BASIC.SOCIAL

InfoEdge Ventures

AI Hackathon 2024

Hack the future - Innovate with AI

Powered by H2S

Team Details

a. Team name: Infinity Wave AI
b. Team leader name: Yeshwanth Sai Melpati
c. Problem Statement: Creating AI first social media for enhanced social experience - *Basic.Social*

BASIC.SOCIAL

Brief about the idea:
Basic Social AI App is a AI powered Social Media making user engagement and connectivity like never before. Unlike traditional social media applications, it emphasizes simplicity in user on-boarding and interaction, allowing users to explore what they actually want with AI-driven recommendations.

Basic Social has only two main features:
1. AI Profile Page
   A canvas which truly mirrors the personality of the user.
2. Social Media Search Engine
   Media content analyzed fully and completly, making search based content discovery very accurate.

Opportunities

a. How different is it from any of the other existing ideas?

We all know how insta,fb works, They all hook up some viral and then try to provide some relevant ads. In Basic Social AI App, Users search what to are looking and then show very relevant and accurate content.

a. How will it be able to solve the problem?

We have built a accurate vector based AI approach for effectively making content searchable.

a. USP of the proposed solution

We provide user query driven content discovery, which is imposible for anyother media platform now.

List of features offered by the solution:

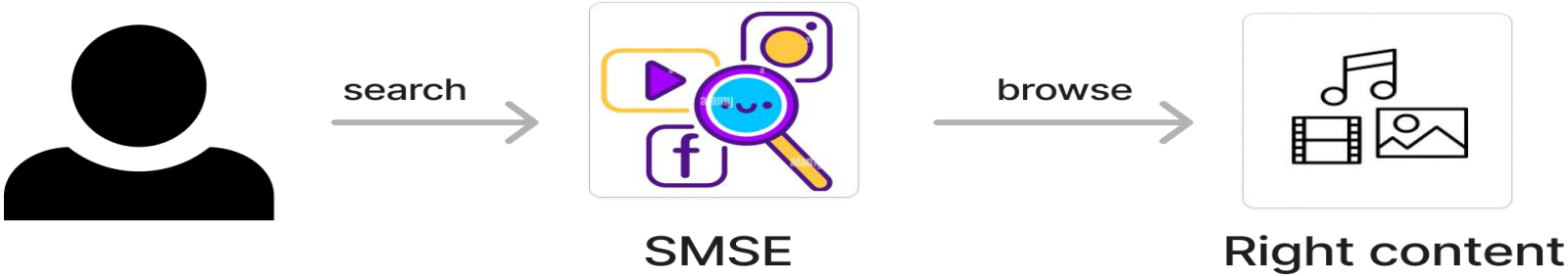
AI Profile Page creates easy showcase of user persona.
It can be used as anything ~ resumes, portfolios, landing pages and anything.

Social Media Search Engine - SMSE takes content analyzing to extreme heights.
In-video product recommendation.
In-video product purchase
Advanced content creation tools
Reduced content creation time
Video Analysis made easy

Flow:

With Basic Social AI App, user search and then with help of advance social media content, we provide the best and accuarte results.

