

SENTOMETRICS

Sentometrics provides trustworthy indices that capture the underlying information within complex textual data. These indices are a very valuable complement in many decision-making processes such as in politics, finance, management and public relations. We build our indices based on up to real-time updates of the relevant news flows. Our initial focus is to help **political parties** to objectively and timely analyze the press media.

“Providing insights from textual data for your key decisions”

TEAM MEMBERS

1. Samuel Borms, UNINE, Student (PhD)
2. Baptiste Favre, UNIL, Student (BSc)
3. Dounia Hassar, He-Arc, Student (BSc)
4. Manuel Ortega, EPFL, Student (PhD)

1 Who are your clients?

Initial focus: politicians.

Future target clients: investment funds, consultancy firms, PR departments, executives, advertising companies, news agencies.

2 How do you make money?

We sell our textual analysis in a client-specific way (e.g., report or online portal). First, on a consulting project basis. Afterwards, licensing to frequently supply the customized analysis.

3 What gives you credibility?

The project is an aggregation of several funded research projects between media and business firms in Switzerland and Belgium, with several papers published.

Now it is time to valorize!



Next steps

1. Next 6 months

We will focus on jointly developing our analysis together with selected political parties and media providers, to understand their needs and tailor our tool to provide the exact features of interest.

2. HR needed after the training

Further coaching to assist in further financing the start-up, to grow quickly once the development phase is finalized, and get access to the European market.

3. Further support

Support on commercialization, scaling the start-up and setting up a cross-geography corporate structure.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

1



2



3



4

