GB 2 Earth

privacy sensitive innovation

Crime Hunch

FROM HUNCH TO CONVICTION: PROVE EVERYTHING YOU KNOW

Introduction

Mil Williams, Co-founder of the Crime Hunch (i) project

Crime Hunch is a startup project designed to shorten the time between knowing the truth and proving it.

It works to solve three real-world problems in the context of:

1. traditional crime (including national-security crime);
2. zemiology (societal harm); and
3. neo-crime (crimes which cannot currently be anticipated or detected on the basis of existing or past events and experiences).

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The real-world problems we are suggesting need solving are as follows:

1. A lack of motivation in those engaged in criminal justice process: disengagement.
2. The time taken to train and upskill new staff in all the abovementioned contexts: operational confidence.
3. Stopping neo-crime (see 9/11, and also dark figure): digital- and cyber warfare, amongst many others.

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The solution *for* all these contexts – and *to* all the real-world problems mentioned – is …

… *just one*.

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To demonstrate this bold assertion, this PowerPoint provides:

1. A lean canvas model.
2. A customer factory outline.
3. A traction roadmap.

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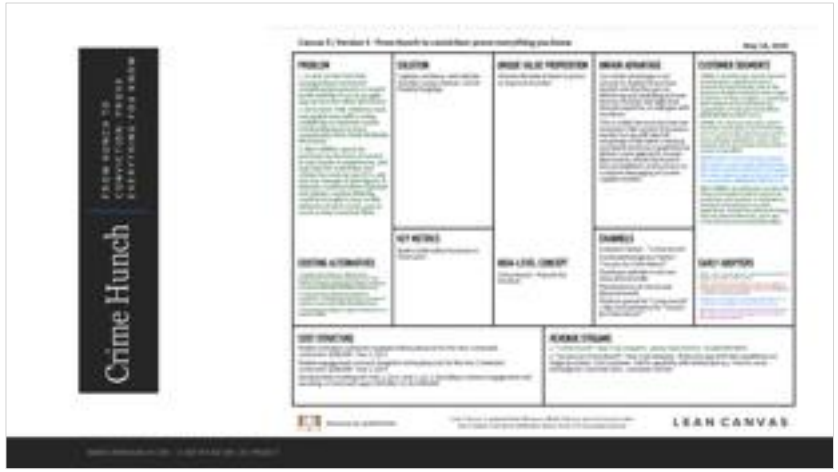

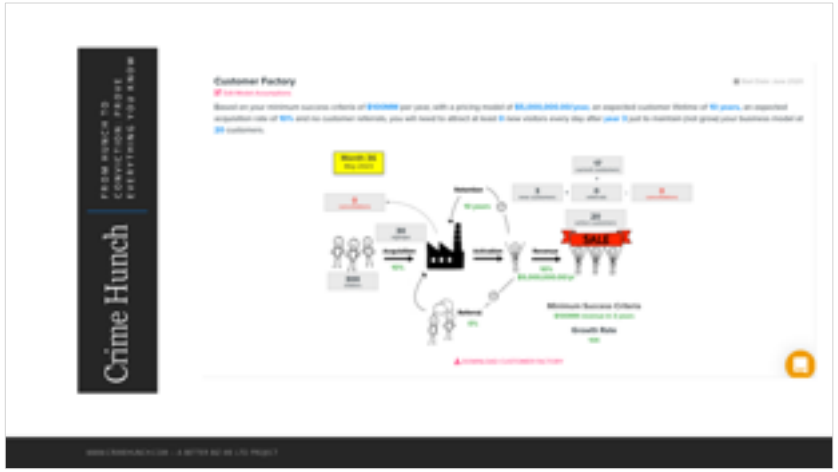

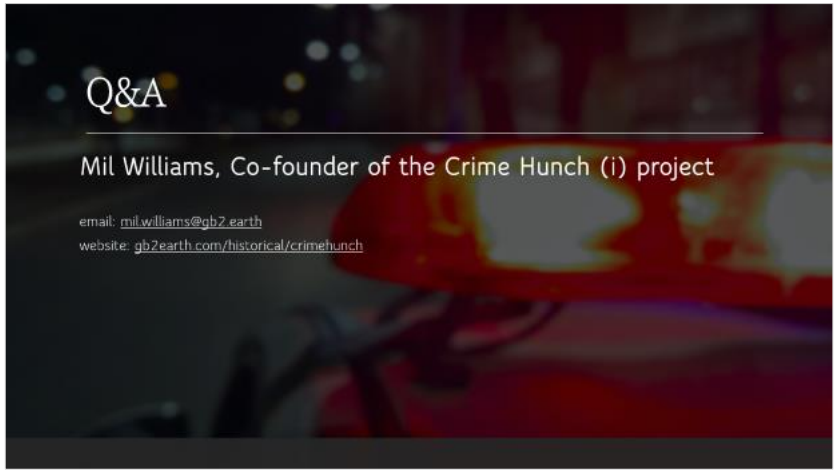

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Canvas 5 / Version 3 - From Hunch to conviction: prove everything you know

