



A person's hands are shown typing on a laptop keyboard. The image is overlaid with a semi-transparent blue filter. In the center, the text 'TRACE.AI' is displayed in a large, white, sans-serif font. Below it, the text 'Public Accountability Indexer' is written in a smaller, white, sans-serif font. To the right of the text, there is a circular icon containing a white checkmark. The background shows a blurred office setting with bookshelves.

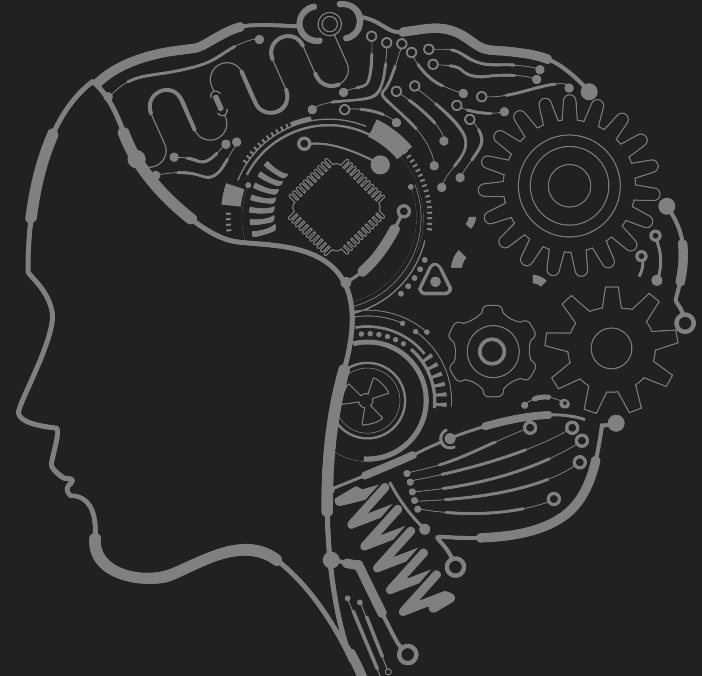
TRACE.AI

Public Accountability Indexer



Our problem statement

- Lies laced with Anger and hate spread faster than facts.
- It takes no time to utter lies but it takes a significant amount of time and research to **fact check** it.
- Majority of a journalist's time goes into research, not in actual writing of articles.
- Accessing **public records** or official facts is a difficult task for most people.





The solution

- We enable quick traceability of any public record.
We are:
 1. An indexer of **official public statements and records** taken from the official sources,
 2. Summarised with **semantic understanding**,
 3. Served on a **simple** user interface.



Value Proposition

- It hits the sweet spot between ChatGPT and Google covering both their limitations.
- Reduces barrier to entry in fact based journalism and activism
- Democratizes access to public records so everyone can be involved, taking away threat from journalists

A group of people are sitting around a table in a meeting room, working on laptops. The scene is dimly lit, with a dark overlay. The text 'Validation Process' is centered over the image in a large, white, sans-serif font. The people are focused on their work, with some looking at their screens and others talking. There are water bottles and a glass on the table.

Validation Process

User Feedback - Sample size 5

- “This sounds great and very useful! Not just for journalists but for students and any researchers.”
- “Would love to use it.”
- “I would say it’s a 10 on usefulness. I think just for me, it’s perfect and I would love to use it to find stuff faster and more easily.”
- **In Summary: Addressing pain point during the research process. Providing improvement over Google and ChatGPT experience.**

BROOO IT SOUNDS LIKE SOMETHING I REALLY COULD USE

So very useful for anyone studying/researching rn

Like, for example I'm writing 2 research papers rn one about philosophical literature and one about evolutionary psychology. If i had this I could get informatiom about everything Plato said and what he believed in quite quickly instead of roaming contradictory sites. And same for psych paper

15:50



Harleen Pune

Like, for example I'm writing 2 research papers rn one about philosophical literature and one about evolutionary

What are the challenges you fave while doing this with ChatGPT or google?

