UNDERSTAND HOW SOCIETY CHANGES IN REAL-TIME

citibeats

PEOPLE WANT TO BE HEARD

IN THE NEXT 5 MINUTES

2.25 MILLION ~~TWEETS~~
OPINIONS SHARED

1.5 MILLION ~~POSTS~~
THOUGHTS SHARED

200K ~~PHOTOS~~
FEELINGS SHARED

MILLIONS OF ~~COMMENTS~~
STANCES IN THE MEDIA

CITIZENSHIP ~~DISCUSSION~~ SHARING
KNOWLEDGE PLATFORMS

~~ACTIVITY~~ SECRETS IN
THE DARK WEB

WHERE *THE CONVERSATION* IS HAPPENING
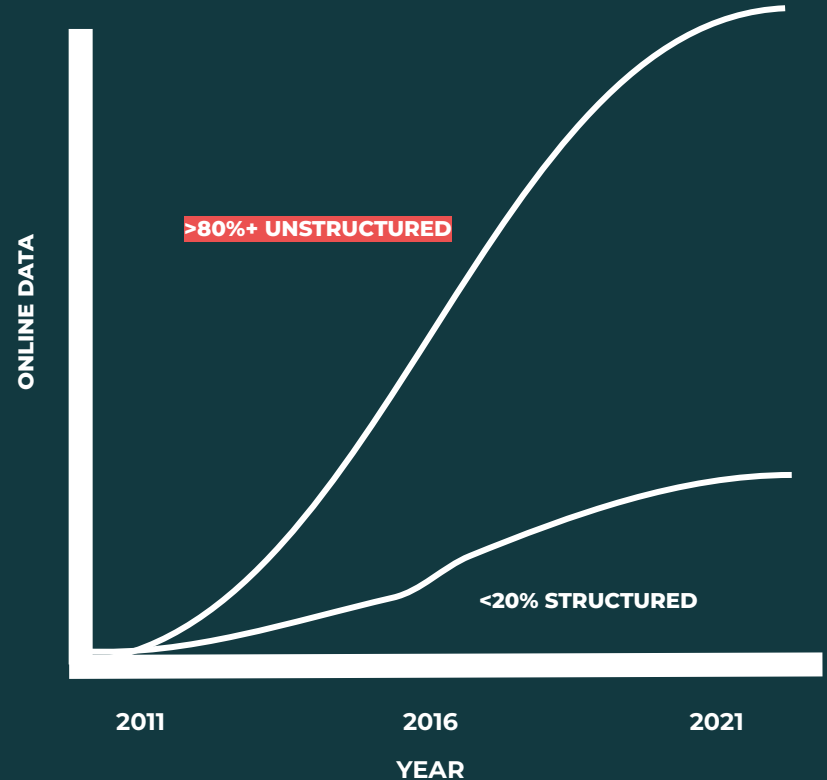
PROBLEM

INFODEMIA: QUANTITY AND HETEROGENEOUS VOICES THAT ARE NOT HEARD GENERATE A LACK OF TRUST IN SOCIAL SYSTEMS

Areas like:

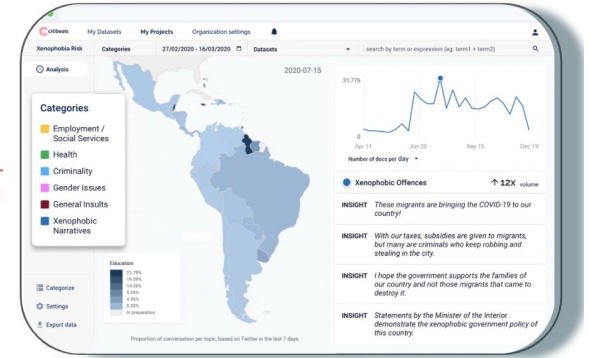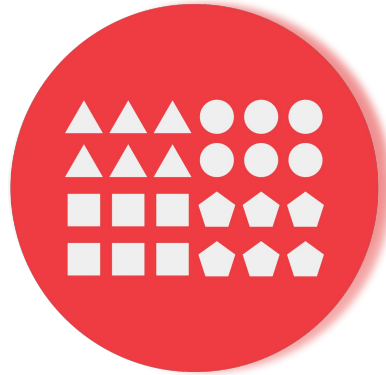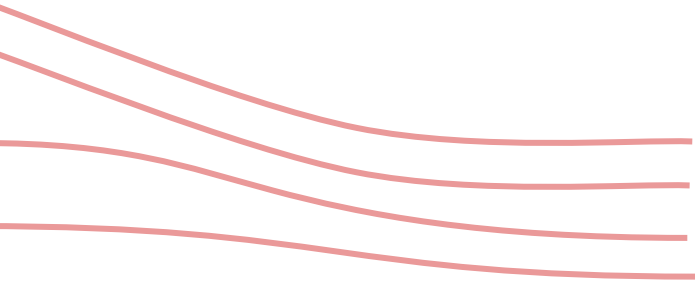**Social Instability**

Health Crisis

Climate Change

TRUST IN SOCIETY IS DECREASING, SHARPLY, *ALL* ACROSS THE WORLD.