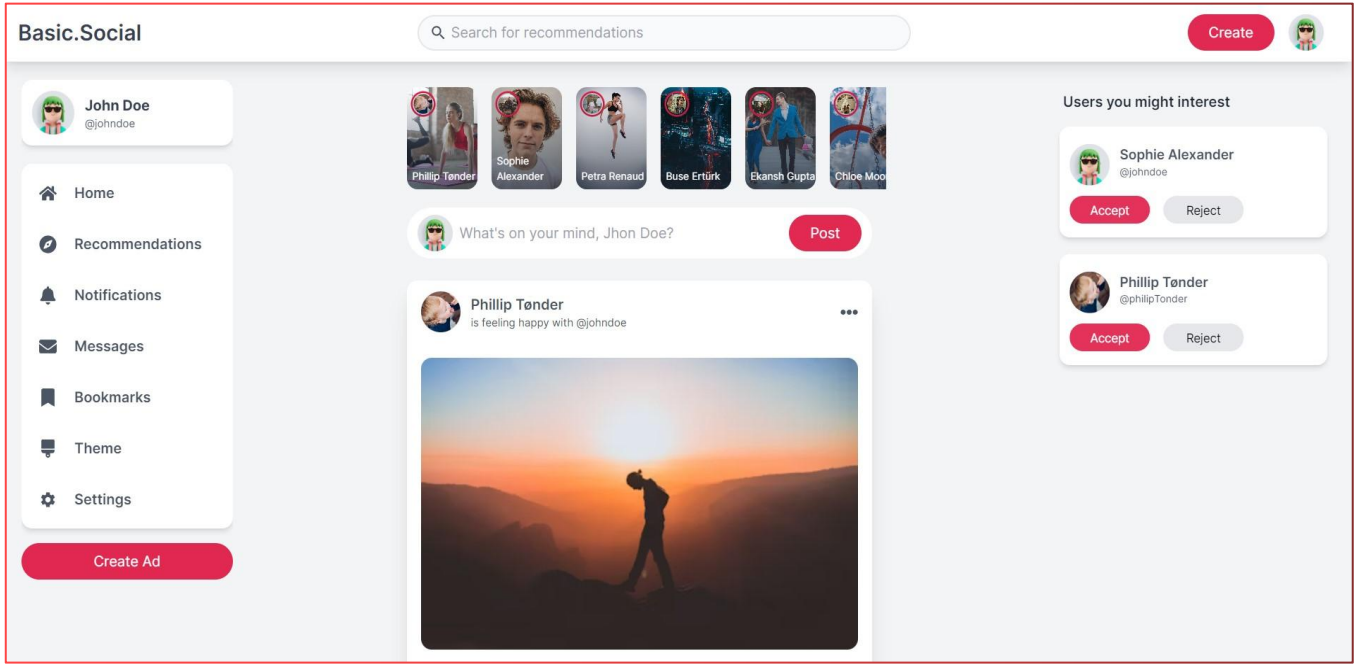
We save our users valuable time.