15:53



Google pe toh kuch hai hi nahi you have to visit multiple sites most of the first few give school level information that you can't include in a paper until you find like a relevant research paper or experiment or opinion to rely on and then confirm that from some second source and then write everything on your own which is fine if you can even find sources that are not lying

15:59

ChatGPT helps way more but the challenges include:

1. It doesn't know much. Like, sure it'll tell you maybe one thing Plato proposed, pwrhaps 3 or 4 if you ask out of a 1000 things you can find if you read his work
2. It's very repetitive it can't see multiple viewpoints or any new viewpoints it won't give anything new mostly just repeat an elaboration of the words you entered in the question
3. You can't do concrete research w chatGPT. It'll tell you the basics but at the end of the day, you'll still have to go find websites that go deeper into what you're researching

16:03



Existing demand and non AI tools solving them

- <https://libguides.usc.edu/journalism/tools>
 - **Records Project**
Your Encyclopedia for State and County Public Records
 - **Netroline**
Public records searching
 - **FactCheckEd**
We monitor the factual accuracy of what is said by major U.S. political players in the form of TV ads, debates, speeches, interviews and news releases. Our goal is to apply the best practices of both journalism and scholarship, and to increase public knowledge and understanding.
 - **PolitiFact: Sorting out the truth in politics**
PolitiFact is a project of the St. Petersburg Times to help you find the truth in politics. We research their statements and then rate the accuracy on our Truth-O-Meter – True, Mostly True, Half True, Mostly False and False. The most ridiculous falsehoods get our lowest rating, Pants on Fire.
 - **The Annenberg Public Policy Center**
 - We are a nonpartisan, nonprofit “consumer advocate” for voters that aims to reduce the level of deception and confusion in U.S. politics.
 - **Center for Public Integrity**
“inspiring change using investigative reporting that exposes betrayals of the public trust by powerful interests.

A group of people are seated around a table in a meeting room, working on laptops. The scene is dimly lit, with a dark overlay. In the foreground, a person is seen from behind, wearing a headset and typing on a laptop. Other people are visible in the background, also working on laptops. The text "How we made it" is overlaid in white on the left side of the image.

