

anti aggregator - Anti Aggregator

<p>PROBLEM</p> <p>Customers are unaware that their data is being collected, the rate at which this data is being collected, and the means by which this data is being collected.</p> <p>EXISTING ALTERNATIVES</p> <p>Currently, there are no applications that give any insight into the behaviors of Data Brokers</p>	<p>SOLUTION</p> <p>Anti Aggregator first makes users aware of the problem. Next, the app gives insights into how this can be stopped. Lastly, it gives the users updates as companies that they work with are found to be handling data maliciously or are hacked by an outside party.</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Anti Aggregator users will be given insight into how their data is being collected and used against them and ways in which they can reduce this from happening.</p> <p>HIGH-LEVEL CONCEPT</p> <p>Control your data</p>	<p>UNFAIR ADVANTAGE</p> <p>Commitment to keeping user data secure.</p>	<p>CUSTOMER SEGMENTS</p> <p>Initially individuals between the ages of 25-35, followed by 36-46, and 46+.</p> <p>EARLY ADOPTERS</p> <p>Early adopters will be those individuals who create the largest digital footprint. These are people who frequently use social media, search engines, electronic commerce, and allow apps to use location services. These are also people whose data collection can undermine events in their life such as getting a job offer or being approved for loans.</p>
<p>COST STRUCTURE</p> <p>Developers</p> <p>Marketing</p> <p>Infrastructure</p> <p>Maintenance</p>		<p>REVENUE STREAMS</p> <p>Subscriptions</p>		