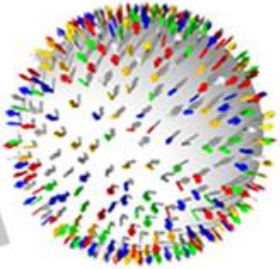


PeerPal

BIG
MATCH 
FOR BIG DATA

Content is King. If it is Relevant..

MARKETING PROBLEM: most content offers are irrelevant

We all hate **irrelevant offers** and suggestions!

At the same time, we always appreciate a good **advice** about a new movie, an artist, a book, a song or album, amazing show, or a piece of art.

Then, whose recommendation is **reliable**? Culture related ads and offers on Google, Spotify, Amazon and Netflix claim to be "personalized", but they're **not even close** to what you really like. Your Friends on Facebook are not that many and they do not necessarily share your cultural tastes, so **who do you turn to for a clue**?

Obviously, to **your peers** on the network — people with the most similar cultural preferences, but **how can you connect** with them?

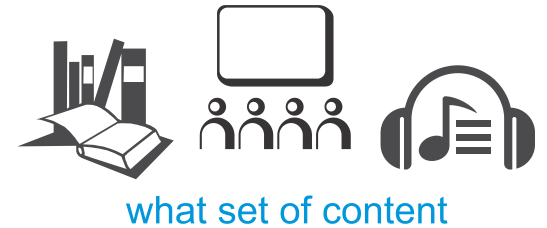


CONTENT MATCHING PROBLEM: what to sell, and whom to?

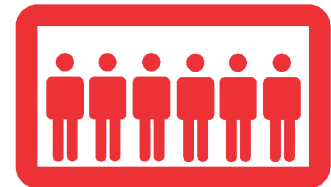
World's largest books, music and movie suppliers such as Ingram, TuneCore and Warner Brothers spend billions analyzing their buyers' purchases, geo, and demographics to define the most **appropriate content** for a particular market segment, or the **most relevant audience** for a particular content.

But what do they know about real **tastes** and **cultural preferences** of their buyers? **Not much**, just because when someone buys a Harry Potter book on Amazon being 22 years old US resident, there is no easy way to discover that she also likes Nirvana and Tarantino.

And the suppliers would love to know. **How could they?**



matches the best?



COMMUNICATION PROBLEM: looking for meaningful connections

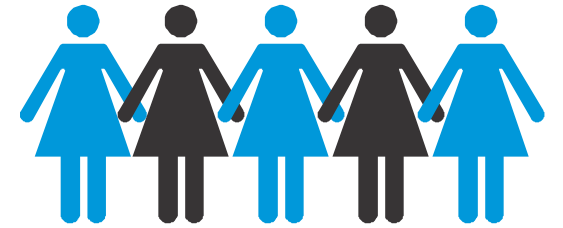
How do you make **friends** or meet a **romantic partner**?

Dating sites and apps like Zoosk, Tinder or Match.com claim to use sophisticated algorithmic **matching systems**. These systems mostly rely on users' answers to lengthy questionnaires, or matching some common key phrases in their online profiles.

In the end, you get thousands of “matches” that meet your criteria “on paper”, but in fact, the majority of these people are **hardly close** to your life style. And even if you luckily pick a person who matches you just by chance, you still don't have any idea on what subject to **start a conversation** with.

At the same time, there sure are dating site members who share your tastes and cultural preferences – your real **peers**.

Is there a system that can **find** them and let you **connect** with them?



too many and too broad matches



my peers?