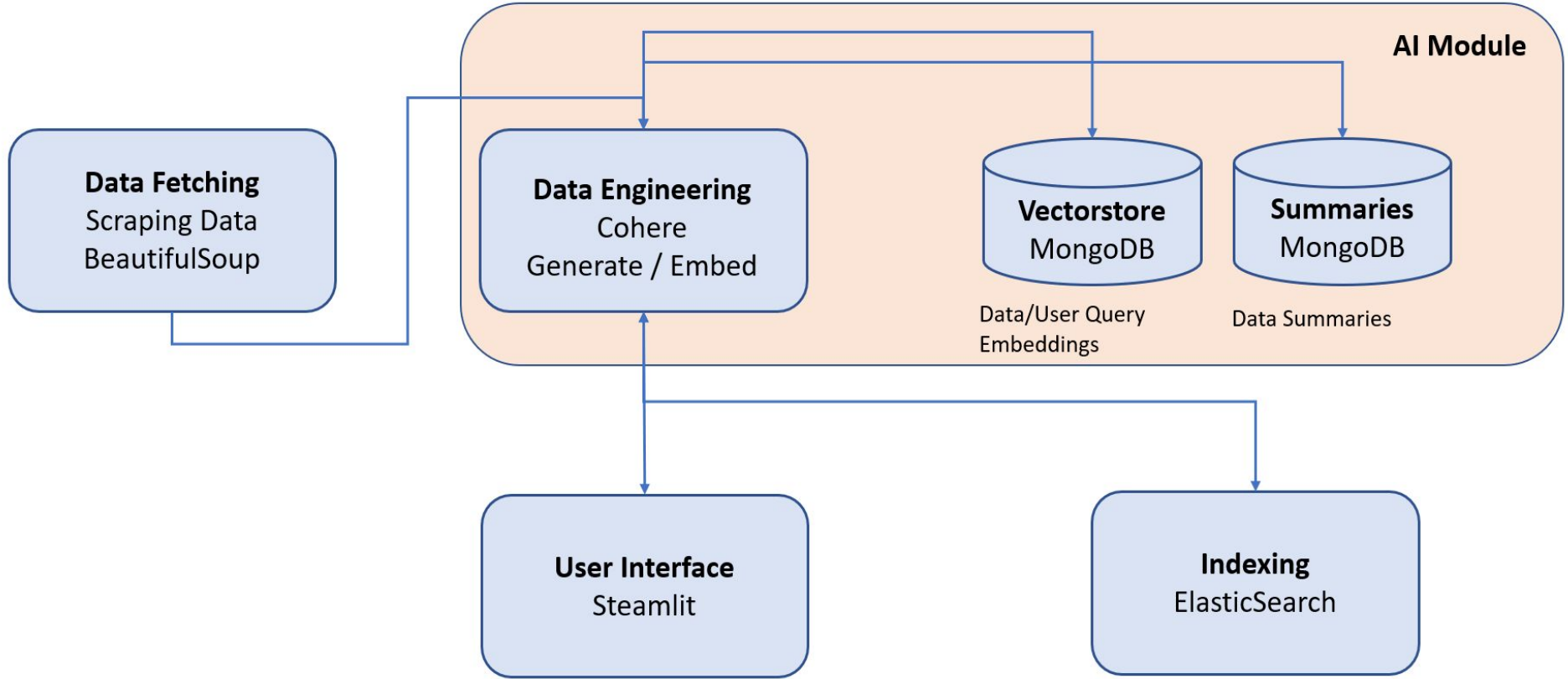
How we made it

Technologies Used



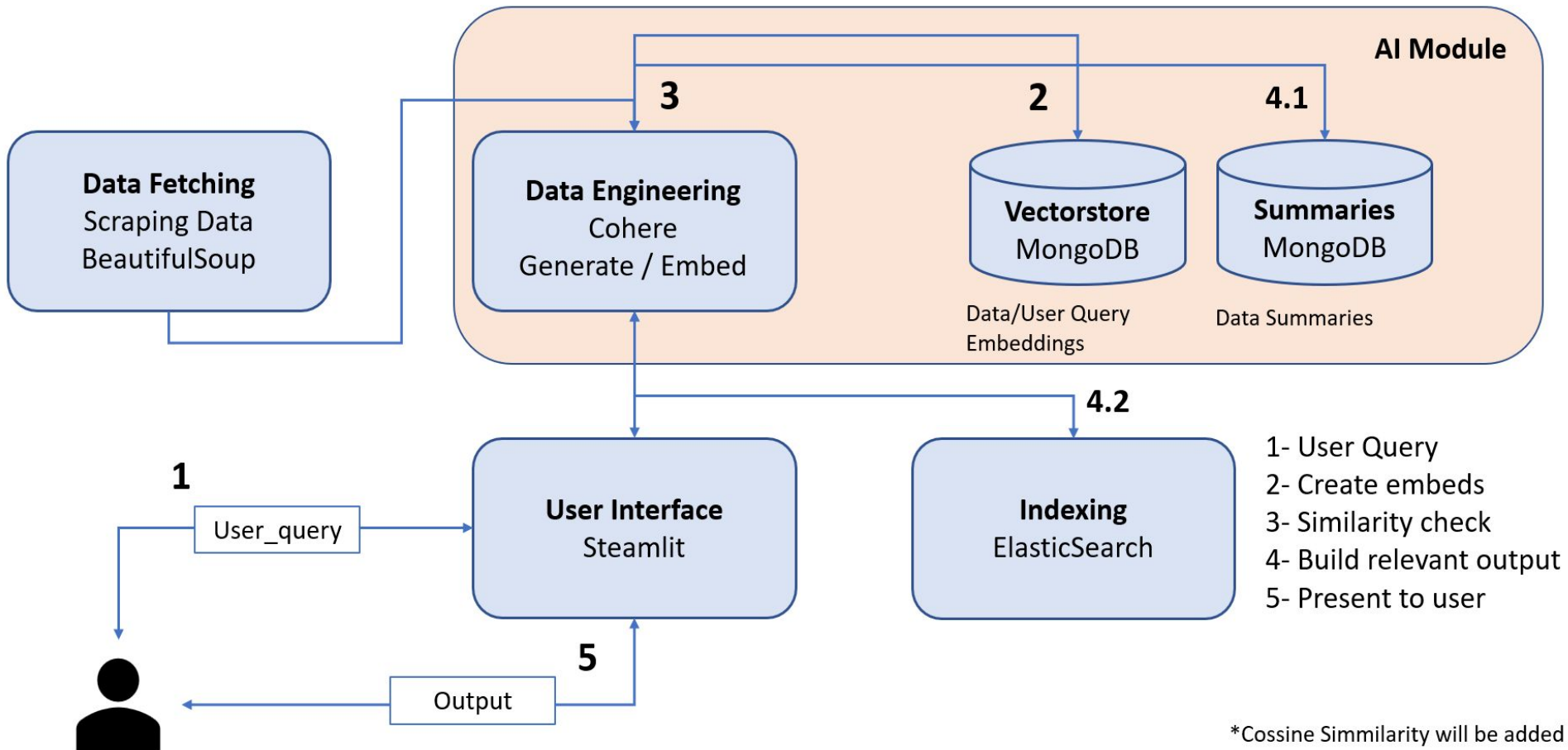
- Cohere
- Streamlit
- Selenium
- Google Collab

