

A Yelp! like review system
but instead of hamburgers,
it's reports of harassment



Huffington Post | August 29, 2022
It's Time to Address The More Subtle Forms of Asian Hate

The Guardian | August 22, 2022
As Gen Z Asian Americans come of age, the vast majority feel they don't belong

The Guardian | August 16, 2022
Asian Americans are buying guns in record numbers. What's caused this surge?

Axios | August 8, 2022
California county's cops targeting Asians in traffic stops, lawsuit alleges

NBC News | June 3, 2022
Only 3% of reported attacks on Asian Americans led to hate crime convictions, new report says

Pew Research Center | May 9, 2022
About a third of Asian Americans say they have changed their daily routine due to concerns over threats, attacks

The U.S. Asian population is projected to reach 46 million by 2060

19.9 million people identified as Asian alone and 4.1 million people identified as Asian in combination with another race

Chinese Americans are the largest Asian origin group in the U.S., making up 24% of the Asian population

Nearly half of U.S. Asians (45%) live in the West, with nearly a third (30%) in California alone.

7.2 million of the Asian alone population, 25 years and older, have a bachelor's degree or higher level of education

There were 581,200 Asian-owned employer firms in the United States as of 2019

Around six-in-ten Asian Americans (57%), including 71% of Asian American adults, were born in another country.

People from Asia made up about 14% of the 10.5 million unauthorized immigrants in the U.S. in 2017



For:

Asian Americans

Who are dissatisfied with:

Being discriminated against and harassed

Discrimination Finder is a:

Reporting and avoidance system

That provides:

A way to let the Asian American community know where discrimination is taking place, so they can avoid those businesses and geographic locations

