Millennia Carta

Tactical Social Media

BY RITVIK BHARADWAJ

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Ritvik Bharadwaj is a postgraduate in International Relations from University of Essex, UK. His area of study has been the effect of internet on human rights and human decision making. He has worked in the field of private intelligence and is trained in the field of open source intelligence collection and analysis. He specialises in social media and has experience in traditional journalism in the field of foreign affairs. He has traveled across India and he loves to interact with people from across the globe and has friends in all the continents of the world.

WHAT IS MILLENNIA CARTA?

▸ *Millennia Carta* is an incident recording social media that gives it's users **tactical usage** along with the conventional social media entertainment and functionality.

▸ Tactical usability means tools and information that helps an individual to take actions and decisions to complete a goal.

TACTICAL USABILITY

▸ There are 5 pieces of information that helps someone take decision i.e.

▸ WHAT?

▸ WHEN?

▸ WHERE?

▸ HOW?

▸ OPINION

WHAT, WHEN, WHERE, HOW, AND OPINION

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01/01/2018, 12:30pm

LA FIRE DEPT: A #fire took place in house at downtown #LA at 12:00pm on Thursday 30/12/2017 because of a gas leak. The owners were out on a vacation when the incident took place, no one was injured.

01/01/2018, 01:30pm

Aron: Thank god no one died.

01/01/2018, 04:30pm

Jamie: I was just there this morning!!!!!

WHAT'S NEW?

EVERY POST ON INTERNET HAS A LOCATION

▸ Therefore it can be presented on an interactive map.

01/01/2018

VISUAL TAGS FOR CONTEXT

▸ The context of the posts are more intuitive if marked with visual tags.

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LA FIRE DEPT: A #fire took place in house at downtown #LA at 12:00pm on Thursday 12/01/2018 because of a gas leak. The owners were out on a vacation when the incident took place, no one was injured.

01/01/2018, 01:30pm

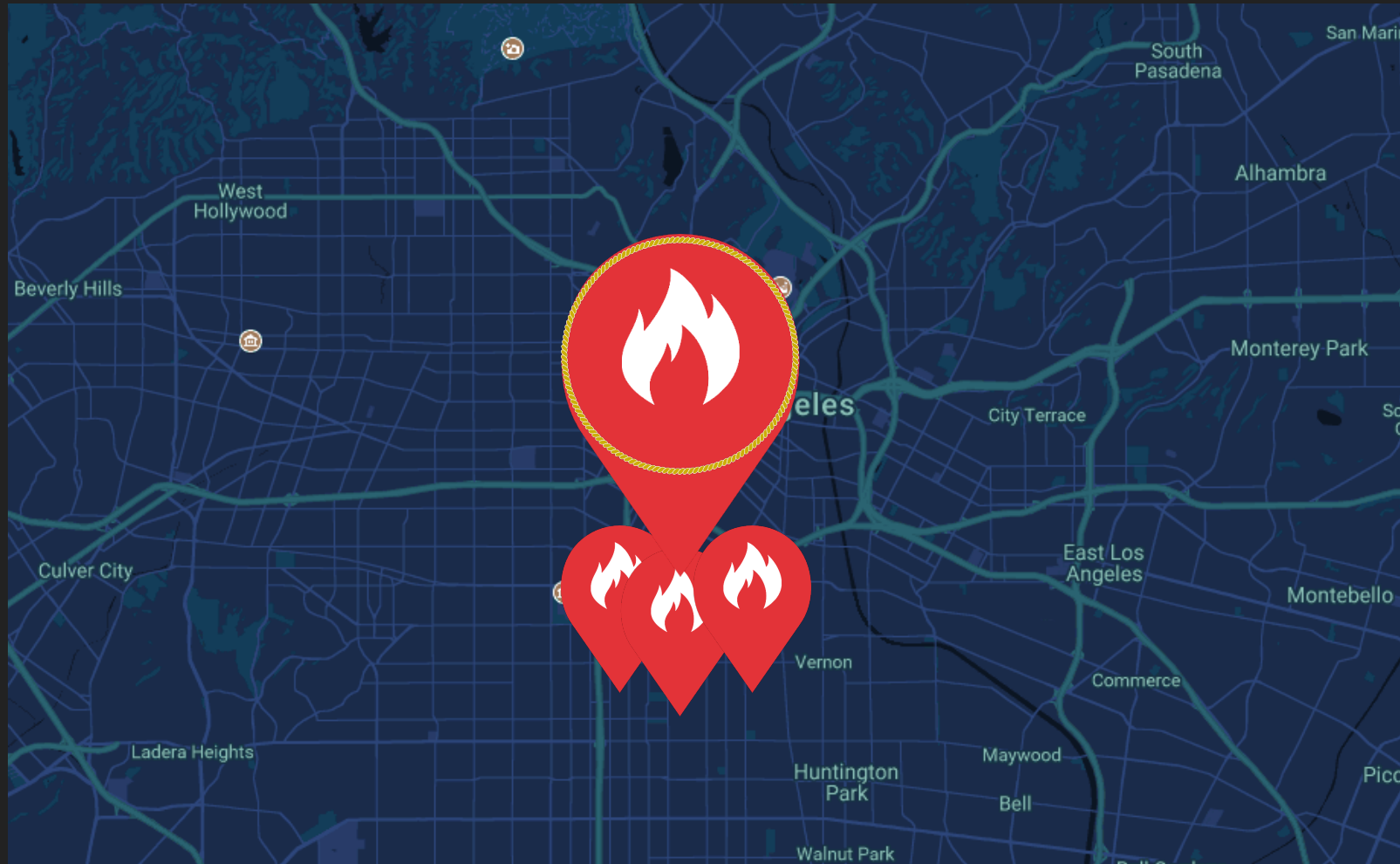**Aron:** Thank god no one died!!!!!!

