



ALLON_I3



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WP3 - Support to the identification of investment projects

MS1- Study and identification of business cases

Overview

Name of SME

ENLAIGHT

Region

Alentejo

Location

Alcácer do Sal

Focus Area

ICT and Industry 4.0

Business case title

Enlaight Company

Description

It is a data intelligence company that helps non-profit organizations, UN agencies, government agencies and independent media to organize, understand and cross-reference their internal and external data through revolutionary Artificial Intelligence Software, revealing significant insights that can be used to reshape public engagement strategies, increase fundraising revenues, manage disinformation or write journalistic reports.

Stakeholder Involvement

Key Stakeholder

It is a company that works with governments, NGOs, United Nations agencies, the World Bank, Doctors Without Borders, and the social, environmental, and humanitarian sectors such as Health, Education, and Nutrition.

Business Model

Core Activities/Services

Enlaight applies artificial intelligence and data intelligence to support organizations in the humanitarian sector and public agencies, also focusing on training and capacity development. It has developed a platform that uses artificial intelligence for real-time data analysis to identify and combat false narratives and misinformation, as well as for engaging communities and donors by international organizations and governments. The company also provides consultancy and training services in information systems, disinformation and social listening.

Value Proposition

Its artificial intelligence software - [LAIBRARY] - safe, ethical and accessible, capable of revealing transformative insights.

Target Market

National and international markets. UN, international NGOs and governments in Europe, Asia, the United States and Latin America, to monitor and respond quickly to global crises related to public health, climate change and human rights.

Capacity Building Needs	_____
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Investment Opportunities	
Product/Service Sales	They have created a platform that uses artificial intelligence to analyze data in real time, with the aim of identifying and combating false narratives and disinformation, as well as promoting engagement. In addition, they are currently developing a new product for local authorities and a new training product.
Service revenue	Enlaight earns revenue from the services it provides such as consultancy and training services in information systems, disinformation and social listening. It also develops and expects to earn more from the new services it is developing.
Licensing and Royalties (EU, National, Public Funding)	The company has no public funding
Other Incomes	_____
Critical Assumptions and Constraints	
Assumption	_____
Constraints	They're a bit scared of artificial intelligence and, in the impact sector, they're having a hard time finding investors
Contact Information	
Lead Organization	ENLAIGHT
Contact Person	Filipe Páscoa CEO of ENLAIGHT filipe@enlaight.ai