BRilliant

Borislav Dragandzhikov
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Georgi Tsipov
Lukas Döllerer
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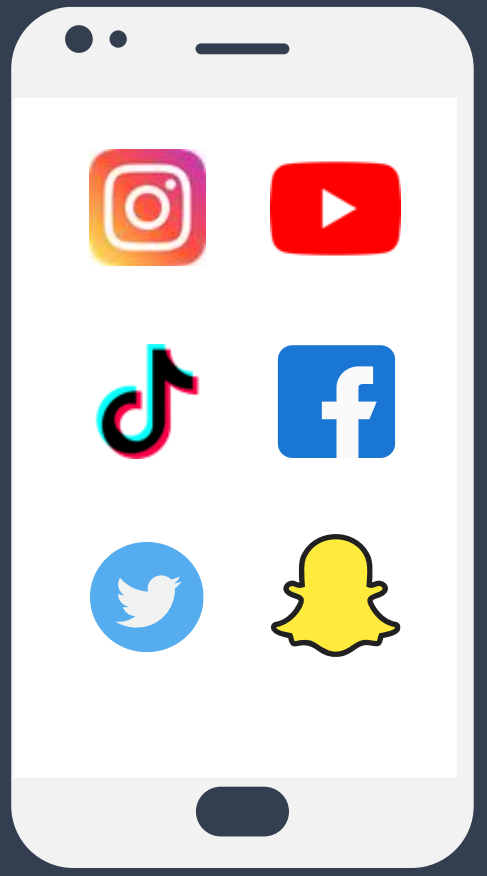
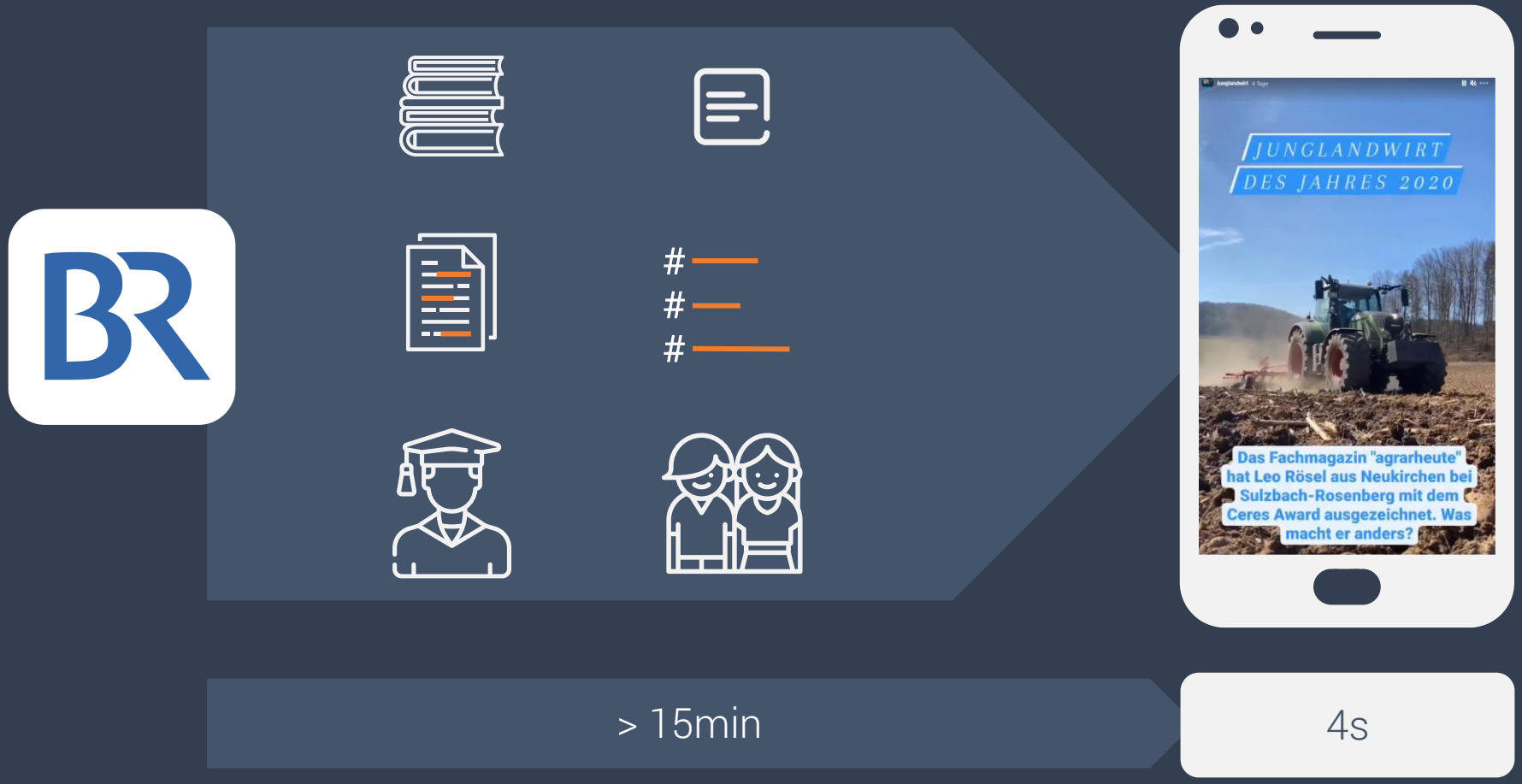
Status Quo



