

PROJECT SUMMARY

AI-BASED NATURAL LANGUAGE ANALYTICS PLATFORM FOR INCLUSIVE CIVIC ENGAGEMENT (RG-G1021)

Along with the dramatic digital transformation in the last years, there has also been a natural shift on how people, including those traditionally excluded, express their opinions: through public online spaces. This has been enabled with a steadily rise of internet and smartphone use, as well as social media penetration. This shift has started providing traditionally excluded people with a new channel to express their needs, concerns, problems and even satisfactions. Thus, people's needs and concerns are shared every day publicly as written (text) and spoken data, which is valuable for governments and companies to make more people-centered decisions.

However, people's opinion data in digital space is **massive** and **unstructured**, not always easy to handle – therefore, it is totally underutilized. Manually collecting, reviewing and sorting such data takes weeks to months of research time – by which point what people expressed may have already become obsolete and irrelevant. While governments and companies are poised to become more data-driven, the challenge is to turn this process into a real-time science.

The project's main objective is to support public and private sector organizations (governments and corporations) to give a voice to their citizens, customers and users – especially those from traditionally excluded population segments that have started to use digital channels to express their opinions – by promoting the adoption of artificial intelligence (AI) -based solutions to transform their feedback into insights. The project also aims to contribute in accelerating governments' and corporations' digital transformation towards more responsive organizations under the context of greater citizen engagement.

The proposed partner for this project, **The Social Coin, S.L.** (commercially known by its product "Citibeats"), has developed a unique **AI-based natural language analytics platform** (AI platform that can understand language), that allows governments and companies to transform unstructured feedback (opinions and even emotions) from citizens/customers/users into valuable outcomes. Citibeats' proprietary machine-learning algorithms mine and transform unstructured massive people's natural language data (from social media, transcripts from public bulletin board and helplines, chatbots, etc.) into intelligence that empowers decision-makers.

The target beneficiaries of the project will be individuals who belong to population groups whose collective concerns are addressed by governments/companies, or for whom early warning, detection and prevention against potentially negative trends and events are made in a timely manner thanks to the natural language analytics platform. These population groups are mainly of economically, socially and geographically marginalized or excluded segments. Governments and companies also benefit by being able to "listen" to people's voices quicker, make more informed decision-making in a timely manner, and optimize budget execution for addressing issues related to their citizens/customers/users.

IDB Lab will be providing a contingent recovery investment grant of up to US\$550,000 to Citibeats, to be legally structured under the framework of **simple agreement for future equity (SAFE)**,¹ or equivalent agreement, which includes an option for IDB Lab to convert its financing into Citibeats' equity stock in case any of the predefined trigger events take place.

¹ SAFE is a standardized and simple contractual model for small-scale and early-stage/pre-revenue financing, which reduces legal and negotiation time and costs, which is later tied to the Series A issue.