# GEOGLYPH

Geoglyph, Inc.

Demonstration project for anti-bullying and problem behavior detection AI engine service in the education field

Purpose of the Project

- Acknowledging the threat that children are more likely to be involved in "bullying," "problematic behavior," and crime on the Internet, we are exploring the use of an AI-powered safety net app developed by an Israeli firm.
- With the expansion of the GIGA School initiative and the surge in smartphone and IT device usage among younger users, safety measures are imperative.
- With Safety net functions linked to image and word analysis, this app is expected to be highly effective in protecting children from crimes and bullying on SNS platforms. However, it is necessary to confirm whether this service will be accepted by Japanese people, and pricing competitiveness needs evaluation.
- This app provides reports comparing statistical data on children's device usage trends and regulatory trends, which is the function similar services in the market do not have.
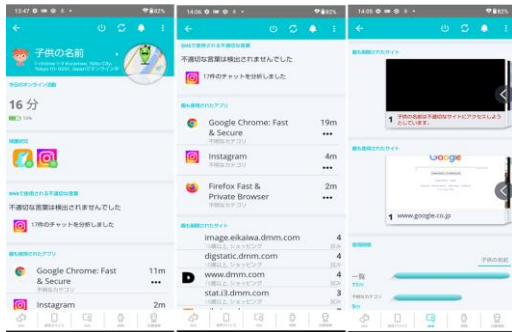
Details of demonstration

- We collaborated with an Israeli IT venture company and ReBrand, a web marketing company.
- An Israeli company developed a version tailored specifically for the Japanese market. ReBrand operated web advertisements, and cultivated interest among potential users. Our company verified the functionality and effectiveness of the app and conducted marketing research in the Japanese market.
- We combined the cutting-edge AI technology of the Israeli company, ReBrand's web marketing expertise, and our understanding of the Japanese market.
- Despite challenging contract negotiations and delays due to the prolonged conflict in the Gaza Strip, we eventually finalized the agreement. The localization of the project into Japanese commenced in mid-December, followed by Japanese language verification and surveys in January.
- The Japanese version app was completed, and its basic functionality, such as checking for inappropriate sites and harmful language on SNS, has been confirmed.
- We analyzed the advertising response rate and formed a group of 80 people who are willing to cooperate with the development of this app in the future. We also conducted a survey among these 80 people regarding the app and received 24 responses.

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Project outcome

- The environment for parents to manage their children's IT device usage has been established. Basic functions were confirmed, such as checking for inappropriate websites and harmful language on social media, which proved that approaches in Japanese to issues such as "cyber bullying" is possible. However, AI accuracy still requires improvement.
- In both sides of app and server, UI localization into Japanese have been executed, with Android versions ready for real-device testing. The translation is being conducted without any problems. Development for the iPhone and PC versions will be carried out in the future.
- Marketing activities targeted at mothers of elementary to junior high students, and through repeated testing, we achieved a high ad response rate (click-through rate of 1.71%).
- Instagram was the primary marketing platform, and there were 80 people willing to participate in the app's verification, with 24 responding to a conducted survey.
- Respondents were mostly in their 30s to 60s, and many were families with two children. The monthly usage fee was found to be acceptable at approximately 900 yen to 1,500 yen.

Challenges and Solutions

- During the project, the Gaza conflict broke out in Israel, making it necessary to review our BCP. We, therefore, split the contract scope into development phase and operation phase to defer issues.
- The depreciation of the yen left us without profit under the initial contract terms. To address this issue, we are currently discussing revenue distribution in yen rather than in dollars.
- Unique Japanese circumstances, such as high market shares of iOS devices and LINE, posed hurdles as they differ from global norms. This requires development tailored to the situation in Japan.

Future plans

- We will conduct final verification on actual devices, fix bugs, and make modifications for the Japanese market to prepare for product launch.
- Monetization plans depend on the progress of localization for Japan such as adapting to communication apps widely used in Japan and improving AI accuracy for Japanese bullying keywords. Monetization is expected from next year.