

Provenance

The Truth layer of The Internet

42% of everything you read is fake*

The internet made **everyone a publisher.**

Software allowed **everyone to become a forger.**

AI has made **synthetic media indistinguishable from real media.**

If everything we see, hear or read could be false, **how can we trust anything?**

*Including this statistic

Fake news leads to an economic loss of
\$78 Billion every year*

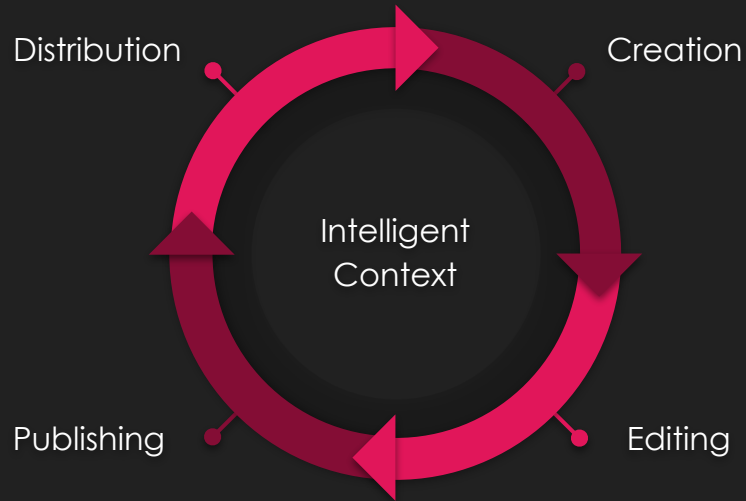
Sensationalistic **false news travels 6x faster than the truth**. This was true in the time of Mark Twain, and it's truer today.

Troll farms are cropping up around the world to manipulate and sway public opinion.

In recent years, misinformation campaigns have shaken up democracies, helped spread diseases and further drove a wedge between different groups in our societies. This is only going to get worse.

*<http://bit.ly/costoffakenews>

Context: the missing link



Lifecycle of content across the internet and our registry tracking it every step of the way

We are building the **chain of custody for all digital content** ie. **tools that allow anyone to verify the origin, history and context of everything they see online**. We provide contextually relevant information to help users make an informed decision.

Our proprietary **Machine Vision** algorithms and a pragmatic blend of **state-of-the-art NLP** and other AI techniques, allow us to index and track the evolution of any piece of content from creation to consumption.

Our aim is to **contextualize what we see on the web**.

We have started with photos

Our free browser plugin helps immediately contextualize anything you see or read online.

Historical usage

See where & when the content first appeared, who created it and where it was taken.

Manipulations relative to other instances

Has the content been modified? What changes have been made: aesthetic or informational changes (different face, product, text etc.)

Context

What events around the world were happening that are connected to the image? are there biases? How is the usage different from other instances (text to image connection)