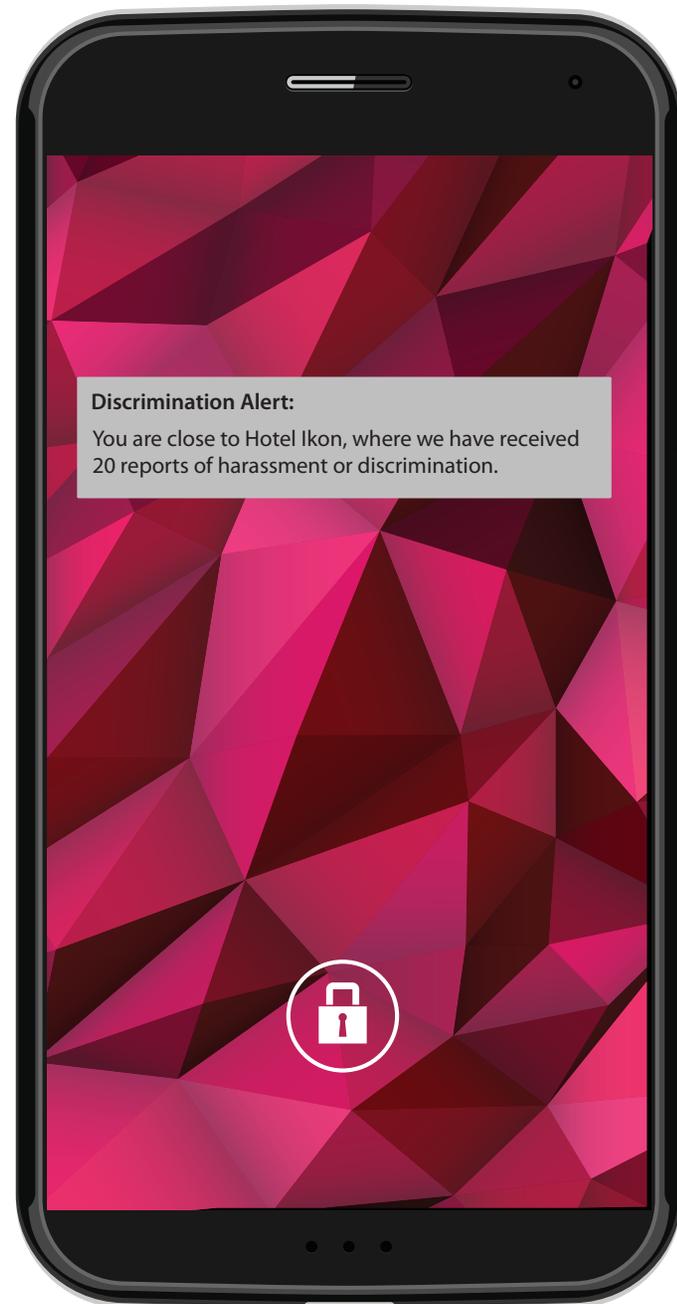
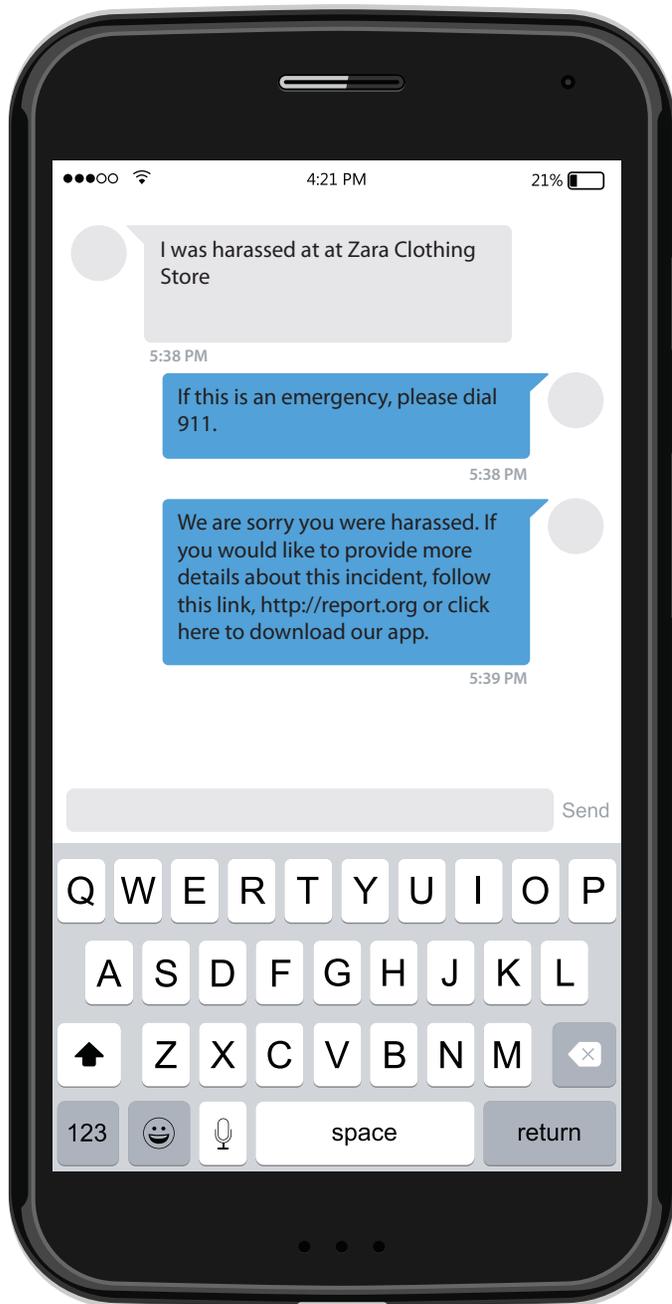
Unlike:

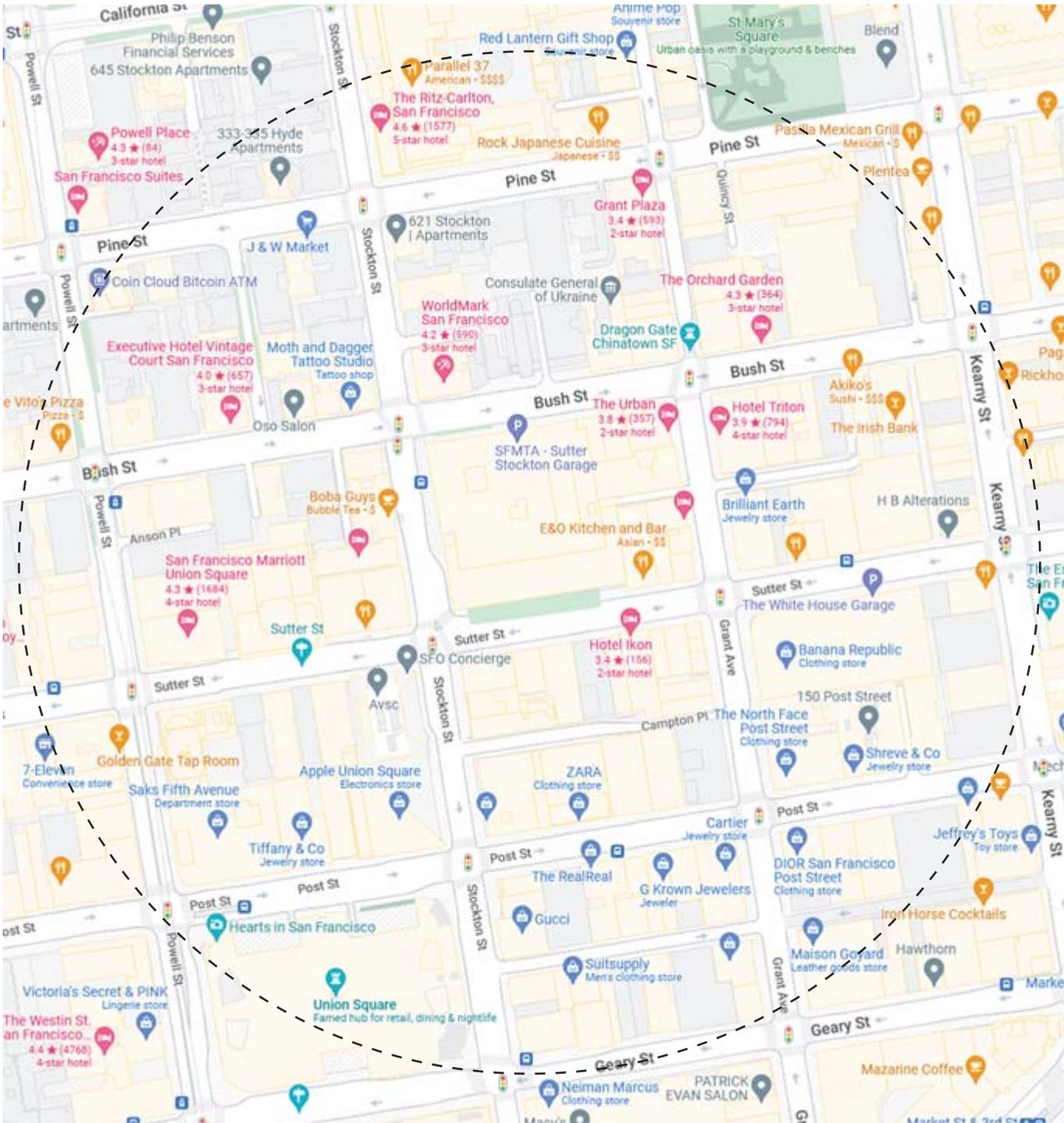
Calling the police to be told nothing can be done without a crime taking place

Discrimination Finder:

Is a way to avoid discrimination before it happens and protect families from having to experience it in the first place







Please tell us the area you most frequent and we will send you a regular email of areas and businesses to avoid

We can also send you text message alerts when there is a sudden spike in harassment

Media is notified of a particular business that is getting a lot of discrimination reports



Level One: Anonymous Reporting

Send text messages to a single number when you are experiencing any harassment

Level Two: Follow Link

Single click to access a web page on your phone to provide more details about incident

Level Three: Download the App

We can send you notifications when you are near a business that should be avoided

Level Four: Provide Contact Email

We will monitor a geographic area for you and send you periodic emails





Physical Intimidation

Getting to close to a customer
Putting hands on a customer
Acting in an aggressive way

Verbal Assault

Insulting, scolding, labeling,
rebuking, yelling, or making
assumptions based on race

Poor Service

Not answering questions
Helping others instead
Making customer wait

Feeling Ignored

Pretending person not there
Turning away while talking
Put out having to respond

Degrading Language

Race-based assumptions
Use of racial slurs
Being disrespectful

Derogatory Imagery

Written materials offend
Poor choice of artwork
Caricatures and drawings

Threat of Harm

Getting to close to a person
Promise of physical harm
Touching another person

Purchase Interference

Not getting approved on race
Being told to leave a store
Forms of payment not accepted

