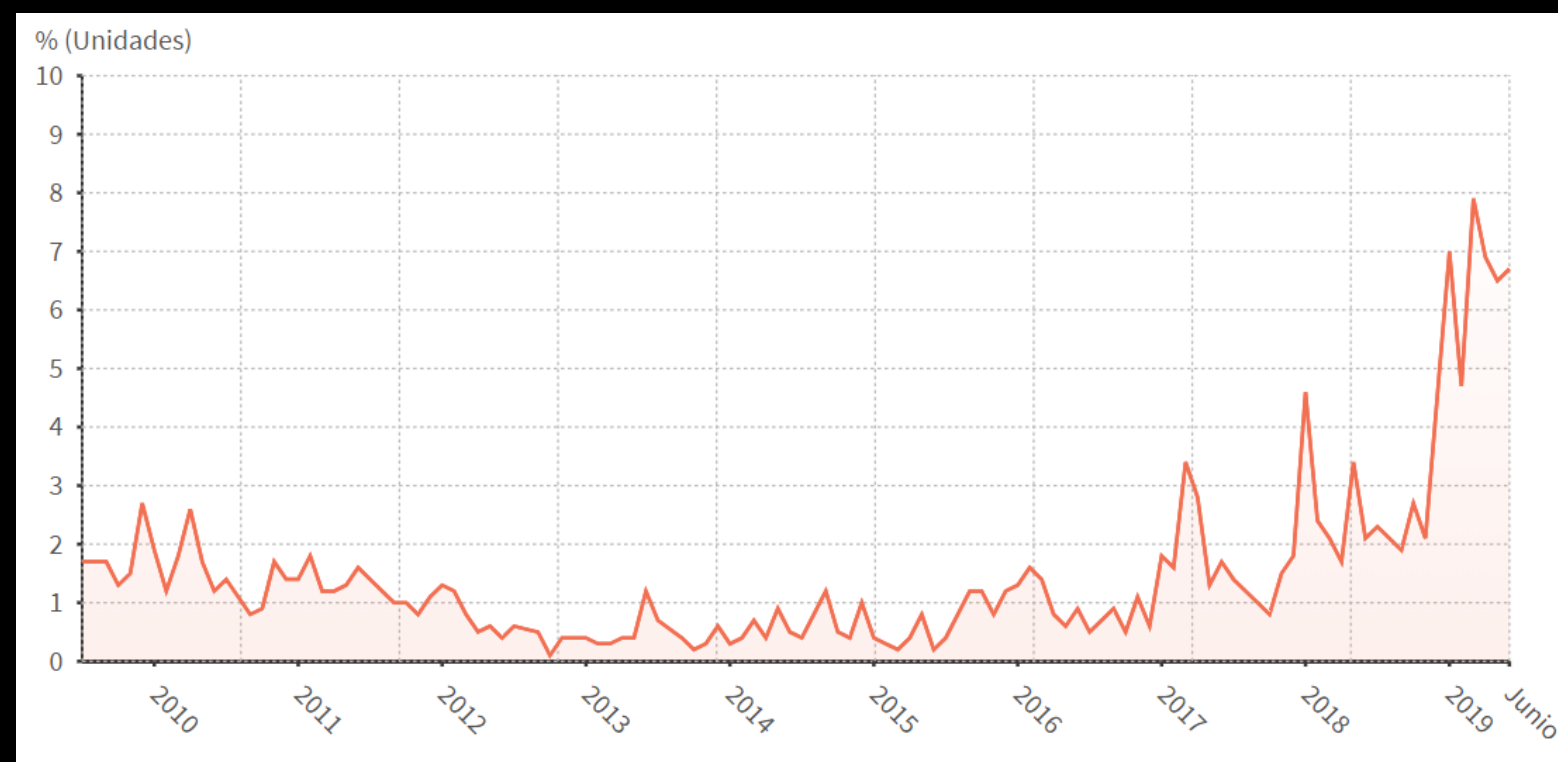


# DOMESTIC VIOLENCE IN SPAIN

Domestic violence allegations



% Spaniards considering gender violence among 3 main problems



- **FEMALE VICTIMS**  
January-2013/today: 1.003  
2019: 29
- **ORPHANS**  
January-2013/today: 250 orphans  
Up to March 2019: 19
- **COMPLAINTS**  
January-2007/March 2019: 1.697.803  
Up to March 2019: 40.319
- **RESTRAINING ORDER**  
January-2007/March 2019: 456.059  
Up to March 2019: 9.530
- **CALLS TO 016**  
September-2007/May-2019: 826.113  
Up to March 2019: 5.967