provenance

Categories

Law & Government > Military

Sensitive Subjects



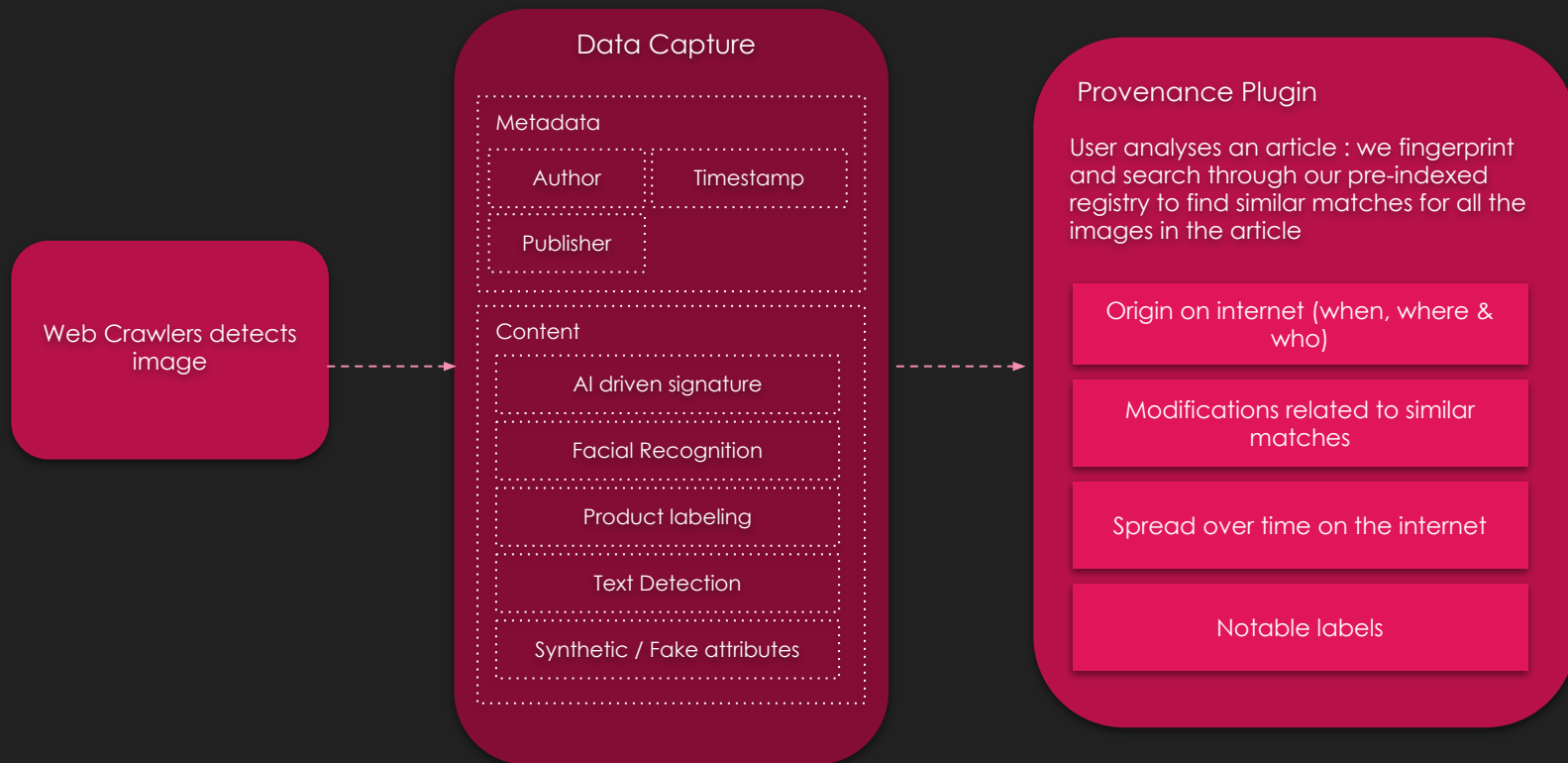
259 matches found



American woman attacked by hippo after boat capsizes on ...

[Visit Page](#)

Workflow of an image



A cross-medial ecosystem (with built-in intelligence)

Our ecosystem is divided into 3 layers (diagram on next slide):

Layer 1 - Content Registry

We have developed **proprietary AI driven web crawlers** with built in optimisation heuristics, tailored to scouring for content across the internet. Along with this, our system is monitoring for **real-time feeds** of events happening across the world through major publishers & social media channels.

Layer 2 - Organon (Analytics Engine)

We realised earlier on that the approach to solve this problem would have to be **cross-medial ie. analysing both content and the context it's used in**. Our analytics engine provides this on two parallel layers:

Content Analysis

Synthetic & modified media has been rampant on the internet over the last few years. The content analytical engine utilises advanced fingerprinting algorithms & state-of-the-art Machine vision techniques to provide a way to **discern modifications, detect deepfakes & synthetic media**.

