**What is the problem?**

* “Fake news” is a general name of deliberate or undeliberate spreading of misinformation, regarding any subject. The rise of social media channels gave each individual user to spread information items, as often he lacks the time or the knowledge to deeply investigate the origins of each item.
* Relying on these false items content can lead to bad or even dangerous decision making, both from an individual and public perspectives.
* Moreover, often the content in the fake news items contradicts consensual scientific knowledge, wearing off public trust in scientific institutions

**Current approaches**

* The common approach to address fake news issue is to hire a team of professional fact checkers. Although its quite common, it has some major deficits:
  + **Speed** - unable to react in real time and beat spreading pace allowed by social media networks. After the end user was exposed to a false information, it is very hard to locate him, send him the corrected information and make sure he reads it before he takes an action based on wrong information.
  + **Size of impact –** many items are being missed due to the limited resources.
  + **Cost** - demands many resources for each item investigated.
  + **Reliability** – fact checkers background is not always diverse, and sometimes they are part of the big media channels, both reducing its credibility in the eyes of some of the population. Moreover, there is a greater tendency to address western originated items.
* Another approach is to develop a machine learning algorithm that will learn to automatically identify items as fake. This approach is yet to be matured.

**Our solution**

* Dubio harness the power of the crowds to originally address fake news issue.
* **Ranking method**
  + Users enters the system and rank as many items they want.
  + Among the items they see there are ones which were already been examined by experts.
  + The users receive a score, relying on their ability to rank like the experts.
  + The items’ final ranking will is a combination of the users’ ranking and the item’s ranking, as the amount of ranks needed per item is determined by the ranking variance. It is estimated that and average of 25 ranks per items would be sufficient.
  + Gamification is embedded in the user experience, as special badges are given for each ranking number milestone achieved, special functions are being enabled (choose item’s difficulty, create team, become a forum mediator etc.)
  + Items will be prioritized by their estimated damage and exposure levels
* **Items influx**
  + User upload – users would be able to upload content that they think is fake news.
  + Fact checking websites – as fact checking websites sharing the same goal with Dubio currently have more items that they can handle, Dubio will receive item from them
  + Web scrape – there are some algorithms aiming to automatically scrape suspicious items. We are now in a checking process with some of academia leaders on this issue.
* **Items distribution**
  + Dubio will allow everyone to access the ranked items.

**User research**

* Fake new is a major public concern. People have a desire to help, and much like people eidt Wikipedia values, answer questions in forums etc. they would help in the global battle for truth.
* Some of the users will not have the skills to thoroughly investigate each item, or would maliciously try to sabotage the system. This is why Dubio integrate experts ranking comparison, allowing us to minimize these affects.

**Business model**

* In its initial stage, the project is very low in its funding needs:
  + Servers – what is the cost?
  + Employees – business aspect as well as front-end & back-end developers. It is possible that it will semi volunteer based.
  + Marketing – Depends on organic promotions results.
* In a more advanced stage, greater amount of funding will be needed as servers and employees’ components would grow.
* Several funding sources are available:
  + Donations
  + Governmental grants
  + Investments from social media companies, aiming to keep their credibility high

**Work plan & resource**

* It is estimated that each active user would rank 3 items when entering the system.
* Given the 25 ranks per items estimation, we need 8 active users a day for each item.
* It means that 10k daily users will be able to review 1,250 items per day, or 37,500 items a month.
* Launch to be made in 3 months
* 3 months after launch we expect 1,000 daily active users.
* 6 months after launch, we expect 5,000 daily active users.
* 12 months after launch we expect 20,000 daily active users.