

## **A comprehensive AI powered content analysis tool to optimise written content for emotional engagement and impact.**

### **Summary**

Citispotter is a Cambridge (UK) based start-up that has been developing proprietary AI-enabled technologies for digital media and brands to analyse and optimise marketing content. With AI Engine, the content marketers can optimise emails, blogs, social media posts, press releases, speeches and brand taglines for emotional engagement and impactful language.

Citispotter (<https://citispotter.com/>) is a multi-award-winning deep tech company that applies a proprietary content analysis engine and AI to help digital businesses optimise marketing content. Citispotter received Grand Prize under UN SDG Goal 5 Equality Track at Oslo Innovation Week 2020 (<https://100pitches.oiw.no/>) and featured by Department for International Trade (DIT, UK Government) Global Entrepreneur Programme on their website [tech2great.com](http://tech2great.com) among great global companies headquartered in the UK solving some of the world's biggest problems. (<https://twitter.com/alpeshbp/status/1301981742492987393>, <https://www.youtube.com/watch?v=7f0kOnkrFVE>). Cofinitive mentioned Citispotter in the #21twatch 2020 shortlist for innovative companies of the future in the Cambridge area. It is on the acceleration programme at the Accelerate Cambridge, Judge Business School, University of Cambridge (UK), and We Work Jumpstart (India). Also, they got investment from Essex University (UK).

### **Description:**

Citispotter's AI-powered content assistant helps content marketers to optimise content for emotional engagement and impactful language.

The tool enables content creators and marketers to analyse the content in real-time on emotions and sentiments. The tool suggests what emotions are being invoked in the readers while reading the content. It highlights specific sentence related to Emotions (**Joy, Fear, Sadness, Anger, Love, Disgust, Surprise**) and Sentiments (**Negative and Positive tone**).

The current product is the result of constant feedback received from corporate mentors. It helped Citispotter team to stress-test assumptions and target the fundamental problem of content creators, which is to produce engaging content daily. But the gap is enormous because brands (content marketers) could not understand the engagement analytics beyond the tracking of likes and shares. Here, the tool comes into picture and helped marketers to understand the emotional quotient of the content and highlights emotions to the specific sentences. Hence, marketer can analyse their content to target specific emotions in their audience.

Currently, the start-up incubated at the Accelerate Cambridge, Judge Business school, University of Cambridge (UK) and WeWork Jumpstart (India). Citispotter team has developed their first product after having multiple rounds of discussions with mentors, corporates, accelerators, and industry players. The AI-powered content assistant can now analyse and predict the emotional tone of the content and highlight the sentiments and emotions present in a piece of text.

Citispotter has been part of many prestigious accelerators such as Innovators for change at Cambridge Institute for Sustainability Leadership (University of Cambridge (UK), Disruptors.ai (Germany), IIM Launchpad (India), Wadhvani Venture Fast Track (India), Cyber101 Digital Catapult (UK) and 10,000 Start-ups NASSCOM (India).

Citispotter's Cloud based AI Content Assistant is available for SMEs, and Enterprises.

The company is seeking further uses for license agreements but also integrators and other developers for technical cooperation or joint ventures. The solution can be improved further and/or built into other solutions.

Last year, they won the grand prize at Oslo Innovation Week 100 Pitches Competition 2020 under the UN SDG Goal 5 equality track. As a part of the prize, they received mentorship from the Industry giants – Samsung, Accenture and Plan International. The mentorship enabled them to understand corporate issues and shape the value proposition for real-world use cases.

### **Advantages:**

The solution is first of its kind written content's emotions quotient optimization technology to the best of the company's knowledge.

Technical and organisational advantages include:

- Understand emotional distribution of the content
- Highlights specific sentences related to specific emotion and tone
- Realtime analysis
- Can be integrated to industry's existing network
- Signals displayed as individual signal potential
- Reduce efforts to understand which part of the content is responsible for which emotion and hence tweak it to invoke right set of emotions in your readers/customers
- Gives holistic view of content like content health score card
- Gives insights and different highlights of the content such as tone, emotions etc.
- Can be integrated with 3rd party CMS system

### **Stage of development:** Beta

The IP is proven under lab conditions and currently running two pilots with industry players. Also, got mentored by Samsung and Accenture Nordic region to strengthen their value propositions and B-models.

### **IPR status:**

Secret know how, algorithms, not registered yet.

### **Technology Keywords:**

AI, ML, business and office software, AI related software, content optimisation, writing assistant, content assistant, augmented writing tool

### **Type of co-operation: license agreements, technical cooperation, joint venture**

Type of partner sought: industry, academia and government

Specific area of partner sought: PR agencies, content marketer, digital media publisher, advertising network, book publishers, bloggers, brands, marketing firms, influencer platform, social media platforms

Role of partner sought: license agreements are sought with content marketers, creators and brands. Technical cooperation is sought for improvement of the solution and piloting in different scenarios. Integrators are sought for technical cooperation and joint ventures.

**Type and size or partner sought:** >500

251-500

SME 11-50

SME 51-250

**Founded:** 2019

**Language:** English

**Country:** UK