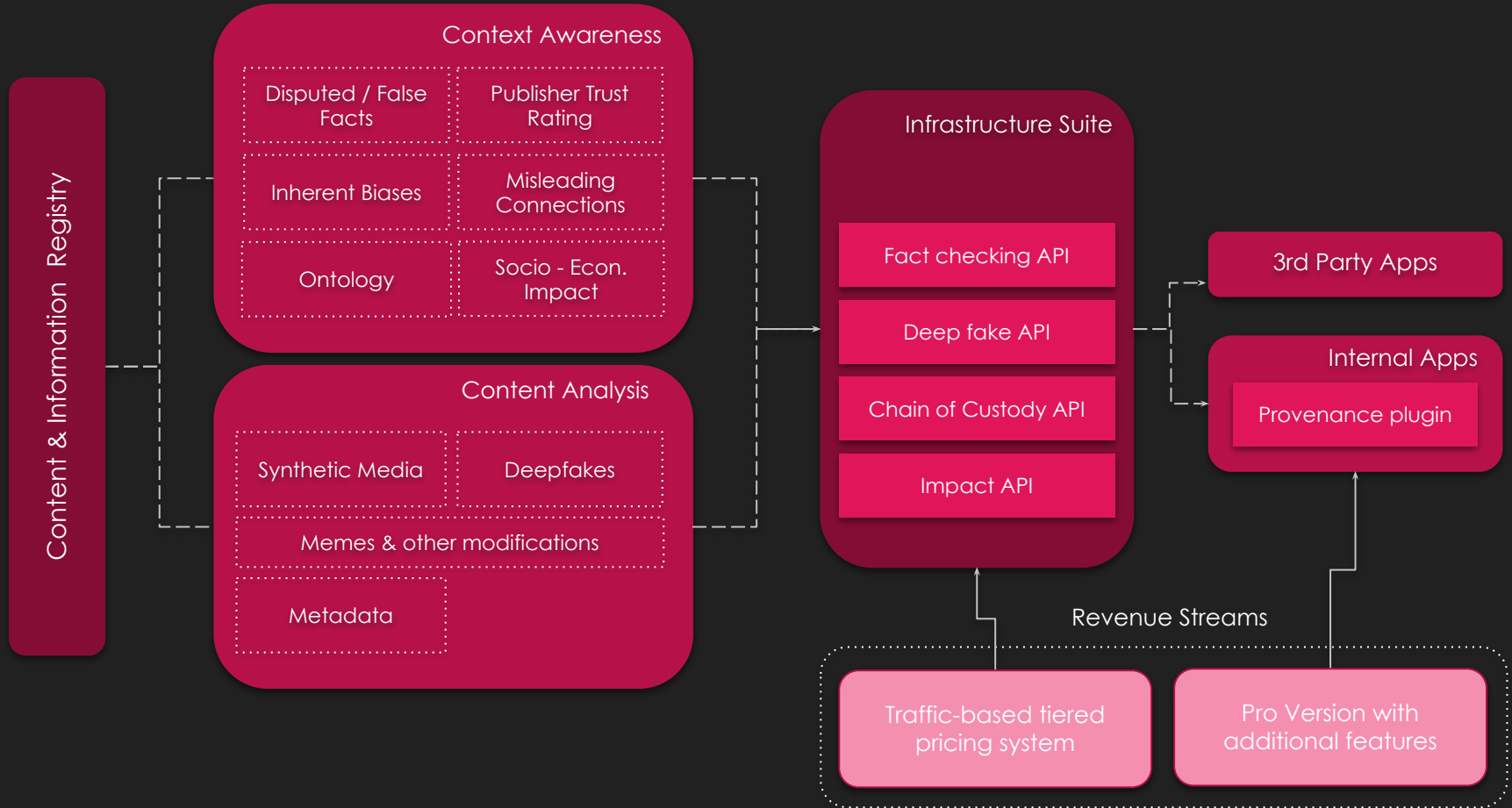
Context Analysis

The analysis of content alone is not enough; sometimes content can be used in a different situation than it was first presented, or the text accompanying the content has **inherent biases, disputed facts or misleading connections**. Our Context analytical engine uses cutting-edge Natural language Processing techniques to highlight these & also provide an insight into the **why**, which means **highlighting socio-economic events** that would have lead to different narratives around similar content. Having tracked a content through its distribution lifecycle, our engine shows **the chain of custody, publisher's trust score & other relevant metrics**.