Data Path

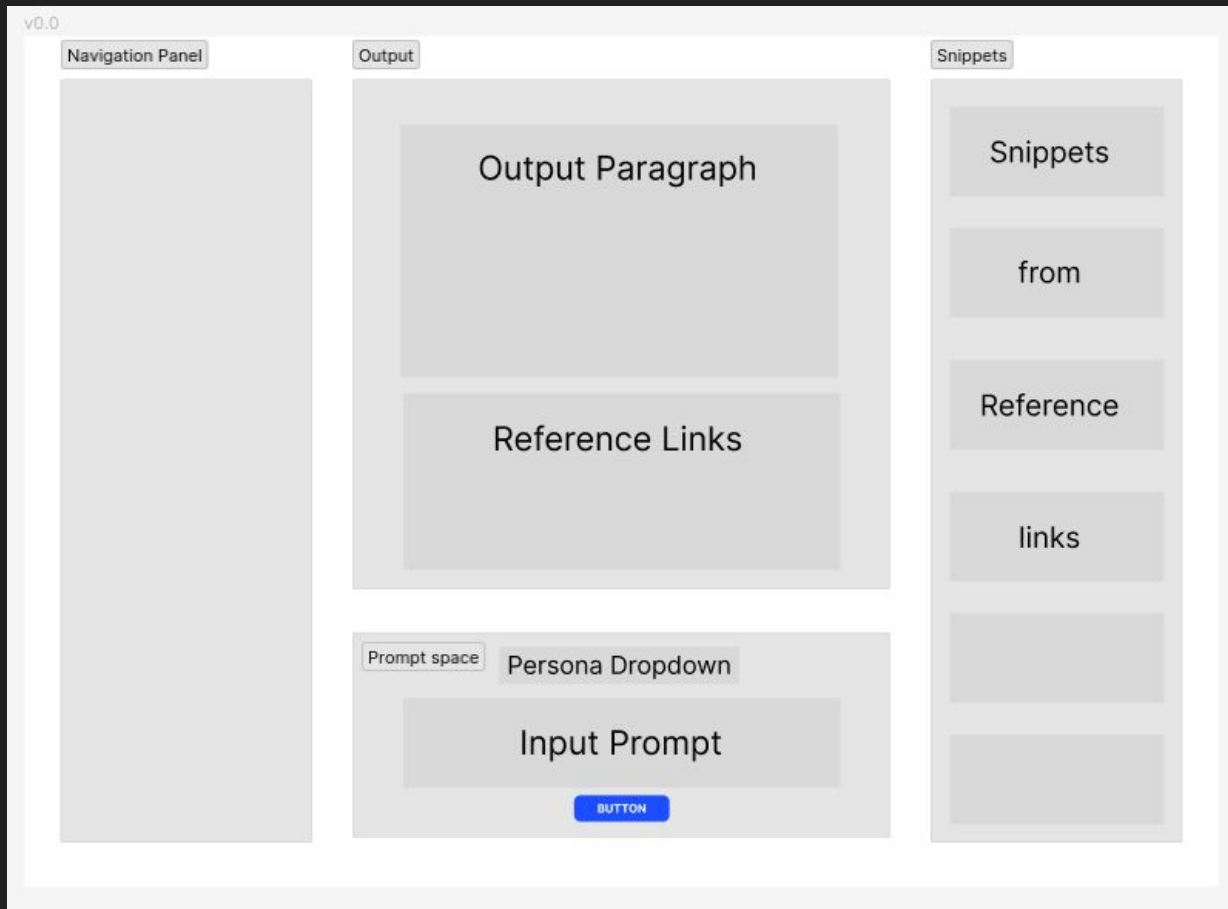


*Cossine Simmilarity will be added

User Experience



Future UI Wireframe





A working demo of it



Trace-AI!