01/01/2018, 04:30pm
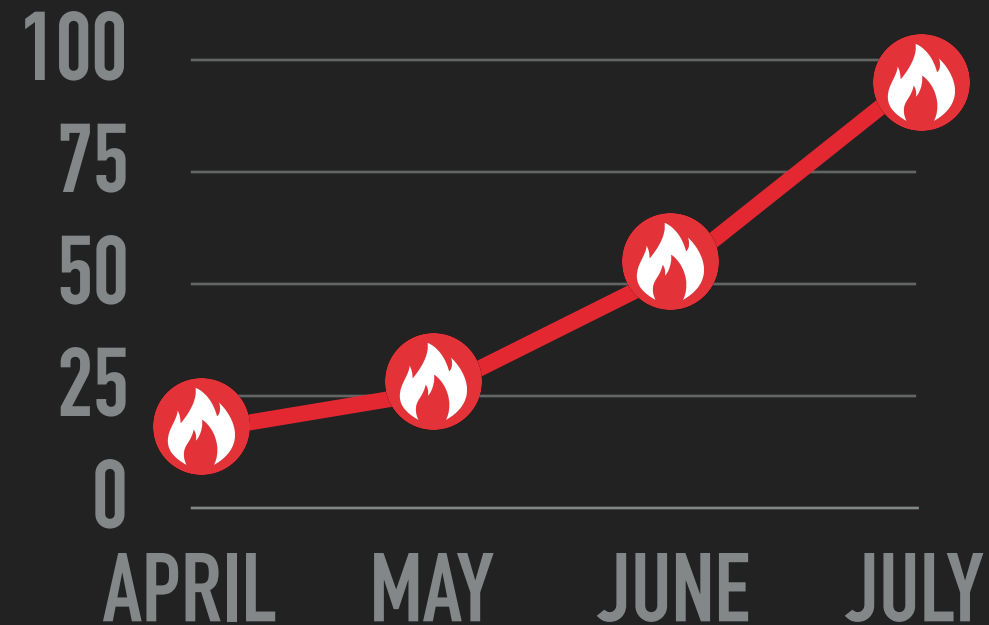
Jamie: I was just there this morning!!!!!

TACTICAL USAGE

▸ By giving users latest information about their surroundings.

