

GoBubble and World-Cup Winner-backed Striver Launch Partnership to Tackle Online Abuse



(@Web Summit - Lisbon)

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SPORTS stars and fans can safely interact thanks to a partnership with World Cup Winners, Striver, and global AI provider GoBubble.

Striver, which is the brainchild of Entrepreneur Tim Chase and international football legends Gilberto Silva and Roberto Carlos, is a user-generated content platform that aims to change the way people use social media by creating a toxicity-free online environment that allows users to engage in meaningful discussions and share their progressing talents, without the fear of online abuse and bullying.

Safety is the core ingredient and Striver selected global AI provider GoBubble after extensive market assessment. Online safety and protecting users from digital harm are of huge importance, ensuring that user profiles, user-generated content, and comments are moderated.

GoBubble are pioneers in content moderation technology with their Emotion AI. Instead of keywords or context analysis, Emotion AI scans for UGB (user-generated behaviour) across multiple languages in text, image, video, audio, and emojis to identify and block toxic and potentially harmful content.

Co-Founder and CEO at the majority female-run GoBubble, Danielle Platten, said:

“We’re proud of the global impact Emotion AI is having in reducing revenue-harming experiences in platforms and saving the human cost of toxic content, for both users and the need for human moderators.

“It’s wonderful to unveil the power of Emotion AI at Web Summit through its integration with Striver. We’ve already seen a massive impact from supporting clients in esports, gaming, sports, and corporates, so to be able to help future generations of football enthusiasts in this way is fantastic.”

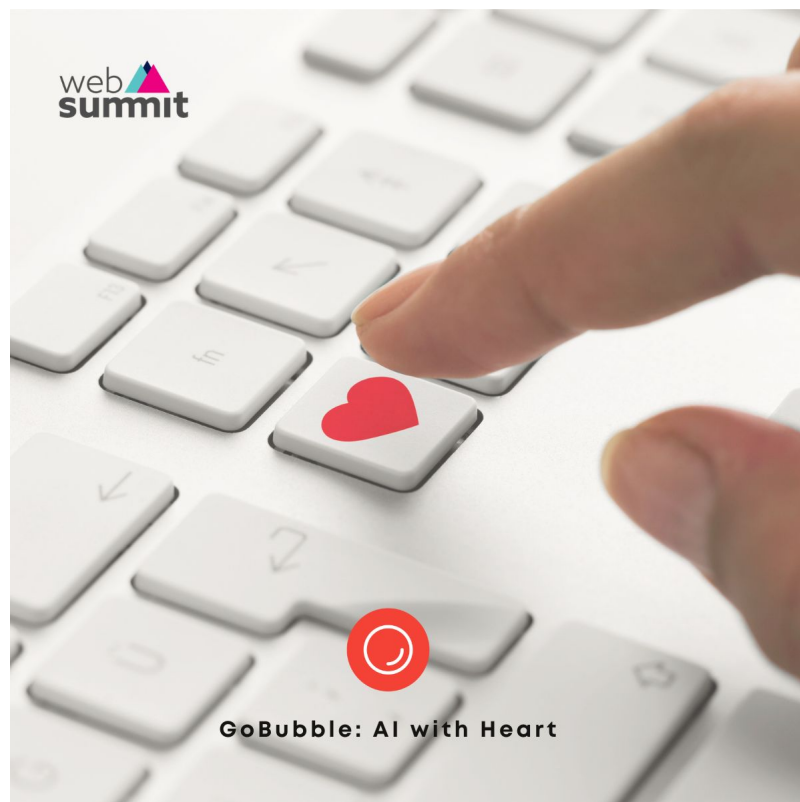
Tim Chase, Striver CEO, said:

“For us, there was only one provider we wanted to work with, GoBubble. Their pedigree in innovation and the fact we can use their easy system to build our own content moderation AI meant we could achieve our ambition of changing the way people use social media, creating new ways for fans to interact with their heroes and giving users an online community where they can share their talents without the fear of being abused.

Using GoBubble’s Emotion AI we have been able to gamify sentiment, allowing users to build a sentiment rating based on their positive interactions on the platform.”

GoBubble’s global-patent-pending AI offers above 90% accuracy (market average is between 70 and 80%) and is fully bespoke to a client. They have the user-friendly building blocks to know they can shape their very own AI to support their commercial objectives. All this includes a personalised analytics dashboard for a deeper understanding of the sentiment within their platform.

The technology was created to address the ever-increasing issue of online abuse, by experts in the field of digital safeguarding, law enforcement, online trust and safety, and big tech including Google, Facebook, and Twitter.



AI with Heart

About GoBubble

GoBubble's Emotion AI technology helps organisations around the globe to create safer, healthier, kinder digital communities. The company is majority female-run, with the Chair and CEO being Danielle Platten (Global Tech Entrepreneur and former Safety Advisor Member at Twitter) and Patricia Cartes-Andres as Board Advisor for Trust and Safety (former Head of Trust and Safety at Twitter, Facebook and previously Google).

Facebook's first Director of Public Policy, Tim Sparapani, is Board Legal Consultant and Co-Founder and Innovation Lead Henry Platten was previously a Police Sergeant and is a global digital safeguarding specialist and Safeguarding Advisor to the Global Esports Federation.

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