# Man Confesses To Killing Woman Who Didn't Want To Date Him, Police Say

# Emma Day: Murdered woman told child support of threats from ex

By Phil Shepka  
BBC News

🕒 16 May 2019

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# Un hombre apuñala a su pareja en Burgos y confiesa el crimen

AGENCIAS / PILAR ÁLVAREZ | 08/07/2019 · 12:13 CEST  
La mujer de 28 años fue asesinada en una vivienda de la localidad de Salas de los Infantes

# Las víctimas de violencia de género tardan en denunciar casi nueve años

# Thousands of non-British women who have experienced domestic abuse in UK refused help

# WHY IS IT HARD TO ASK FOR HELP?

Asking for help takes an average of 9 years

- 50%: fear of the aggressor's reaction
- 45%: the belief that you can solve it by yourself
- **36%: not recognize yourself as a victim**
- 28%: lack of economic resources or shame to tell what happened
- **21% Not knowing where to go or how to ask for help**

“The study found the need to expand the involvement of society and increase the awareness on the different forms of violence”



# AI FOR A BETTER FUTURE





"Our purpose is to empower victims of gender violence to speak up, recognize the different forms of violence and connect them opportunely with professional help"

– ANA ORANTES NGO





# OUR SOLUTION: A CHATBOT

- Human like interaction
- Always available
- Automation / Efficient
- First step in the process of asking for help
- Solution to avoid the shame of talking to a relative or a friend





# FOR WHO AND FOR WHAT?



- To realize/detect if you are being a victim of violence
- To take weight off your shoulders by sharing your story
- Link with professional help, like the Ministry of Gender Violence or the Police

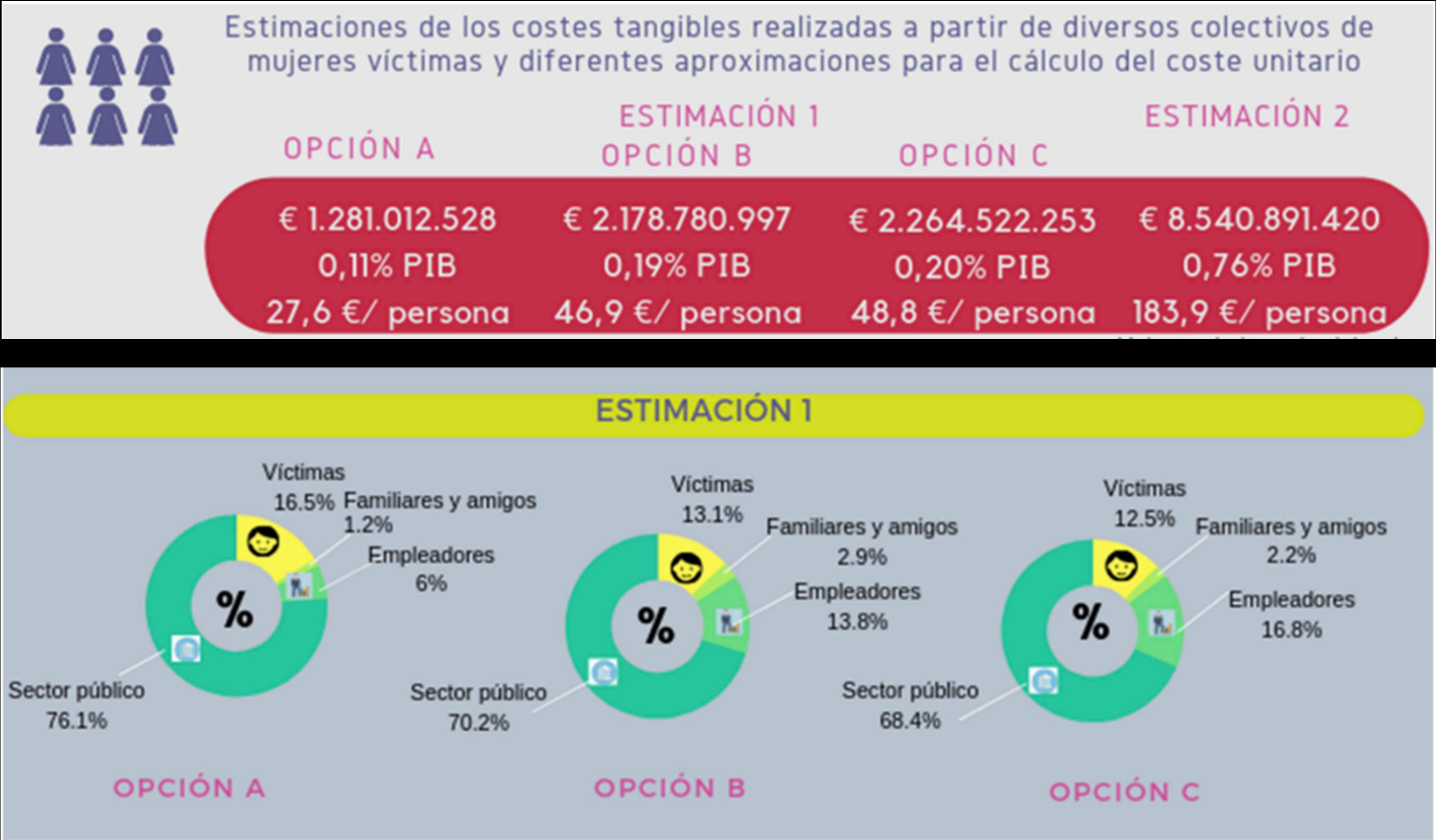
For people 18 and older, who suffer domestic violence, are afraid to talk and don't know where to ask for help



