



The only solution that protects and educates digital media users

Addresses student's social problems through:

- inappropriate incoming and outgoing messages
- guidance for students and parents to overcome the inappropriate messages

## The Internet. For Good or Bad?

The internet is now part of our everyday lives, well over half of the world's population is now online. When used beneficially, the Internet has given us great new ways to communicate, learn, and explore the world at large. When used malevolently, it can have extremely dire consequences.

## Social Challenges

Social challenges have existed as long as there have been humans communicating with each other, but the introduction of the Internet has taken some negative aspects to unprecedented levels.

Our challenge was to help find a solution, which we have in Starshell Student™.

We have developed the most advanced solution available in the marketplace to help overcome the negative impact that can arise from internet use, and most importantly educate users to eradicate similar problems in the future.

## How Do We Do This?

Based on a technology we invented, an artificial intelligence (AI) based engine, we called Semantic Social Intelligence®. We also incorporate a new generation of technologies at a level that has never previously been used by consumers.

## Starshell Student™

Starshell Student™ addresses cyber bullying, but by virtue of its flexible technological architecture, can also provide solutions to other anti-social behavioral problems that are identifiable in digital messaging. Other products simply use word recognition to identify inappropriate messaging. Starshell Student™ uses in addition, phrases, time of day, image, sentiment, mood recognition. Our Semantic Social Intelligence® learns and modifies its actions according to the individuals personality. It becomes their personal solution.

## Amazing Technology

As amazing as this technology is, it was only the start for us. We were looking for a solution that was effective but also appropriate and user friendly. Our method was to research and gain input from teachers, parents and most importantly students. We asked why the current products on the market were not working, and what we could provide that would help solve those pain points.

In Partnership with:



## Interrelate Australia

We also turned to experts in this field including input from Interrelate. They are Australia's foremost and first Not For Profit organisation who have been delivering awareness and education about bullying in Australian schools for over 20 years. The success of this partnership means we are working with people who have had real life experiences in further areas that we are developing solutions to address. So in addition to our current solution for cyber bullying, we also have in development solutions for the following:

- Self harm (in development) an increasing problem with teenage girls (who often have a higher obsession with social media compared to boys of this age)
- Grooming by sexual predators
- Domestic violence (in development)
- Discrimination - racial, homophobic
- Anorexia (and other eating disorders)
- Anti-social behavior
- Stress, anxiety (domestic issues, school pressures, 24 hour judgment on social media for like-ability)

And we are discovering new areas of opportunity where our platform can provide successful solutions all the time.

## Our Major Point of Difference

Apart from offering a far more comprehensive solution than other market providers, our major point of difference is that Starshell Student™ is not about punishment, as many other anti bullying products are. Ours is the only solution available that provides guidance to educate the students in the appropriate use of digital media, and to become good digital citizens, a program many schools are running and we integrate into. A skill that will become even more essential as we move into the future. Starshell Student™ also provides a tool for worried parents who are facing these difficult situations with their children.

## Peace of Mind

We can give them some peace of mind, that in Starshell Student™ they have additional support and a solution to help keep their children safe in the exciting but challenging digital world.

The only solution that can future proof many of the evolving challenges that students face today

For more information:

Phone: +61 (0) 417 208 800  
Email: [hello@kudosknowledge.com](mailto:hello@kudosknowledge.com)

Kudos Knowledge Pty Ltd  
Level 7, 37 Pitt Street  
Sydney NSW 2000

