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| **What?** | **Text** | **Imagery** |
| Problem introduction | With the coronavirus pandemic, the world is facing unprecedented challenges. | Labo/researcher  Hospital |
| Proof | In these difficult and confusing times, fake news is running rampant.  Over two thirds of Europeans encounter fake news at least once a week (- Statistica). | Fake headlines comp |
| Consequences | Fake news undermines trust in legitimate governments trying their best to tackle the crisis, .. | Belgian press conference? Twitter people expressing doubt? |
| Consequences | … and it leads to a further erosion of confidence in real science and experts. | Scientist? |
| Consequences | Ultimately, corona-related misinformation is putting thousands of lives at risk. | Social unrest / protests in US against lockdown measures |
| Problem statement | Before any action can be taken to curb the spread of fake news, **step 1 is identifying fake news**.  Fact-checking needs to be   * Fast * Worldwide * Reliable | Just a blank screen with text, emphasizing the question. |
| Solution | This is why we developed **FakeMash**. | Logo |
| USP Summary | FakeMash is a community-driven platform for identifying fake news. | Logo |
| **USP1** | Fast: thanks to a global community of fact checkers, our platform allows fake news to be identified much faster, before it gains widespread traction. | Maybe we can work with 4 icons? Something like fontAwesome? |
| **USP2** | Worldwide: our platform allows fake news to be identified worldwide and in all languages. |  |
| **USP3** | Reliable: we use benchmark data from professional fact checkers to ensure our users’ content classification is reliable. |  |
|  | (How does it work? / What does it look like?) |  |
| Front end  (user experience) | Review news from input news feed to contribute across community platforms. | Homepage |
|  | User selects online content they want to review from our input feed of “suspicious content”.  The user researches the issue…  and decides which classification they think the content should get. | User flow |
| Back end  (algorithms) | We use proven Machine Learning algorithms to determine when we have enough reliable user input to give the content its final classification. | Backend algorithm running |
| Community | Who will be part of the community? | World/dots |
| Community | - Millions of people are currently stuck at home, itching at an opportunity to contribute.  -There are already online communities working to tackle this issue - our platform streamlines these efforts. | Dots connecting? |
| Community | How can we keep the community engaged? |  |
| Community | - Users can decide what type of content to review depending on their interests / expertise.  Users can earn ranks and badges, collaborate in teams, and progress in the leaderboards. | Shot of interface showing gamification / community forums. |
| “Closing” image | “Some sort of motivating hashtag”, motivational quote without being too cheesy. |  |
| Call to action | Want to know more?  -> Devpost Link.  Find out what partnerships we are looking for.  -> Overview page partnerships |  |