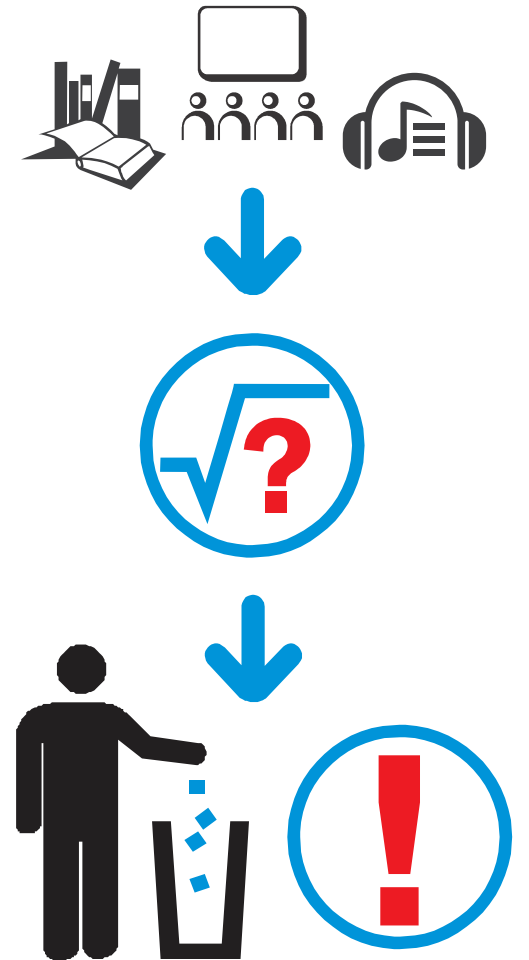


CORE PROBLEM: inaccurate content matching

The devil lives inside the weak and totally artificial taste analysis and content matching algorithms currently employed by practically all industries having to deal with culture related content flow.

Indeed, [Pandora](#) analyses your listening habits in terms of music genre, year and tempo. As a result, it offers you Bon Jovi, [but you better like](#) Nirvana. [YouTube](#), [Netflix](#) and [Amazon](#) have [even worse chances](#) to come up with what you like, just because movies and books are being even less classified, compared to music. You, personally, don't have a clue on what to talk about with the popped-up dating match, and same is she.

Is there a [solution](#)? [Sure it is](#), just turn the page over...