May 18, 2020

PROBLEM

1. A LACK OF MOTIVATION amongst those involved in criminal justice process is caused by the inability to act in an agile way on Hunches #B2G #B2Charity
2. EXCESSIVE TIME TAKEN to train and upskill new staff in acting confidently on Hunches causes initial enthusiasm to wane considerably #B2G #B2B #B2Media #B2Charity
3. NEO-CRIMES cannot be predicted on the basis of current or past events or experiences, and may take the authorities and citizens by surprise (see 9/11, and also the concept of dark figure); if Hunches could be better captured and shared, creative thinking could be brought to bear on the detection of such crimes, just as much as their invention #B2G

EXISTING ALTERNATIVES

1. Current procedures to validate what professionals and victims already know = the habitual slowness of existing evidence-collection procedures #B2G #B2B #B2Media #B2Charity
2. Induction plus traditional experience acquisition = a lengthy process over a number of months or even years #B2G #B2B #B2Charity
3. No existing strategies as agile in detection as re invention #B2G

SOLUTION

Capture, evidence, and validate Hunches using a human- and AI-friendly language

KEY METRICS

Build a £100 million business in three years

UNIQUE VALUE PROPOSITION

Shorten the time it takes to prove or disprove Hunches

HIGH-LEVEL CONCEPT

Crime Hunch = Palantir for Intuition

UNFAIR ADVANTAGE

Our unfair advantage is our second-to-market AI business model: one that focuses on delivering and upskilling extreme human intuition and high-level domain expertise, in dialogue with machines

This is unfair because we have not invested in the current AI business model, but we will take full advantage of the latter's existing and future technical capabilities to deliver a new approach, in ways that directly attack the bottom-line assumptions and business-to-customer messaging of current supplier models

CHANNELS

LinkedIn/Twitter - "Crime Hunch"

Facebook/Instagram/Twitter - "ive.pics by Crime Hunch"

Prototype website to test out ideas provisionally

Presentations at virtual and physical events

Platform portal for "Crime Hunch" / App store presence for "ive.pics by Crime Hunch"

CUSTOMER SEGMENTS

CRIME (I) (traditional): where Hunches already play a significant part in commonly used process, but in the absence of agile validation take longer to deliver on their insights, in particular with respect to the discretionary capabilities of new personnel #B2G #B2B #B2Media #B2Charity

CRIME (II) (national security): where Hunches could play a more informed part in commonly used process with a more reliable validation, even if the outputs were not always admissible in courts of law #B2G

ZEMIOLOGY: where Hunches already play a part in commonly used process, but need reliable validation to progress the cases beyond speculation to proper criminalisation #B2Media #B2Charity

NEO-CRIMES: we define this as forming those crime events which cannot be predicted, anticipated, or detected on the basis of previous or current experience. Using the creative thinking that lies behind Hunches, such neo-crime will become predictable #B2G

EARLY ADOPTERS

#B2G - state security agencies and police authorities (of legally exportable nation-states)

#B2B - law firms (early adopters in the UK could be in the field of criminal, in particular fraud, and of litigation - solicitors and barristers both)

#B2Media - investigative-reporting organisations and individuals (newspapers, broadcast, and online)

#B2Charity - advocates of victims of crime (both those who have crimes committed against them as well as those who commit crimes)

COST STRUCTURE

Market validation outreach (targeted online/physical) for the Year 2 intended customers: £300,000 - Year 1, Q1-2

Market engagement outreach (targeted online/physical) for the Year 2 intended customers: £200,000 - Year 1, Q3-4

Development roadmap for Year 1, Q3-4, Year 2, Q1-2, including customer engagement and recoding: a) Front end (app): £200,000 / b) AI: £500,000

REVENUE STREAMS

1. "Crime Hunch": Year 2-Q2 onwards - yearly SaaS licence - £5,000,000 #B2G
2. "ive.pics by Crime Hunch": Year 3-Q4 onwards - front-end app with full capabilities via single purchase - £39/customer - full AI capability with limited privacy - free to use in exchange for customer data - consumer version