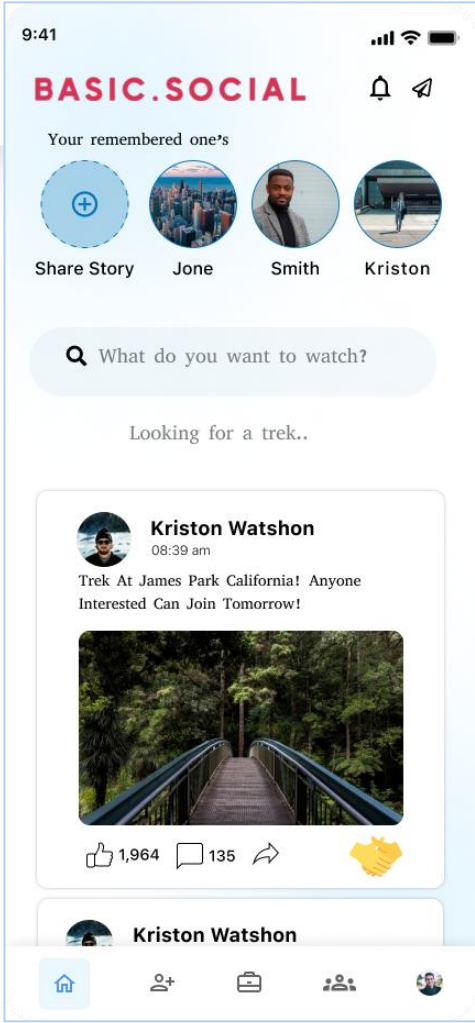


Basic Social AI App

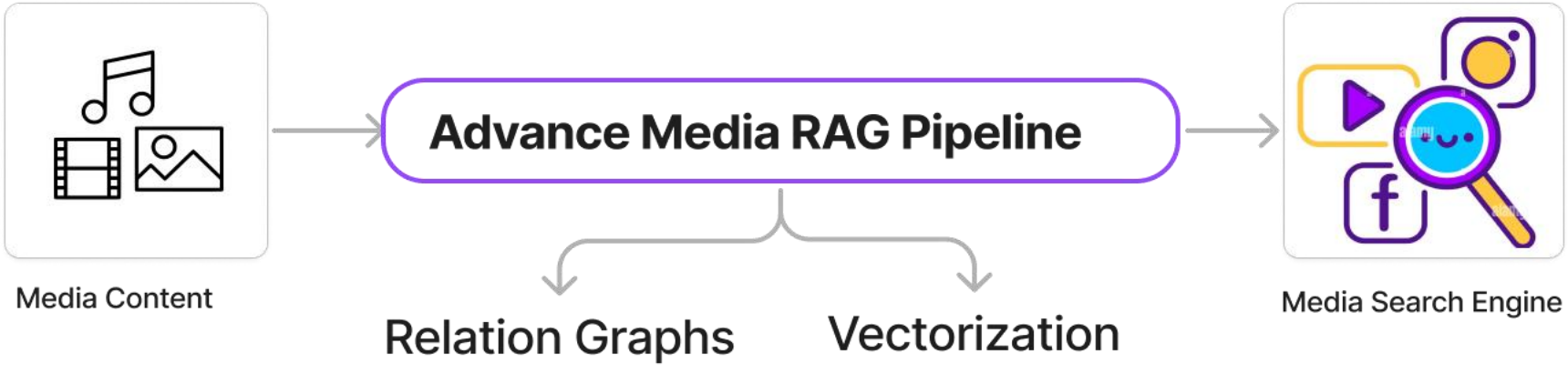
BASIC.SOCIAL

Wireframes/Mock diagrams of the proposed solution (optional)



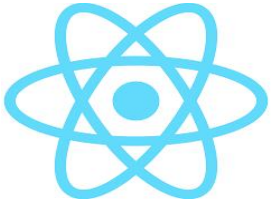


Architecture diagram of the proposed solution



Technologies to be used in the solution

Figma
React
Postgress SQL
OpenAI | Ollama
Chroma
AWS



Estimated implementation cost (optional)

App building: 2 Lakhs
AI building: 1 Lakh
Hosting: 1 Lakh
LLM model deployment: 2 Lakhs

