Proof of Concept Scheme

PROJECT SUMMARY

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Enterprise / Company / Institution: Ennov IT Ltd	
Project Title: Get Famous	

TECHNICAL ABSTRACT (200 words or less)	Include Potential Commercial Applications

GetFamous provides a solution to businesses looking to promote their services or products through an online community platform connecting them to rentable screens.

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.

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.

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.

This next-gen community advertising platform is one of a kind in Mauritius and is intended to scale internationally.

Key Words to Identify Research (8 maximum) : Advertising, TV Screen, SME, online platform, Artificial intelligence