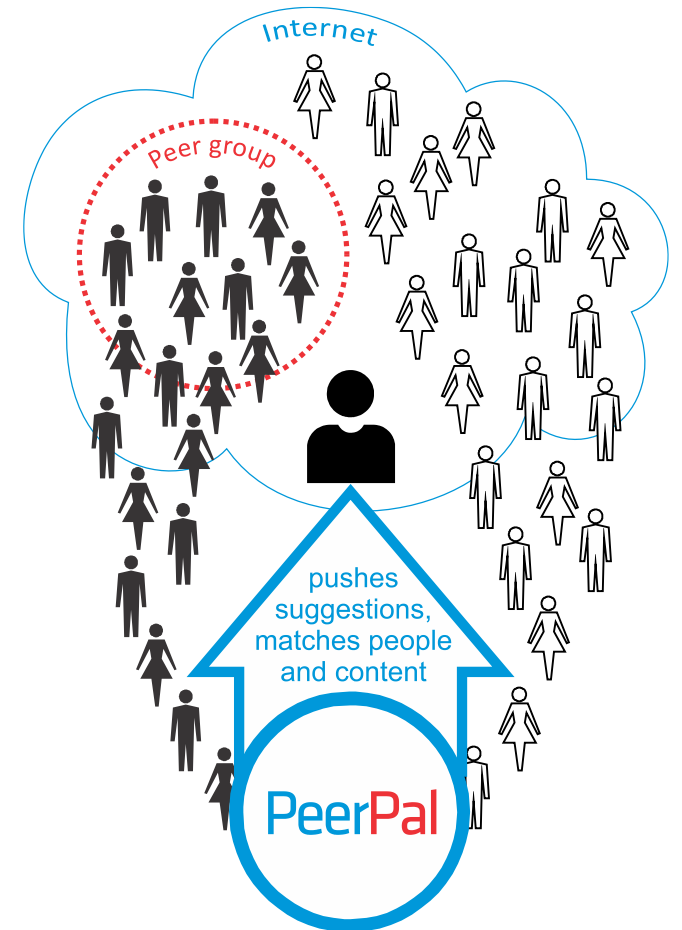


SOLUTION: virtual peer groups

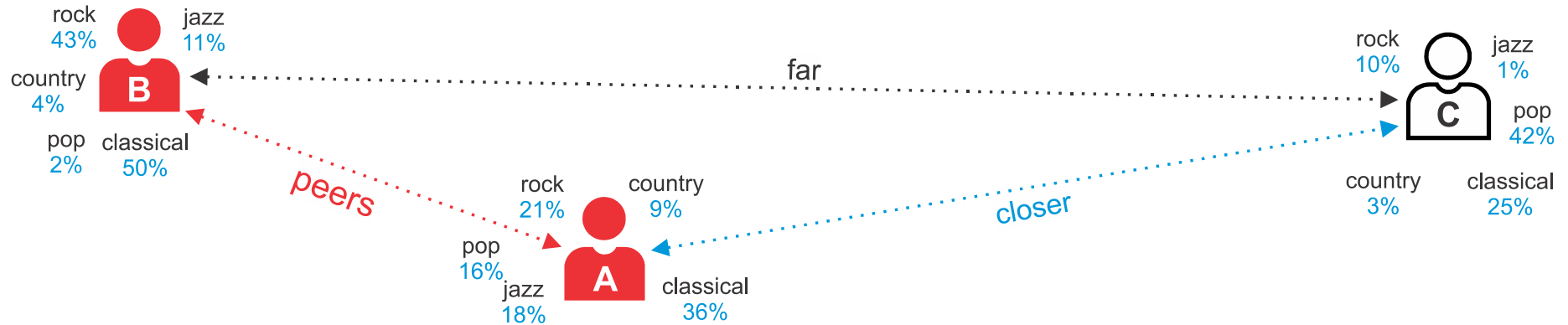
If content providers, dating sites, or social media had a mechanism to define a **unique virtual peer group** for each user, our entertainment, learning, and communication experience might be way more exciting.

Such mechanism is presented here. We call it **PeerPal** – a revolutionary data analysis and content routing platform aimed to effectively process **Big Data** of our cultural preferences. It is built on a patent pending **Social Genome AI** – a set of **unique** ML/DL algorithms and methods able to precisely define and dynamically update a unique virtual peer group for every social network user. It analyzes the users' **Likes** on music, books, movies, etc., thus building user's **unique social genome**.

How does **PeerPal** do it?



SOLUTION: Social Genome AI



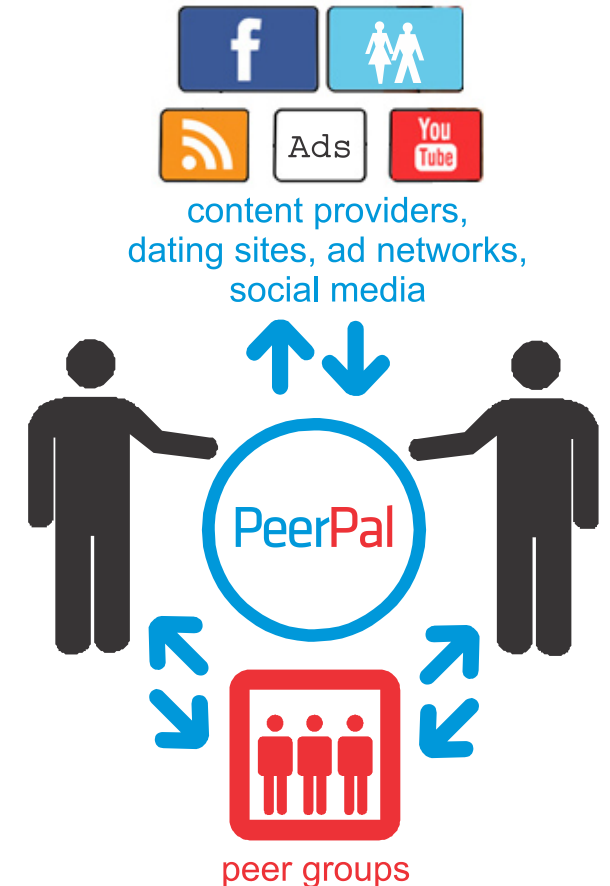
We **do not** define a group to see who fits into it. On contrary, **Social Genome AI** approach considers each person as a **point** in a multidimensional “cultural” space. The user’s “position” in this space is precisely defined by their **social genome** – a computed set of coordinates derived from the content choices made by the user within the content stores and streaming apps. The **PeerPal** platform deployed on the cloud would register the users' content related **choices** such as Likes, Favorites, or so, analyze the content’s tags and compute **unique social genomes** for all users. Now, with the knowledge of all users’ positions in the “cultural” space, it can calculate distances between them. Each user’s **unique virtual peer group** can be then determined by including only the persons **nearest** to this user. How the **PeerPal** platform is structured?

