My name is William Bernal. I'm from Colombia. I'm the responsible for the project entrepreneur that is called Feelim at Inria Rennes. Feelim is a solution is a software that is going to help you to understand how you can integrate your content with the social media. For example, when you create a post for a new marketing campaign, it's important to understand what the people want to listen, what the people want to read, and what the people want to see in this social media.

For someone we don't take inspiration away from you. We are helping you to get more reliable on your content. So, for example, you create a piece of content with an image and a copy of this. Then we can tell you if the people right now is looking for the content or how you can improve either way you image or you test, you know, to get more relevant to the social media.

Either way, we help you to see what is the most relevant part of the image, how you can achieve the image or we can also tell you what kind of word you need to implement it on the copy, so you get more attractive on the audience. This analytics and prediction. We take information from the social media, from your profile and during this wanting to inside information that will help you to create better content.

Pretty much all the companies that we're keen on see value in marketing, but primary is going to be the CMO, the chief of marketing, but also director of content creation or localization in content. Right now we are finishing the MVP was going to be released in September 2024, and now we're looking for a company who want to start the pilot to do the validation of the technology.