BiasBlocker

by Az'Ops Fables

Business Plan

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Contact Information

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https://github.com/tahirmiriyev/GlobalDefTechHack_BiasBlocker

Executive Summary

Opportunity

Problem Summary

The information war is always a consistent part of any military conflict. As we also experienced during the events of the Karabakh War II, details of the war are conveyed only from one perspective and not objectively: for example, by international networks, such as France24, Aljazeera, The Guardian, etc. In particular, *biased news is the major source of misinformation and propaganda*. According to American psychologist Silvio Bronzo's book, "How propaganda works", one of the most effective ways to prevent propaganda is *to provide news from all conflicting sides*. Inspired by that, we came up with an idea to create a browser extension called "BiasBlocker"

Solution Summary

"BiasBlocker", which performs the following:

Semantic analysis of a current news article on any international website (The Guardian, BBC, etc.) Here we use Natural Language Processing (NLTK Python lib.)

Compares the current news article to all the news in the database. Considering II Karabakh War, in particular, we extracted 3000+ news from the top 7 Azerbaijani and Armenian portals. So the data is available and stored in the database. We perform K-Means Clustering (Machine Learning) of news articles in order to cluster them by topics and then, we run a relevance test between a current news article and all the news in the database (optimized for computational efficiency by using RUST programming language). The goal here is to show only those news articles relevant to the one you're reading on the international website (as you can also see from the image below).

Target Audience/Market

1. international users
2. private entities (companies interested in propaganda against their brands)
3. governments (interested in tracking biased news directed towards anti-government propaganda).

Competition

Currently there is no product in the market that provides similar service.

Pricing and Sales Plan

- Free, Pro and Enterprise versions of a product are tentatively planned. Pro version includes more languages, more conflicting sides, and more advanced semantic analysis tools. Pricing of a Pro version is set up to be billed on 11.95 $ / monthly or 129.95 $ / annually quota. Enterprise pricing depends on a size of a customer company: 1-99 members 9.95$/monthly, 100-449 members 9.12$/monthly, 500+ members 8.75$ monthly.

- Regarding the Sales Plan, we estimate 1 million active users by the end of 2021, 3 million by 2025 and 7-9 million by 2030. The percentage of individual/corporate/government users is estimated to be 2:5:3, meaning that for 10 users, 2 are individuals, 5 are employees in a private sector and 3 in a public sector.

Operations

Technology

- Natural Language Processing (semantic analysis, NER, advanced text processing)

- Machine Learning (news classification, predictive analysis)

- Full-stack Web Programming (back-end RUST-based optimization and front-end extension)

Milestones & Metrics

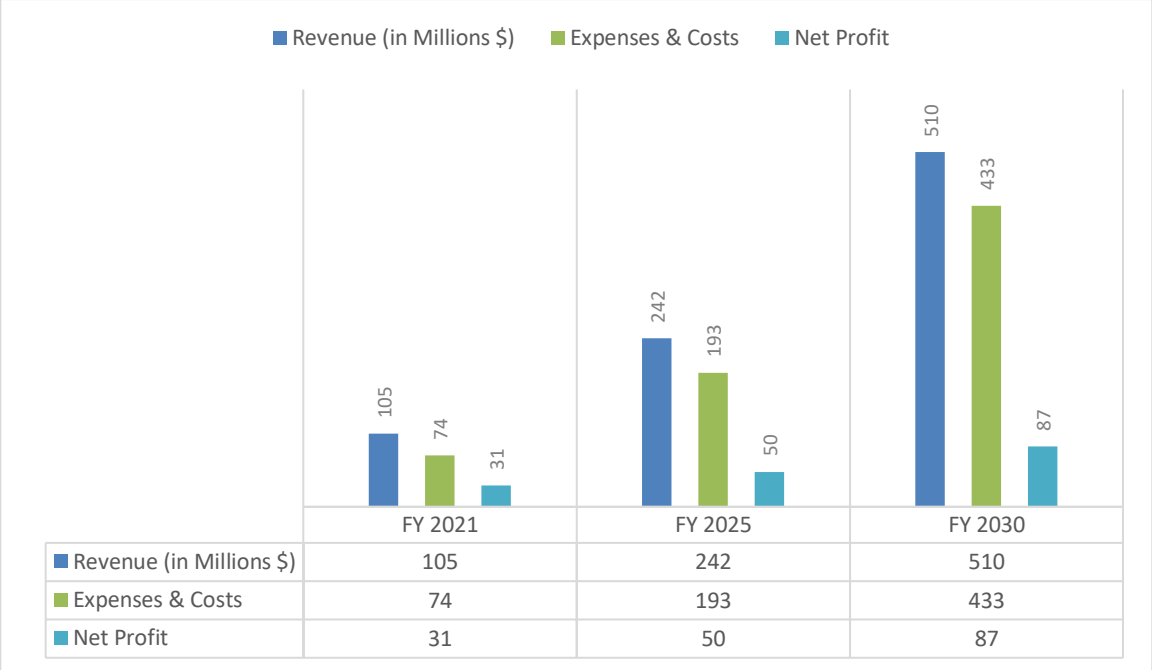
Milestones

1. Preparation of a fully working prototype for a BiasBlocker Pro version
2. Deploy BiasBlocker Pro
3. Fixing long-term Investment (until 2025-2030)
4. Successful Marketing Campaigns establishment
5. Reaching 1M active users worldwide by 2021
6. Key Metrics evaluation
7. Product evaluation and enhancement
8. Reaching 3M active users worldwide by 2025

Key Metrics

- Customer Satisfaction
- Product Advancement and Performance Evaluation
- Employee Satisfaction
- Stable funding and profit generation
- Global spread tempo

Financial Highlights by Year



	FY 2021	FY 2025	FY 2030
Revenue (in Millions $)	105	242	510
Expenses & Costs	74	193	433
Net Profit	31	50	87

Execution

Marketing & Sales

Marketing Plan

- Paid Marketing Plan: native advertising, paid social media promotions.
- Social Media Marketing Plan: YouTube Ads
- New Product Launch Marketing Plan: Ads on leading international news portals (NYT, The Guardian, BBC, etc.)

Team

- **TAHIR MIRIYEV**

  (Co-Founder, AI and Data Analysis Engineer)

  Tahir Miriyev graduated with Bachelor's degree in Mathematics from the Middle East Technical University, Ankara/Turkey, and is current doing his Master's degree in Applied Mathematics from the University of Verona. He had research experience in AI, Data Analysis, Operations Research, Image Processing and Robotics at the universities of Ben-Gurion (Israel), Politecnico di Milano (Italy), UNCW (NC, USA), Technical University of Darmstadt (Germany). Tahir is specializing in Data Analysis and AI, being responsible for NLP aspects of BiasBlocker.

- **JAHAR AKBAROW**

  (Co-Founder, Software Engineer and Full-stack Web Developer)

  Jahar Akbarow graduated with Bachelor's and is current doing his Master's degree in Computer Science at Kazan Federal University (Kazan, Russia). Jahar is specializing in SE and WD, being responsible for the construction and design of BiasBlocker extension.