PRODUCT: PeerPal Platform

PeerPal analytical and data routing platform consists of **server side application** responsible for computations and data routing, accompanied by **data mining API** for music, books, movies, etc. The **API** allows content providers and social media to perform the following basic functions:

- Submit user activities such as “Likes”, form submissions, “play” or “purchase” button hits.
- Compute the users’ social genomes and peer groups.
- Propagate the user activities to other members of his/her peer group in the form of content recommendations.

How PeerPal Platform can be applied in a **business world**?



USE CASE 1: recommendations instead of ads

Being employed by social media like Facebook, by content providers like YouTube, Spotify or Netflix, by user communication services like WhatsApp, Zoom, or Viber, as well as advertising gateways like Google Ads, PeerPal will enable their users to:

- Receive **always relevant** and personalized content recommendations from their **peers** – people who feel the same.
- Send **always acceptable** content advices to their virtual peer group, thus getting **recognized** for their expertise in music, literature, movies, etc.
- Make **friends** with their peers, talk to them, engage in discussions, exchange opinions and maybe even date them.

The most valuable effect in this case is the highly increased level of user's **acceptance** of the content offers routed by **PeerPal** – people **trust** their **peers** more than advertisers!

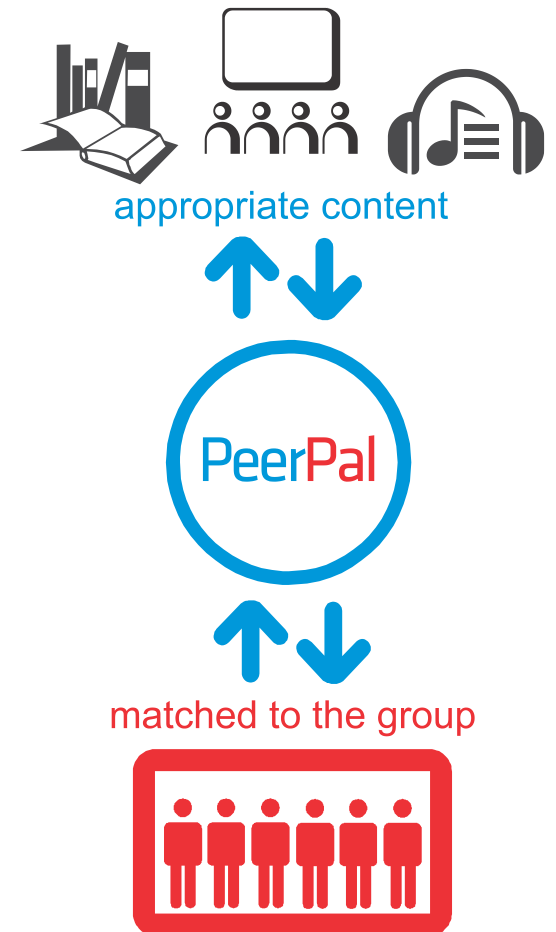
Besides, users will have real opportunities to make new friends, thus increasing the user-to-user traffic, which improves the **engagement**, and thus **profitability** of advertising.



USE CASE 2: precise content targeting

Being employed by large content suppliers such as Ingram, TuneCore and Warner Brothers, PeerPal will provide **perfect match** between content and audience:

- Applying PeerPal unique methodology to the social media and content driven communities, content suppliers will be able to select the most appropriate segment of target audience for a given content, thus **lowering the costs** of advertising.
- By examining through PeerPal a particular geo or demographic segment of social media users, they will be able to outline the content most suitable to a given audience, thus **optimizing expenses** in production and IP rights buy-outs.
- Content suppliers will also be able to **route their content** to appropriate PeerPal **virtual peer groups** through their affiliated retailers: Amazon, YouTube Spotify, Netflix, etc.