** all crimes should immediately be reported to the police



**If there is a sudden
uptick in harassment
reports, police are
automatically notified**

**Asian advocates may
immediately deploy
to area to warn people**



Ask area businesses if they will hang a sign in their storefront

Distribute to local area Asian groups and on college campuses

Send emails to local Asian organization members about the new service

Post phone number to different social media sites as a comment to an incident

Offer yard signs to local citizens who want to post phone number

Multiple phone numbers can be used to test different marketing messages

If you experience...

Physical intimidation

Verbal assault

Poor service

Feeling ignored

Degrading language

Derogatory imagery

Threat of harm

Purchase interference

... as an Asian

We want to know.

Text us at 1-415-123-4567

100% confidential

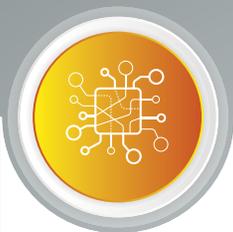
No identification info is stored



ENCRYPTION

Encrypt phone number of user

01



EVALUATION

Determine if comment is legitimate

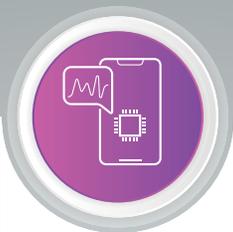
02



LOCATION

Record physical location where action happened

03



THRESHOLD

Analyze whether this is part of a sudden spike

04



NOTIFICATION

Narratives for next email notification

05



AVOIDANCE