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LEAN CANVAS

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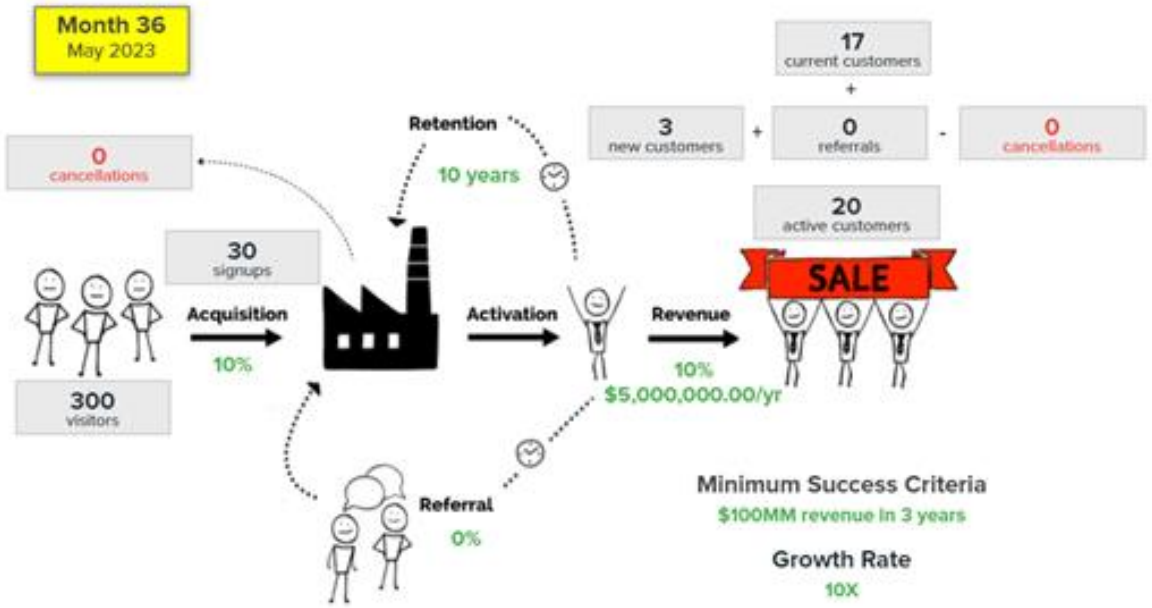
Customer Factory

Start Date: June 2020

Edit Model Assumptions

Based on your minimum success criteria of **$100MM** per year, with a pricing model of **$5,000,000.00/year,** an expected customer lifetime of **10 years,** an expected acquisition rate of **10%** and no customer referrals, you will need to attract at least **0** new visitors every day after **year 3** just to maintain (not grow) your business model at **20** customers.



DOWNLOAD CUSTOMER FACTORY

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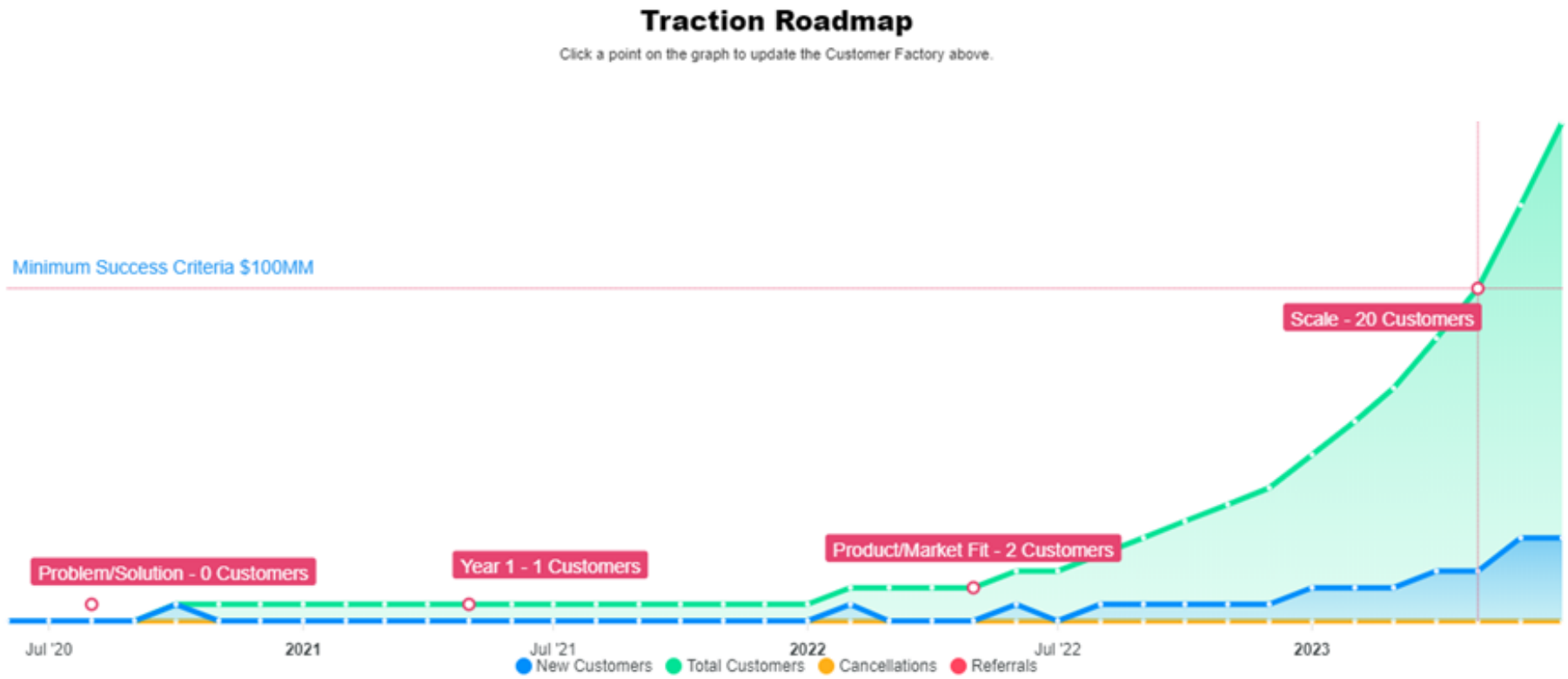

Q&A

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