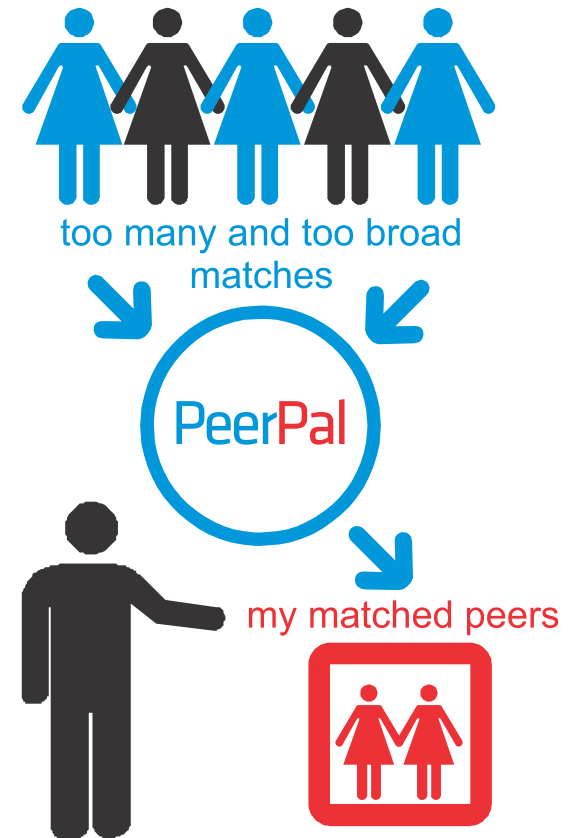


USE CASE 3: matching people really

Being employed by dating services such as Match.com, Zoosk, or 2RedBeans, PeerPal will enable their users to:

- Narrow down generic match results through applying social genome, thus **saving time** and eliminating frustrating communications with “bad” matches.
- Getting to better know the matched person before hand, thus **getting prepared** accordingly.
- Creating an instant **rapport** and common ground with vis-à-vis due to guaranteed shared interests and cultural tastes.

The most valuable effect in this case is the elevated level of user’s **satisfaction** of the matching service. Utilizing the **power** of **virtual peer groups** dating sites will improve upon their existing matching methods, thus **increasing** their **user base** and getting a **competitive advantage**.



MARKET: prospects and competition

The need for effective **Big Data** processing is currently a commonplace. Therefore, the market application area for **PeerPal** is probably as large as the **MARKET** itself. The obvious reason is just that the market is all about people socializing over the electronic marketplaces, and **PeerPal** makes use of their **word of mouth**.

PeerPal is revolutionary – it fits those **ready to change** and **capable to compete**:

- **Social media** such as Facebook, Twitter, Tinder, Match.com
- **Content retailers & IP rights owners** such as YouTube, Amazon, Spotify, Netflix, as well as Ingram, TuneCore, Warner Brothers
- **Communication services with large user base** such as WhatsApp, Zoom, Viber, or Match.com
- **Ad Networks** such as Advertise.com, Rocketfuel, Ad-Roll, Google Ads, etc.
- **Big Data processors** such as Google BigQuery, Yahoo Genome, Walmart Labs

The Social Genome methodology employed by **PeerPal** is **unique and patent pending** with USPTO. While performing a standard patent search, we were unable to discover close competitors neither within the USPTO registry, nor through the Internet search.

SUMMARY:

- The **Social Genome** methodology used by **PeerPal** is unique and patent pending with USPTO.
- The benchmark test conducted on 50 music lovers focus group having more than 1000 items in their music library/likes has produced **5/1 greater** recommendation matching accuracy compared to Pandora and Spotify.
- The server-side application and API development has been started in February 2020. We're looking for a strategic partner from the multimedia industry domain to complete a marketable product development.



To request detailed documentation on **PeerPal** project
please contact us at info@peerpal.net