

Proof of Concept Scheme

PROJECT SUMMARY

Project Leader Name: Marie Kathleen Anabelle ANGOUIN	
Address: Ebene Junction (office 214A), Rue de la démocratie, Ebene 1721-04	The information on this form may be made public.
Enterprise / Company / Institution: Ennov IT Ltd	
Project Title: Get Famous	
TECHNICAL ABSTRACT (200 words or less)	Include Potential Commercial Applications
<p>GetFamous provides a solution to businesses looking to promote their services or products through an online community platform connecting them to rentable screens.</p> <p>This innovative business solution is unique as it gets rid of all intermediaries in the advertising process and provides a simple self-service pay-as-you-go model. Everything is done online, from the conception of the ad campaign to the selection of broadcasters. This way, advertisers benefits from a cheaper pricing with more flexibility and reduced time to market. GetFamous gets a commission on each campaign and broadcasters are remunerated on screen time.</p> <p>Even with conservative assumptions, the financial projections show a profitable income as from year 1 and a consequent ROI as from year 2, given the scalability of the solution that allows for international expansion at minimum cost.</p> <p>GetFamous is a multi-platform solution that makes use of state-of-the-art innovative technologies such as Internet of Things (IoT), cloud and artificial intelligence including machine learning and image recognition.</p> <p>This next-gen community advertising platform is one of a kind in Mauritius and is intended to scale internationally.</p>	
Key Words to Identify Research (8 maximum) : Advertising, TV Screen, SME, online platform, Artificial intelligence	