$2.5T LOST ANNUAL IN PRIVATE SECTOR & $6 TRILLION LOST IN PUBLIC SECTOR

Sources: Our world in data | Accenture

SOLUTION

Pushing the technology state of the art towards unlocking the potential of everyone's voices to respond faster and better

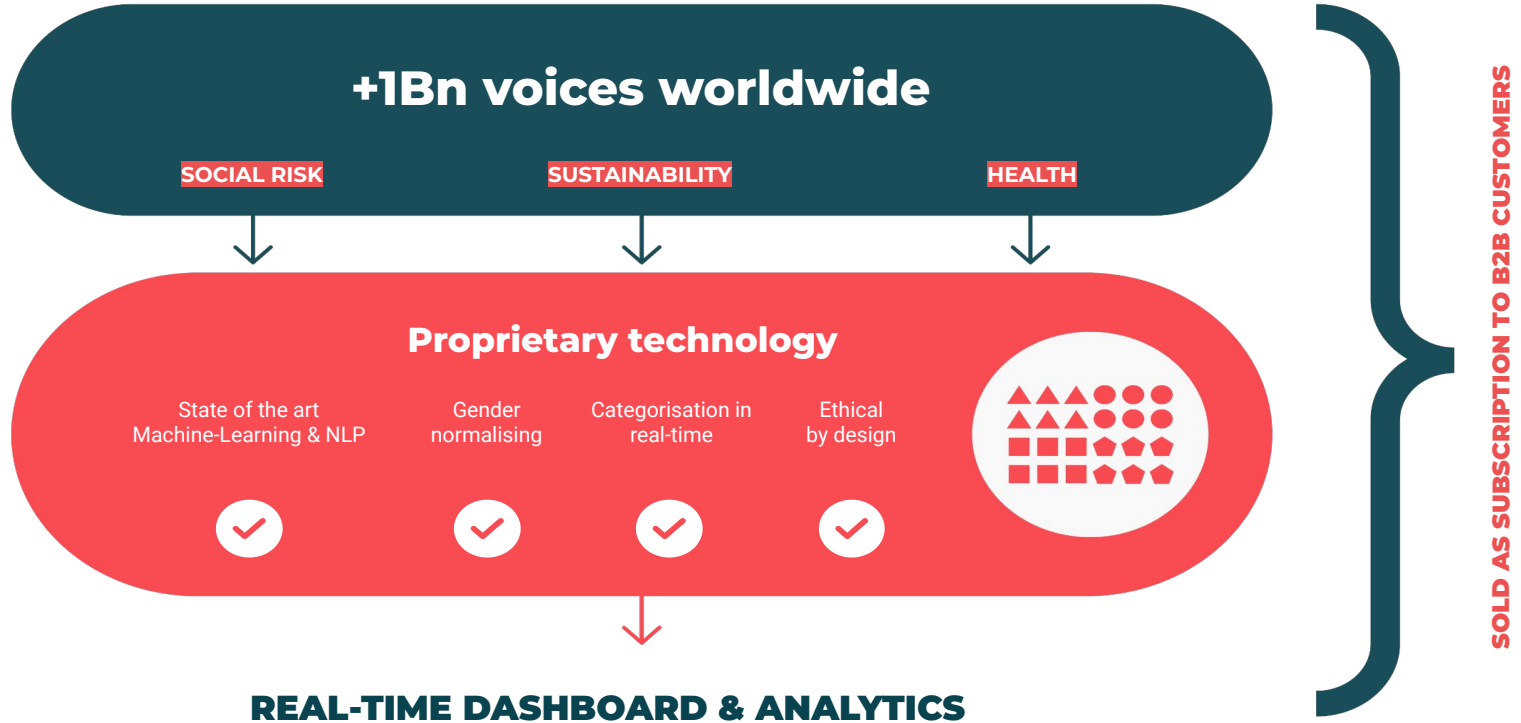**1** Consolidate global online conversation

2 Responsible AI-Powered Analysis

3 Real time insights for augmented intelligence.

"Listening to understand citizens' needs contains the seed for innovation because every innovation that has become a great business has the unavoidable condition of responding to people's real needs."