Send text alerts based on user's location

06



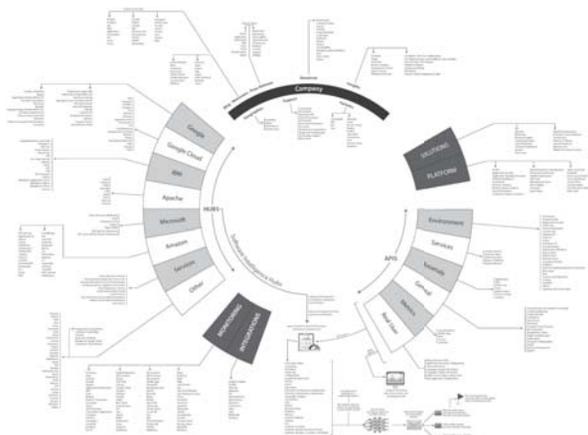
DASHBOARD

Send text alerts based on user's location

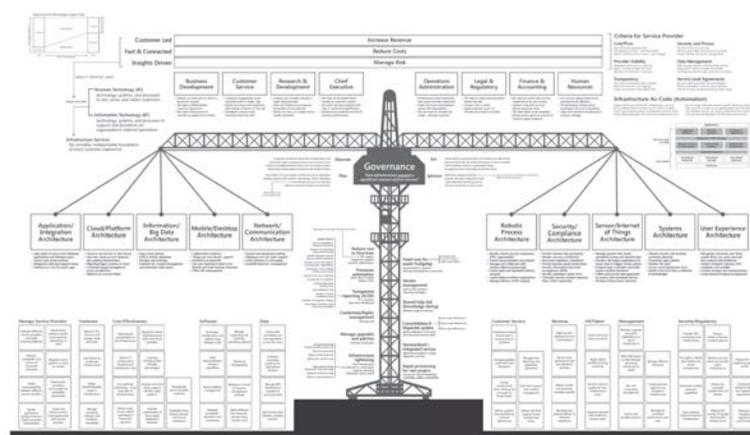
07

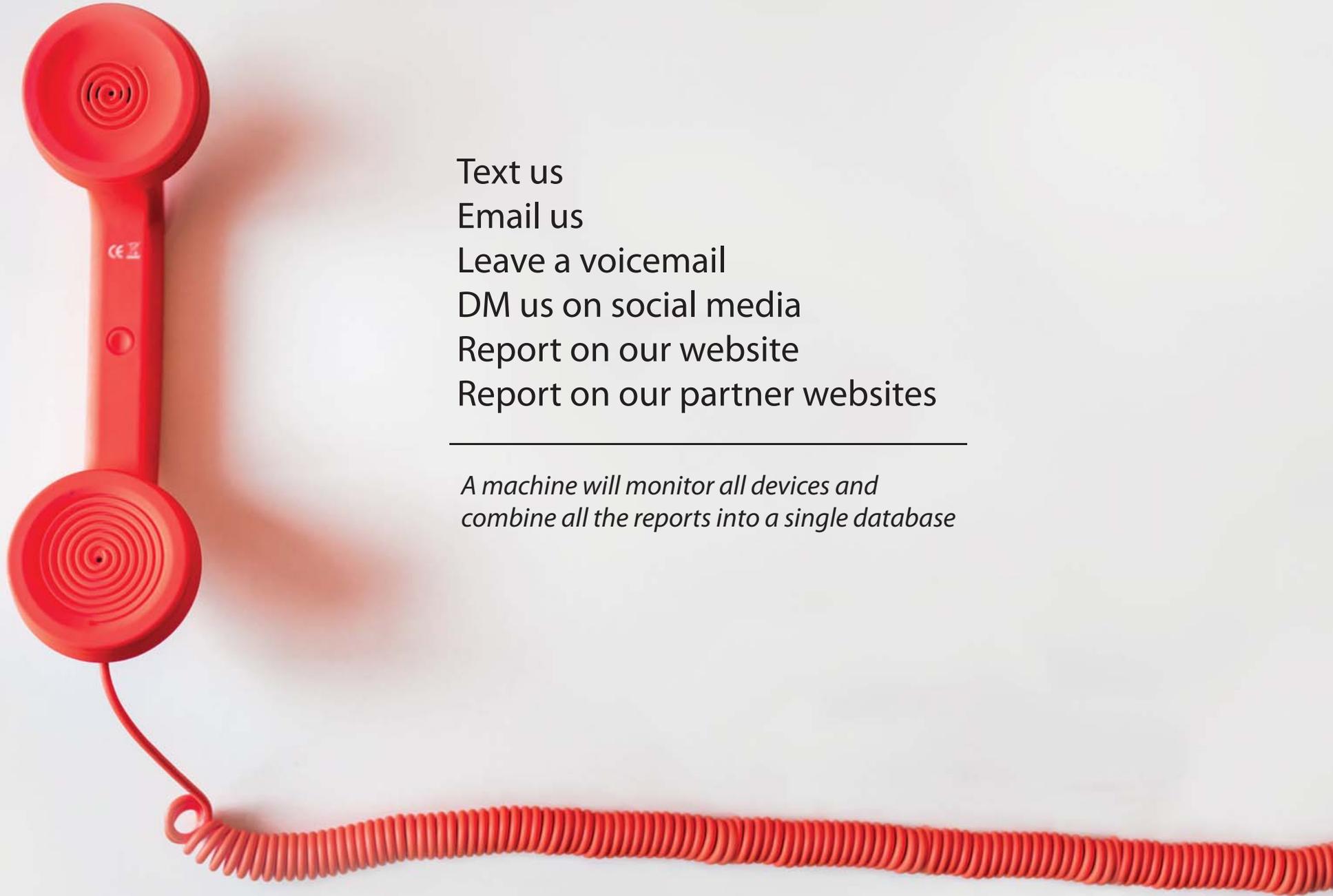
STEP 00

INDUSTRY CANVAS



BLUEPRINT





Text us
Email us
Leave a voicemail
DM us on social media
Report on our website
Report on our partner websites

*A machine will monitor all devices and
combine all the reports into a single database*

STOP
AAPI
HATE

You are not alone. A rise in anti-AAPI hate incidents have taken place during the COVID-19 pandemic. We are trying to identify who this is happening to and where. Your story is important. By gathering info, we can push for better protection, educational resources, and policies that can put an end to this.

If you have experienced or witnessed an incident of anti-AAPI hate, bigotry, bias, or discrimination, please fill out a report using our incident form below. Any personal information you share will be kept confidential and will never be shared with law enforcement or any third party without your expressed consent.

This is not a competitor to the larger anti-hate organizations

We will send users to those sites when the situation is more serious than a review

And we will ask larger sites to link to us when it's simply a review of a business