MAKING CONNECTIONS

▸ Giving users stats and allowing them to see trends and make correlations and causal relations about information they see on the social media.
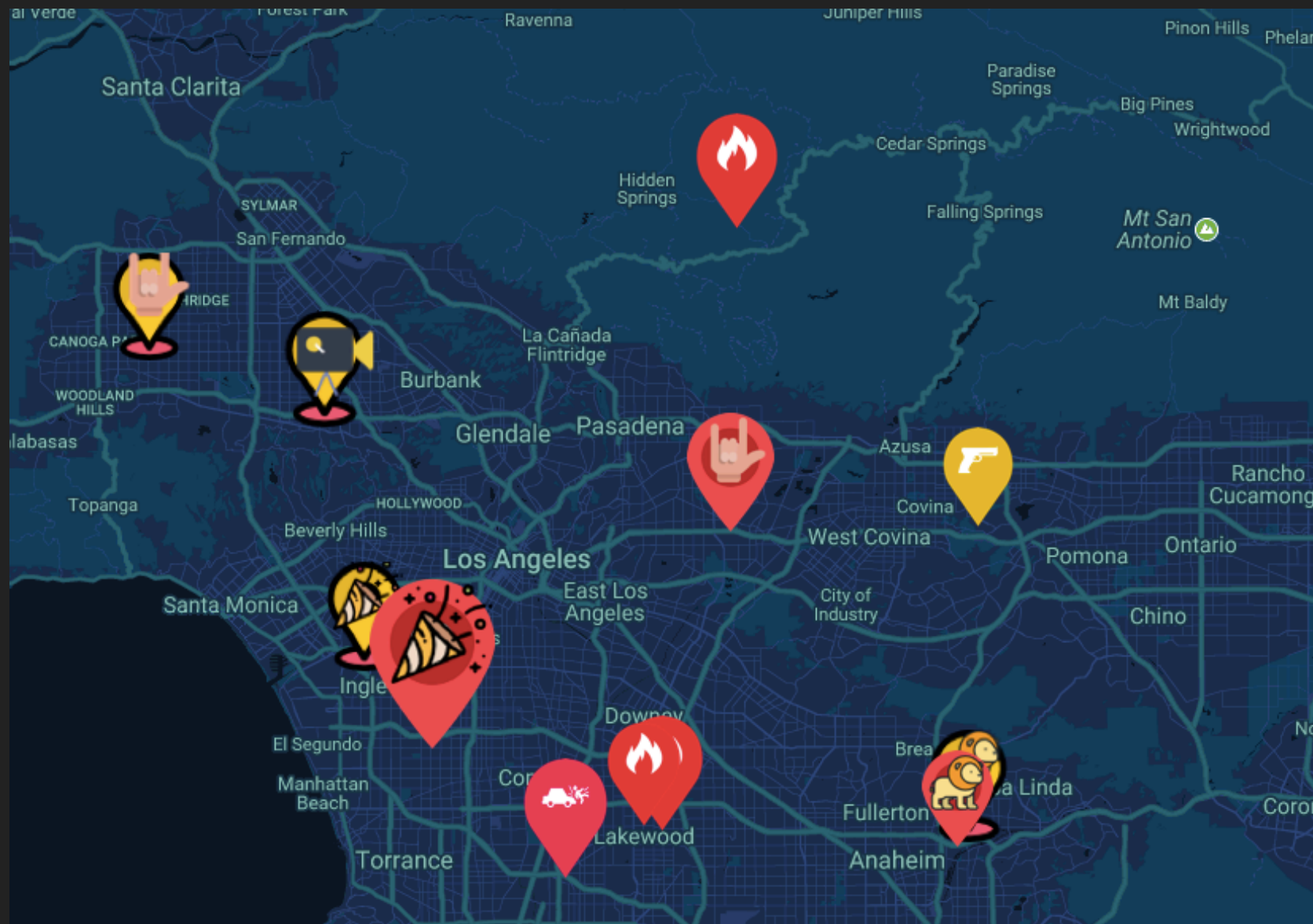
Fires in LA

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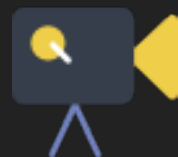
ENTERTAINMENT

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ENTERTAINMENT

▸ Reviews and conversations

01/01/2018, 12:30pm

Anna: Just watched it, I liked it!!!! Flash was the best of them all.

01/01/2018, 01:30pm

Aron: I think it was really really bad movie.

01/01/2018, 04:30pm

Jamie: :(:(:(

WHERE'S THE MONEY?

▸ **Ads** on the maps and pages of popular individuals and companies.

▸ The money will be divided between the company/individual and Millennia Carta.

▸ Sponsored maps, pins, and infographics themes by companies, like Game of Thrones themed maps, Pokemon themed map etc on specific days.

WHERE'S THE MONEY?

▸ **Premium services** such as:
  (1) Customised analytics and infographics
  (2) Customised maps, pins etc
  (3) Customised low cost private maps and logistic features such, live tracking trucks, school buses, self driving cars etc.

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▸ The technology is already developed and costs less, and therefore the challenge ahead is to effectively market the platform.

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▸ It can be a very popular among law enforcement agencies, PWD and citizens to interact with each other and take action.

USERS AND CUSTOMERS

▸ Everyday social media users.

▸ Private companies (Taxi services, self driving cars etc)

▸ News companies

▸ Government organisations (Civic bodies, intelligence services etc)

▸ Law enforcement and emergency services

▸ Private security and intelligence

▸ Academic institutions

▸ NGOs

▸ Private companies with logistic, incident recording and tracking requirements.