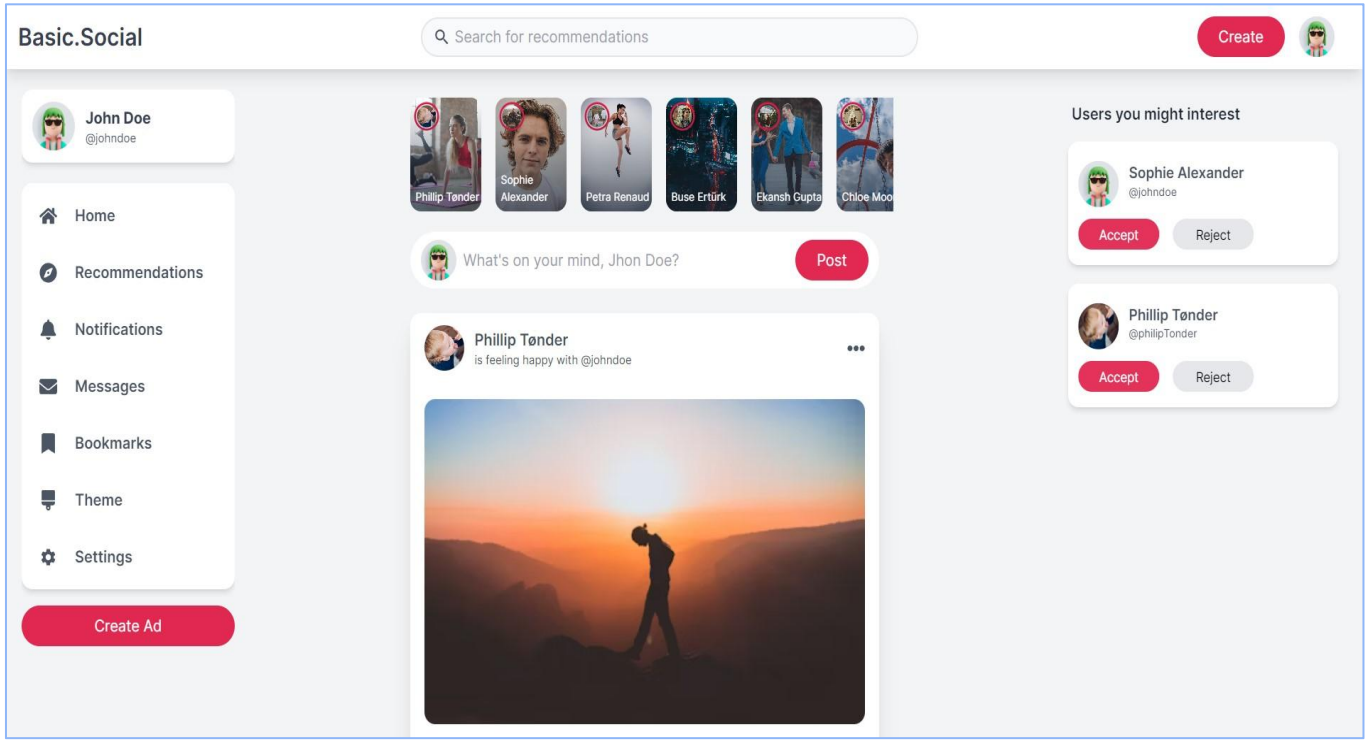
Total:
6 Lakhs

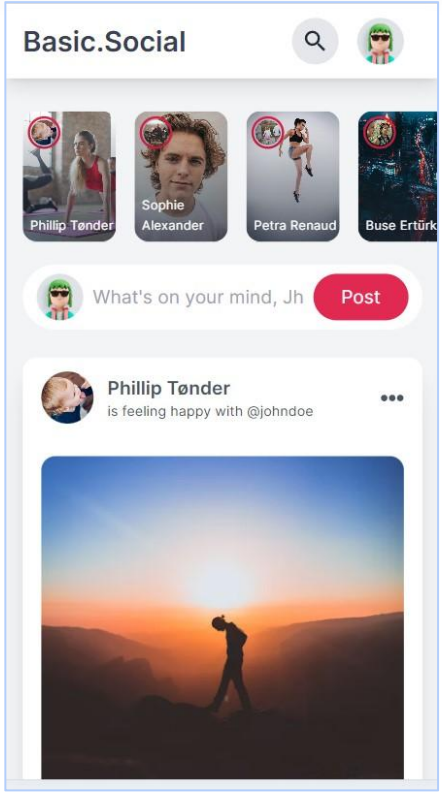
infoedge ventures

InfoEdge Ventures
AI Hackathon 2024

Powered by H2S

BASIC.SOCIAL





Prototype Performance report/Benchmarking:

Accuracy results:

For youtube:
No of queries: 50
Accuracy: 75%

For Insta:
No of queries: 50
Accuracy: 25%

For Social Basic AI App:
No of queries: 50
Accuracy: 95%

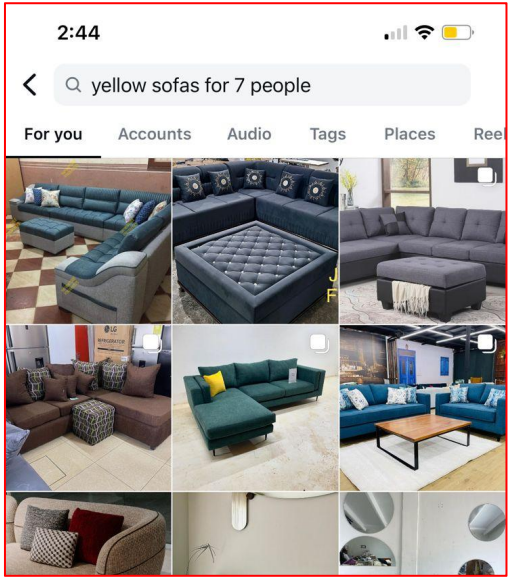
infoedge ventures

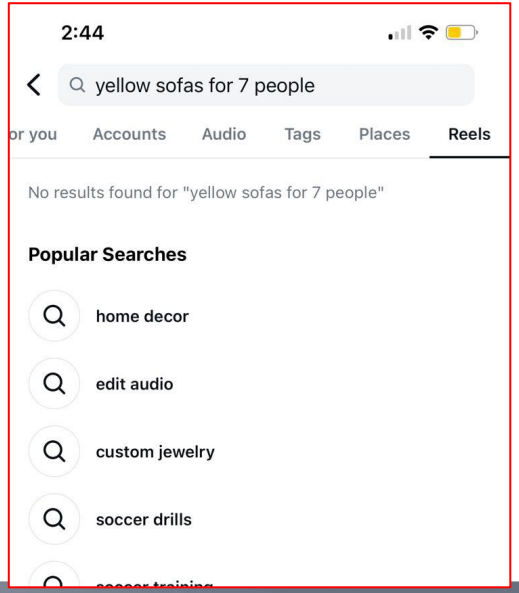
InfoEdge Ventures
AI Hackathon 2024

Powered by H2S

BASIC.SOCIAL

36% of people use Instagram as a search tool
But Only 65% accurate.
With Basic.Social we are 95% accurate for search results. Happy User!



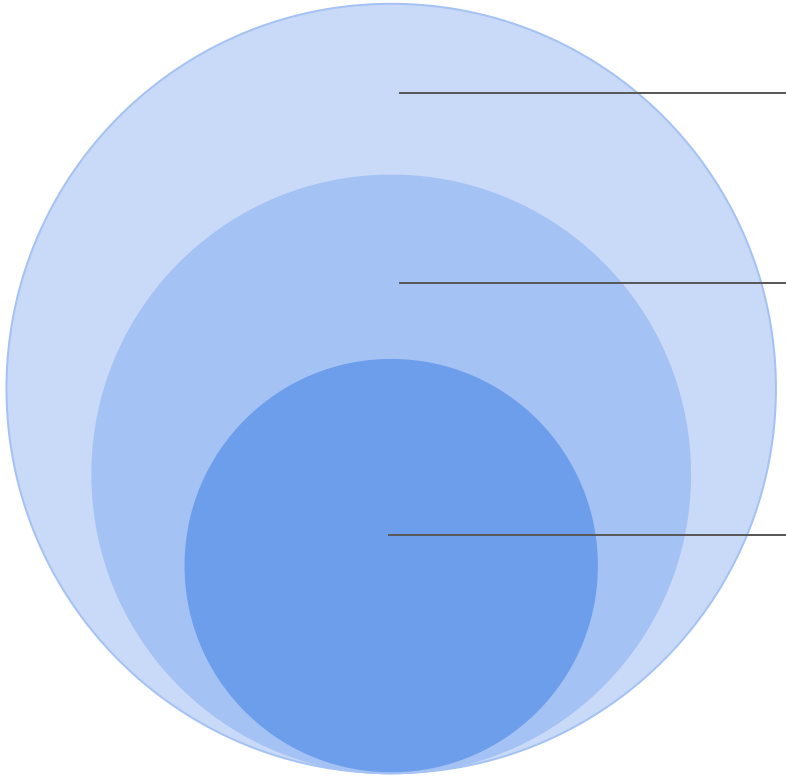


GitHub & Demo video URL

github: https://github.com/yeshrealstar/Basic.Social

url: https://basic-social-gw7z.vercel.app/

video: https://www.youtube.com/watch?v=IvtB45mpcBc&t=11s



TAM

Total Available Market
USD 60.81 billion

SAM

Serviceable Available Market

USD 20 billion

SOM

Serviceable Obtainable Market

USD 5 billion

infoedge ventures

InfoEdge Ventures

AI Hackathon 2024

Hack the future - Innovate with AI

Powered by H2S

THANK YOU!