

PeaceMakerGPT Business Plan

Scaling AI OSINT to 1 Million Users for Global Peace

Presented by Marie Landry's Spy Shop

<https://chatgpt.com/g/g-quhJplnTw-peacemakergpt>

Abstract

PeaceMakerGPT is a revolutionary AI-powered OSINT platform designed to foster global peace by empowering users to investigate public rhetoric with a single input: a name. The system generates rapid, intelligent reports on hate speech, incitement to violence, coded rhetoric, and propaganda. This business plan outlines our strategy to reach 1 million users through ethical innovation, community-driven reporting, and partnerships with international peace organizations and digital rights defenders.

Contents

1	Executive Summary	2
2	Problem Statement	2
3	Solution: PeaceMakerGPT	2
4	Market Opportunity	2
5	Growth Strategy: 1 Million Users	3
5.1	Phase 1: Evangelist Network (Q2–Q3 2025)	3
5.2	Phase 2: Institutional Integration (Q4 2025)	3
5.3	Phase 3: Global Scaling (2026–2027)	3
6	Business Model	3
7	Technical Architecture	3
8	Social and Ethical Commitments	4
9	Financial Projections (2025–2027)	4
10	Conclusion	4

1. Executive Summary

Mission

To enable anyone, anywhere to promote peace and accountability by generating real-time, AI-driven OSINT reports on harmful language and propaganda, with minimal input and maximum transparency.

User Experience

Users enter a name or organization (X). PeaceMakerGPT autonomously investigates, analyzes public statements, and delivers a structured peace intelligence report in minutes.

Impact Vision

A decentralized global network of 1 million peacebuilders actively monitoring rhetoric and elevating public accountability — one report at a time.

2. Problem Statement

The spread of hate speech, warmongering, and misinformation is escalating globally. Institutions often lack the tools, time, or independence to address this effectively. Citizens, activists, and peace organizations need simple, scalable solutions to monitor and document harmful narratives in real time.

3. Solution: PeaceMakerGPT

- **AI OSINT engine** scanning press, speeches, videos, and social platforms.
- **Automated analysis** of hate speech, coded language, propaganda patterns.
- **Accessible interface:** Users input target name, receive structured reports.
- **Peace Index Scoring:** Real-time accountability metrics per figure.

4. Market Opportunity

Target Segments

- Digital peace activists
- OSINT journalists and media watchdogs
- NGOs, think tanks, and human rights orgs
- Ethical tech and civic AI communities
- Governments seeking hate-speech early warning systems

Market Size

- 4+ billion social media users globally.
- 100,000+ institutions engaged in peace, democracy, and digital accountability.
- Massive growth in AI-for-good adoption projected by 2030.

5. Growth Strategy: 1 Million Users

5.1. Phase 1: Evangelist Network (Q2–Q3 2025)

- Launch partnerships with OSINT influencers and independent media.
- Host PeaceMaker Bootcamps for early adopters and whistleblowers.
- Create a “Report and Share” campaign on social platforms.

5.2. Phase 2: Institutional Integration (Q4 2025)

- API access for NGOs, investigative journalists, fact-checking groups.
- Co-branded use with universities and research institutes.
- Subscription-based B2B Peace Index dashboards.

5.3. Phase 3: Global Scaling (2026–2027)

- Mobile app rollout with push-to-report functionality.
- Multilingual model expansion (Arabic, Hindi, Spanish, Russian, etc.)
- Integration with SearchForOrganics.com for organic propaganda tracking.

6. Business Model

- **Free-to-use public reports** with premium features for power users.
- **B2B licensing** for peace NGOs, governments, and research hubs.
- **Affiliate API integration** with ethical surveillance tools.

7. Technical Architecture

Back End

- GPT-4 based OSINT language model (PeaceMakerGPT).
- Automated ingestion pipelines for social media, news, speeches.
- Natural language inference + sentiment + propaganda classifiers.

Front End

- Simple input interface: “Enter name (X)”
- Instant PDF/HTML report generation.
- Secure sharing to authorities, journalists, and global peace hubs.

8. Social and Ethical Commitments

- Bias audits and transparency logs.
- Right-to-respond and appeal systems for flagged public figures.
- Open governance model co-designed with peace technologists and ethicists.

9. Financial Projections (2025–2027)

Startup Costs (Year 1)

- Dev + infra: \$150,000
- Outreach + partnerships: \$50,000
- Legal + compliance: \$30,000

Revenue Projections

- Year 1: \$200,000 (API + B2B)
- Year 2: \$750,000
- Year 3: \$1.5M+

10. Conclusion

PeaceMakerGPT is not just a tool — it is a mission. By arming a million global citizens with ethical AI tools for peace and accountability, we can shift the balance from conflict to collaboration. The future is transparent, organic, and peaceful — and it begins with one input.

Join the OSINT Peace Revolution.

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