

EchoVector announces new technology designed to facilitate a revolution in the way goods and services are advertised

A progress announcement



Edinburgh, Sep 14, 2020 ([Issuewire.com](https://www.issuewire.com)) - Progress Announcement – 8:30 BST Monday 14th September

EchoVector today announced new technology designed to facilitate a revolution in the way goods and services are advertised.

Having recognised the lack of data-driven technology in the influencer marketing space, 19-year-old founder Connor Moore set out to build a platform that could optimise the use of influencers. Understanding also that digital advertising has been saturated by shallow and disingenuous influencers, Moore set out to create something that would promote authenticity.

Moore assembled a group of students from Edinburgh, Cambridge, Imperial and other top universities who have worked completely remotely over the past six months developing cutting edge algorithms and advanced machine learning tools.

The platform successfully marries the two aims and now exists as a minimum viable product which will be used to attract funding.

More information about the platform, technology and team can be found in the August Update on the [EchoVector Website](#).

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Source : EchoVector Ltd

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