Flavia Milano - Civil Senior Specialist at IDB

CURRENT APPLICATIONS

+1Bn voices worldwide

SOCIAL RISK   SUSTAINABILITY   HEALTH

Proprietary technology

State of the art
Machine-Learning & NLP

Gender
normalising

Categorisation in
real-time

Ethical
by design

REAL-TIME DASHBOARD & ANALYTICS

SOLD AS SUBSCRIPTION TO B2B CUSTOMERS
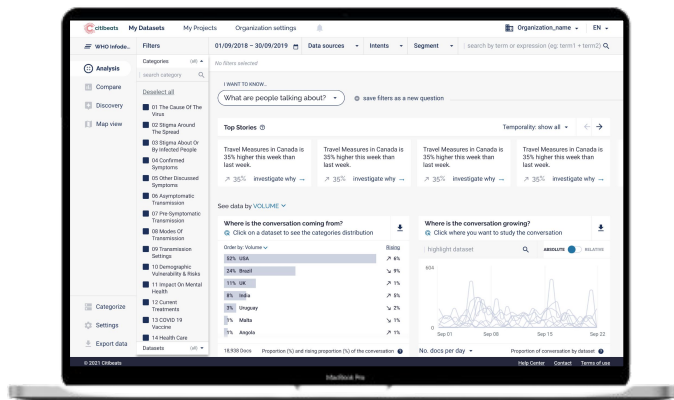
THE CITIBEATS PLATFORM

LIVE SOCIAL MONITOR

Structure the live dashboard through customisable categories, top stories through clustering, bias identification, multiple data sources selection, alerts through threshold & indexes creation, intents, multi-language automatic ontologies

REPORT GENERATION

Built within the Citibeats platform, create a report and inform your team with all the real-time analysis. Secure and private social insights sharing.
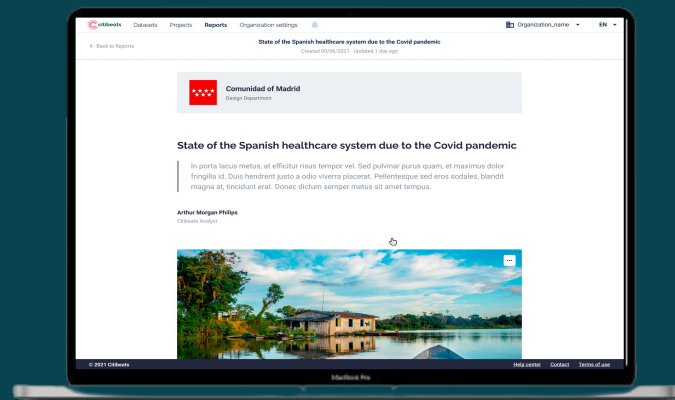
World Health Organisation (WHO)

World Health Organization

THEIR CHALLENGE

The World Health Organization wanted to obtain real time information about how people are talking about COVID-19 online, to prevent and better manage as the infodemic and pandemic evolved.

SOLUTION

The WHO launched the Citibeats-powered Early AI-supported Response with Social Listening (EARS) initiative and the Vaccination platform.

OUTCOMES

The EARS platform facilitated the WHO to gain insights about information voids and misinformation, and therefore empowered them to launch targeted communication campaigns among citizens and alert local authorities on how to respond to the specific situations around the Covid-19 Pandemic

SEE PUBLIC WEB

90 days earlier

70M Documents

30 Countries

9 Languages

41 Covid Categories

CITICases

Inter-American Development Bank (IDB)

IDB Inter-American Development Bank

THEIR CHALLENGE

Monitor what issues xenophobic and racist comments are focused on, as well as discover what needs arise in the main cities as a result of immigrant migrations.

SOLUTION

Detect, structure and analyze xenophobic and racist comments; as well as needs in the main cities with the arrival of immigrants. This information allowed for the support of urban development policies and relevant information for their inclusion and awareness campaigns.

OUTCOMES

The IDB Group uses the information from this observatory to inform the Administrations and Governments. Thanks to this information, policy development against racist and xenophobic narratives has been possible.

SEE PUBLIC WEB

90 days earlier

29M Documents

26 Countries

5 Languages

Our technology has been used in over **70 countries,** represented **1.1B voices** and positively impacted **1B€ in decisions made.**

2.5x
Growth YoY
Growth from $300K revenue in 2019 to $1.8M in 2021.

$ **$1.2M.** USD
ARR
Over $1M in ARR

>3:1
LTV TO CAC
Raving Customers

<1
Day to setup
Clients can be up and running within 24 hours of payment

16/17
SDGs Covered
Our customers projects are tackling the UN Sustainable Development Goals.

ABOUT THE FOUNDER

Ivan Caballero is a serial tech-entrepreneur founding 7 successful startups in Barcelona, Spain.

As featured in:

LA VANGUARDIA   TEDx   Forbes   ITU

EXECUTIVE TEAM

Abby Seneor
CTO
Globant Top
Entrepreneur in NLP

Ann Reilly
CGO
Ex-Director at Yahoo
SVP at Adara

Vicente Alemany
CFO
Lead CFO Multiple
Start-Ups

Marcos Cuevas
CPO
SaaS Entrepreneur

OUR BOARD OF ADVISORS ARE FROM THESE COMPANIES

Meta   Talkwalker   MIT   Telefónica   Aura

WHERE WE ARE BASED

Washington DC

Barcelona HQ

POWERED BY A TEAM OF 34 CITIBEATERS FROM 13 NATIONALITIES

OUR AMBITION

To help organisations globally to *recover civic trust* because of their faster and more efficient *reaction to social change.*

Ccitibeats

CONTACT US
TO SCHEDULE
A MEETING

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IMPACT REPORT AT
CITIBEATS.COM