# COST OF GENDER VIOLENCE IN SPAIN PER YEAR

- Tangible costs:

Work related, medical, legal and others  
(housing, budget for the public institutions)





# COST OF GENDER VIOLENCE IN SPAIN PER YEAR

- Intangible costs:

Lost lives, pain and suffering of the victims and close relatives





# SUPPORT LANDSCAPE



- Delegación del Gob. para la Violencia de Género (Public Institution)
  - Free Legal, Child, Job Support, Temporary housing, Economic Aid and Protective measures.
  - APP “Libres”
  - 016 free call line for information and legal aid, 24/7
- +100 organizations fighting against gender violence in Spain

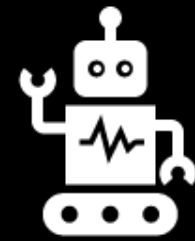
# OTHER CHATBOTS HAVE BEEN USED FOR THIS PROBLEM

- **rAInbow** (<https://www.hirainbow.org/>) UK 2018
  - “I'm a smart companion, designed to reach millions who are in an abusive, controlling or unhealthy relationship. I'm not a real person, but rather a companion that uses AI to help people in difficult situations”
    - Does not link victims with already available help.
- **Hello CASS** (<https://hellocass.com.au/>) AUS 2019
  - “Hello Cass is an SMS chatbot providing discreet access to localized, accurate information and support for people experiencing or affected by family and sexual violence”
    - SMS provides coverage but gathers less data.





# SOCIAL BUSINESS MODEL



Government

Data

Team

## Value Generation

- Encourage early detection of gender violence cases:
  - Reducing lost lives
  - Reducing legal, medical, work expenses
  - Reducing overall government expenditure (€ 974 M)
- Fully Digital Solution



# SOCIAL BUSINESS MODEL

## Assumptions

- Government spend 1% on attracting victims of gender violence to their help sites. (€ 9.74 M)
- Team: 3 developers, 2 psychologist.
- Revenue = Cost
- Cost: 2.3 M
  - Team: 540 k
  - Operating Costs: 250 k
  - Overhead: 530 k
  - Marketing: 1 M
- If we manage to reduce 50% of the Gov. Expenditure (€4.87) they will be saving **€2.57 M/year**

## DONATIONS



## DATA





“We believe in the power of stories to change the world”

“I believe in stories, and I believe if I tell my story to one person, I can empower someone through my story.”

Cynthia  
Kenya



GLOBAL FUND FOR  
**WOMEN**  
Champions for Equality.



THANK YOU





## USE CASE

Alejandra is a 24 year old who has experienced an abusive event recently, is feeling powerless, doesn't know where to ask for help and doesn't want to feel the shame of speaking about it with friends or family.