▸ Advertisers

TARGET MARKETS

▸ Social media ad revenue. I.e set rise to $48.91 billion by 2021
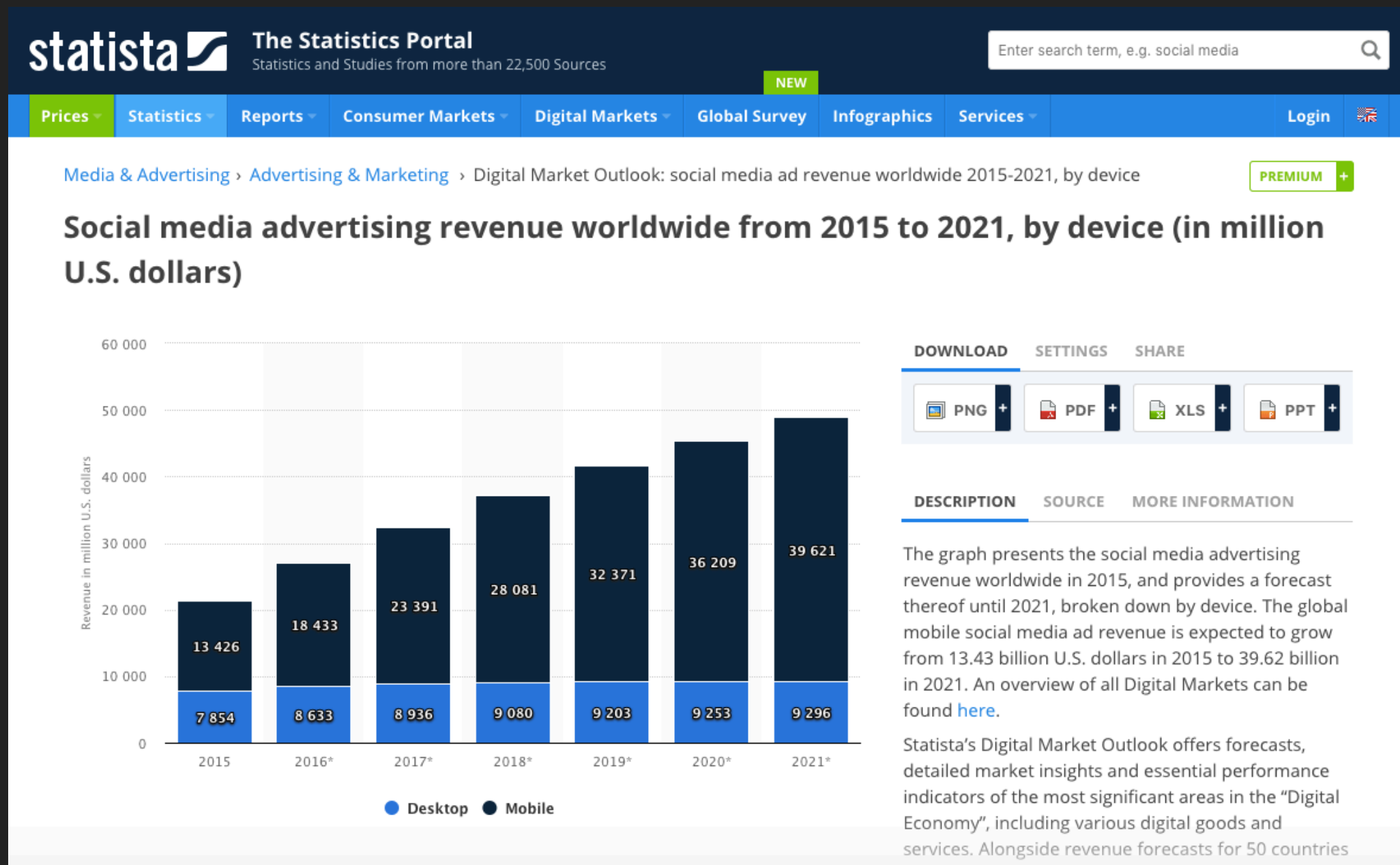
TARGET MARKETS

▸ Incident Recording and management systems. I.e set to rise to $122,94 Billion by 2023 (marketsandmarkets.com)

Incident and Emergency Management Market worth 122.94 Billion USD by 2023

The report "**Incident and Emergency Management Market** by System (Web-Based Emergency Management, Mass Notification, Surveillance System, Safety Management), Solution, Service, Simulation, Communication Tool and Device, Industry Vertical, and Region - Global Forecast to 2023**"**, The incident and emergency management market is expected to grow from USD 93.44 Billion in 2018 to USD 122.94 Billion by 2023, at a Compound Annual Growth Rate (CAGR) of 5.6% during the forecast period. Increasing incidents pf terrorist and biohazardous attacks, and unpredictable natural disasters due to ever changing climatic conditions, and stringent government regulations and norms are expected to drive the market.

COMPETITIONS

▸ Direct competitions are any organisations with incident reporting software, as it can be repurposed for my idea of a social media.

▸ Twitter.

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▸ Miscellaneous expensive (hardware, renting servers, travel etc.)

EQUITY OFFERED

▸ 10% equity

THANK YOU

CONTACT

▸ contact@millenniacarta.com

▸ Webpage: http://millenniacarta.com/

▸ Facebook: https://www.facebook.com/millenniacarta/

▸ Twitter: https://twitter.com/millenniacarta?lang=en

▸ App store: https://itunes.apple.com/us/app/millennia-carta/id1289612466?mt=8

▸ Google Play: https://play.google.com/store/apps/details?id=com.silverwool.silverwool