We'll do the late-hours research for you - summarize and extract conclusions - You just need to use it!

Search TraceAI

Want to be included in the beta?

A close-up photograph of two hands shaking in a firm grip, symbolizing a business agreement or partnership. The hands are positioned in the center of the frame, with the fingers interlaced. The background is dark and out of focus, featuring several warm, glowing bokeh lights that suggest an indoor setting with ambient lighting. The overall tone is professional and positive.

Business Model

Freemium Model

- Free-tier: Advertising

- Limited requests per day
- Limited Data Sources
- Top 10 Institutions / Personas / Companies Websites
- Limited output length
- Limited Links referred
- Bigger time-drift

- Basic: No-Ads

- **Unlimited requests**
- Slow mode - limited request/hour
- **Extended data sources**
- **Extended Institutions / Personas / Companies**
- Twitter

- Advanced:

- Unlimited requests
- Extended data sources:
- **Unlimited Institutions / Personas / Companies**
- **YT Transcript / White-papers**
- **Near real-time**

- Pro:

- **Pay as you go model**
- Unlimited requests. Pro-capabilities
- Near real-time
- **API**
- **Consultancy / Support**

Competitors

- <https://writesonic.com/chat>
 - A big service which provides very similar functionality
 - NOT aimed at journalists
- <https://www.foiamachine.org/>
 - Provides all legal documents
 - Requires bureaucratic requests with legal boilerplates.
- <https://lablab.ai/event/ai21-labs-hackathon/olympia/webindexer>
 - A very well implemented indexer
 - Different business approach

Go To Market Strategy

- Target Customers
 - News and Media agencies - **B2B**
 - Tech aware journalists
 - Activists
 - Political Researchers
 - Early adopters
- Pain Points
 - Research time
 - Entry barrier for non-journalists
 - Efficiency and quality of work
- Building Awareness
 - Website
 - Disruptive media articles
 - Personal networks and referrals
- Inbound Marketing
 - Word of mouth
 - SEO
 - Content creation
 - Social media
 - Newsletter

A conceptual image featuring a person in a dark suit and glasses, shown in profile from the chest up. They are resting their chin on their hand in a thoughtful pose. The scene is overlaid with numerous semi-transparent digital elements, including various charts, graphs, and data visualizations in shades of blue and white. A prominent, glowing blue particle stream or data flow appears to emanate from the person's head area. The background is a soft, light-colored gradient, possibly representing a bright sky or a clean digital space. The overall aesthetic is futuristic and tech-oriented.

Future Scope

Things To be implemented in the future

- Much broader dataset of official records
- Fake news dispelling competitions
- Highlighted fact checks of the day
- Integration with whisper for additional accessibility
- Fine tuned LLM for improved user interactions

Further research links

- <https://www.rferl.org/a/world-press-freedom-under-threat/31227193.html>
- <https://www.un.org/en/observances/end-impunity-crimes-against-journalists>
- <https://theswaddle.com/how-political-gaslighting-undermines-the-truth/>
- <https://indianexpress.com/article/opinion/editorials/gaslighting-from-personal-to-political/>

A group of people are seated around a table in a meeting room, each with a laptop open. One person in the foreground is wearing large headphones and looking at their laptop. Another person in the background is resting their head on their hand, looking thoughtful. The scene is dimly lit, suggesting an evening or indoor lighting. The overall atmosphere is one of focused collaboration.

The Team

- **Krishanu** Full stack developer, cyber security enthusiast, India
- **Dario** Cloud Solutions Architect, Madrid
- **Firi** Research Data Analyst, Ethiopia
- **Mubin** Data Scientist, India
- **Sebastian** AI Scientist at CeADAR, Research Fellow at Harvard
- **Nom** Team Captain, Project Manager, Entrepreneur, Delhi

Thanks!

Team Shinko AI
AI Startup Hackathon
@lablab.ai
2023

