We believe that human being is **information driven**. Since ancient times the information was key to success in each field. Today information is widely shared at an unprecedented speed because it gives benefits to information providers. We are attracted to pay clicks for interesting news headers. Clicks giving views, views shows ads which convert our click into money.

**More** clicks, **more** views, **more** **money**.

By human nature attractive information gives more clicks, spread much faster. Now we end up in situation where it is more important to deliver fast, attractive content instead of verified, secure, reliable content. Our being is reduced to machines fed with attractive headers to generate money.

How to recognize if **news is fake**? You can’t be expert in every domain.

**But really can’t you?**

What if you could somehow use expert knowledge of combined community all around the globe?

We want to give you this ability.

We want to give you expert community on your side.

We want to give solution which allow every information aggregator to verify if provider is reliable or not. If article is worth of sharing or maybe should be marked as fake?

It can happen. But…

We need to build platform which will connect experts from different languages, different cultures and different domain to work together in easy way with methodology resistant to abuse and well-coordinated by design.

Imagine web where every article have it own trust factor. Web where you can filter out not verified news.

It will be hard. It will require time. There are no ready blocks to be used. But this can’t stop us. We need to try and try. We, as humanity, don’t have any other choice. We need to prepare solution until it’s too late, until we drown in a sea of fake news.