High editorial effort for a few seconds



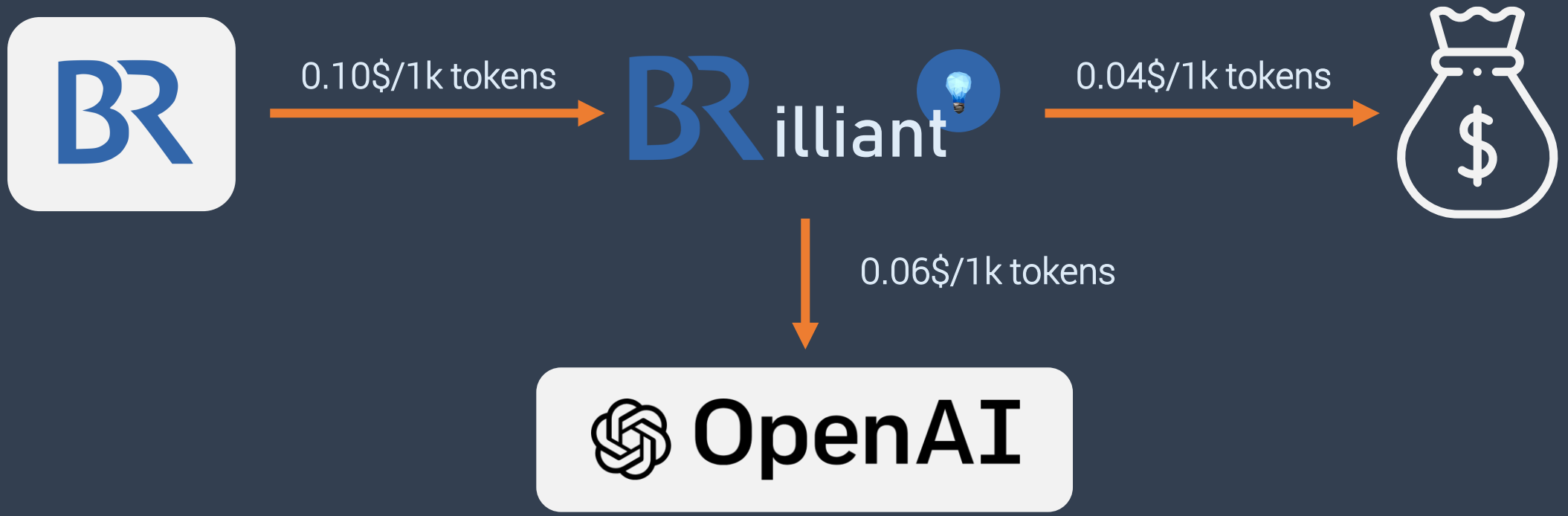
The product

BRilliant

Live demonstration

The next steps – Market Penetration

The next steps – Earning money



Any questions for the team?

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Lean Canvas

Problems:
Summarizing articles in plain language and creating appealing stories for Instagram is too time consuming for news companies to be profitable.

Solution:
We offer automatic summarization of articles using GPT-3 and the generation of quizzes, polls and relevant Hashtags.

Metrics:
Average time of use, time of editing, count of processed articles, used tokens

Unique Value Proposition:
You can easily generate summaries of web articles in plain language for young or foreign users, extract relevant Hashtags using Google Trends and automatically generate Quizzes, Polls or Open Questions using our intuitive webapp.

Engine of Growth:
Analysing the interaction with the platform's API, we can use a learning algorithm to suggest relevant articles for social media

Channels:
Find users in fairs, social media, radio; Interaction with the user within the web app

Customer Segments:
Companies that frequently publish articles on their website (News Publisher, Editorial offices, Radio stations etc.) and would like to gain views on social media

Early Adopter:
Bayerischer Rundfunk (BR) – challenge setter

Costs:
0.06$ per 1000 used tokens
50$ per month for server

Revenue:
Summarization using all possible features takes ~ 6000 tokens
0.10$ per 1000 tokens results in ~ 0.60$ costs per processed article
Major saving compared to manual summarization (~15 min / article)
UI usage 20$ per month for companies with small token consumption (<100k token per month)