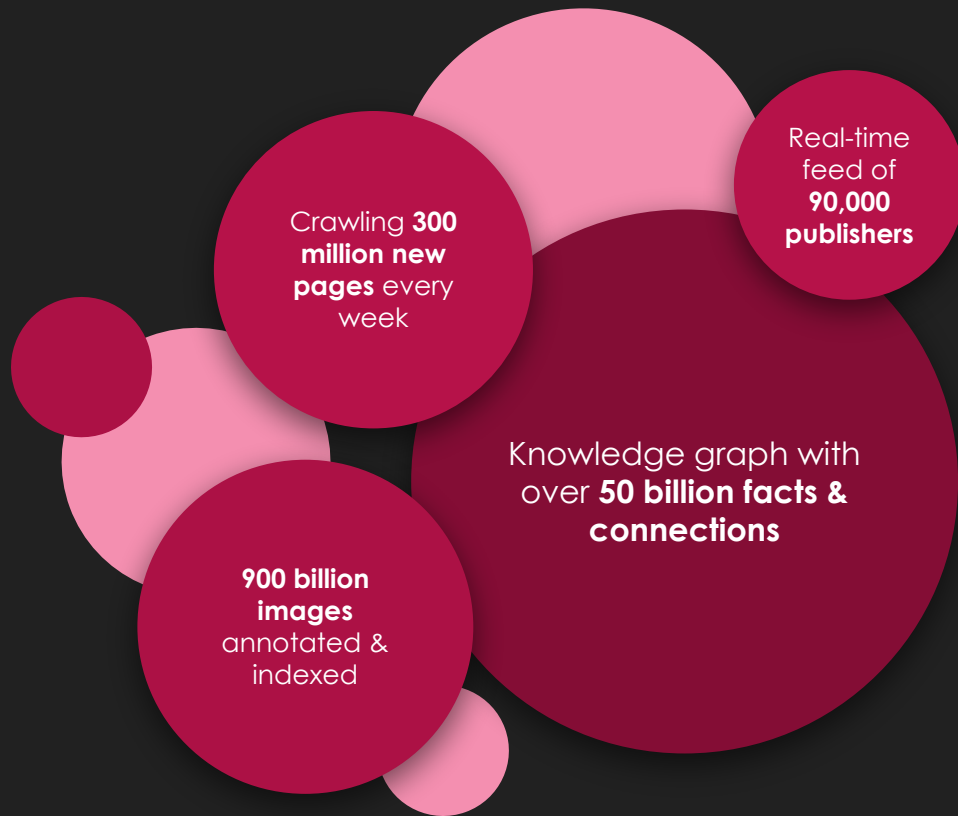
Layer 3 - Infrastructure Suite & Apps

Our provenance browser plugin utilises this infrastructure to **provide analysis on articles** being read by the user. Since there are a wide-array of applications that can benefit from our infrastructure, we will also have an **API for 3rd party applications** to utilise and build other **truth-based products** examples:
Software that helps publishers automate **fact checking**.
Tools for social networks to flag **suspicious or disputed content**.
Tools for creators to track usage of their **intellectual property**.

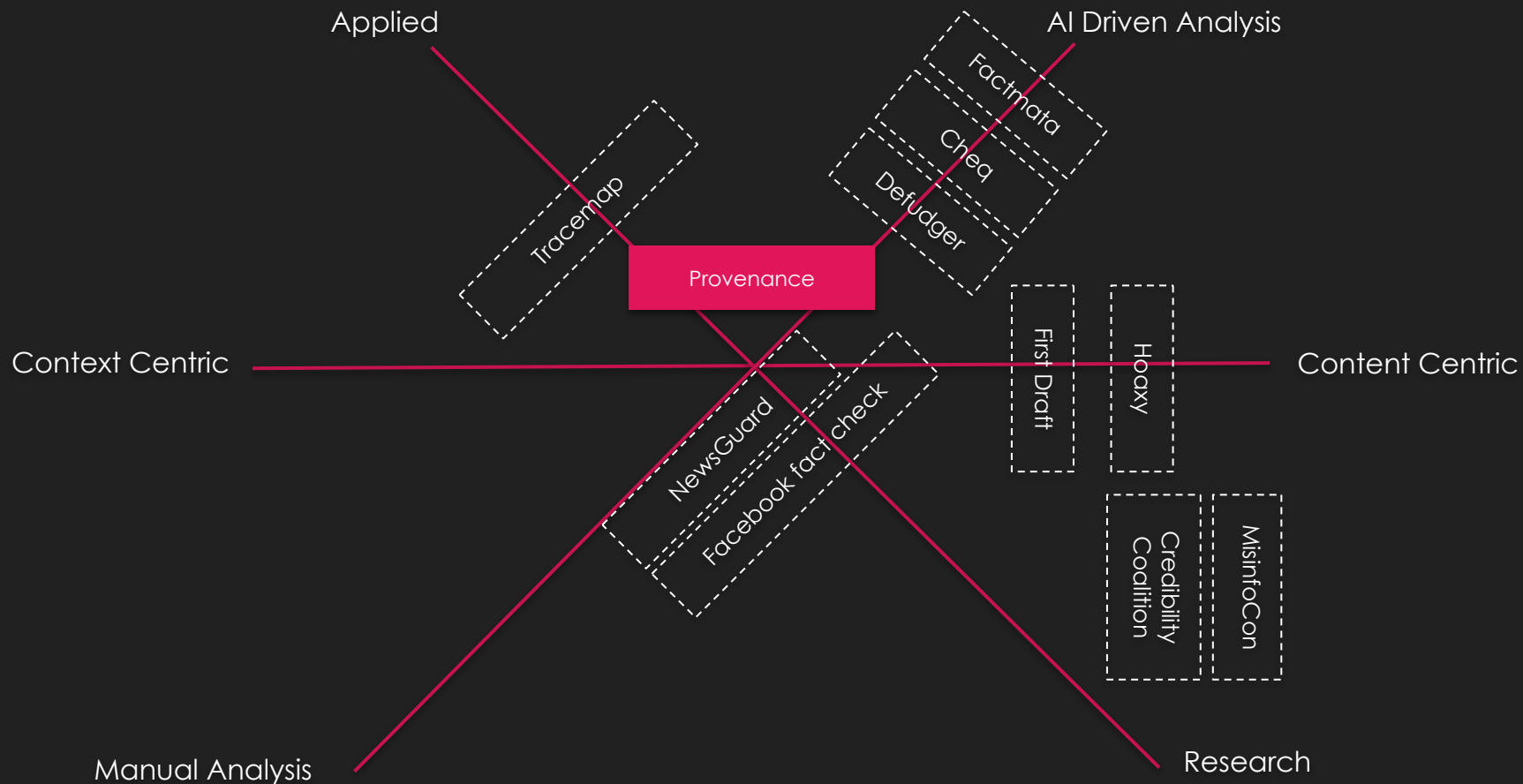
Infrastructure & Revenue at a glance



V0.1 of Provenance is already live and crawling



Competitive Landscape



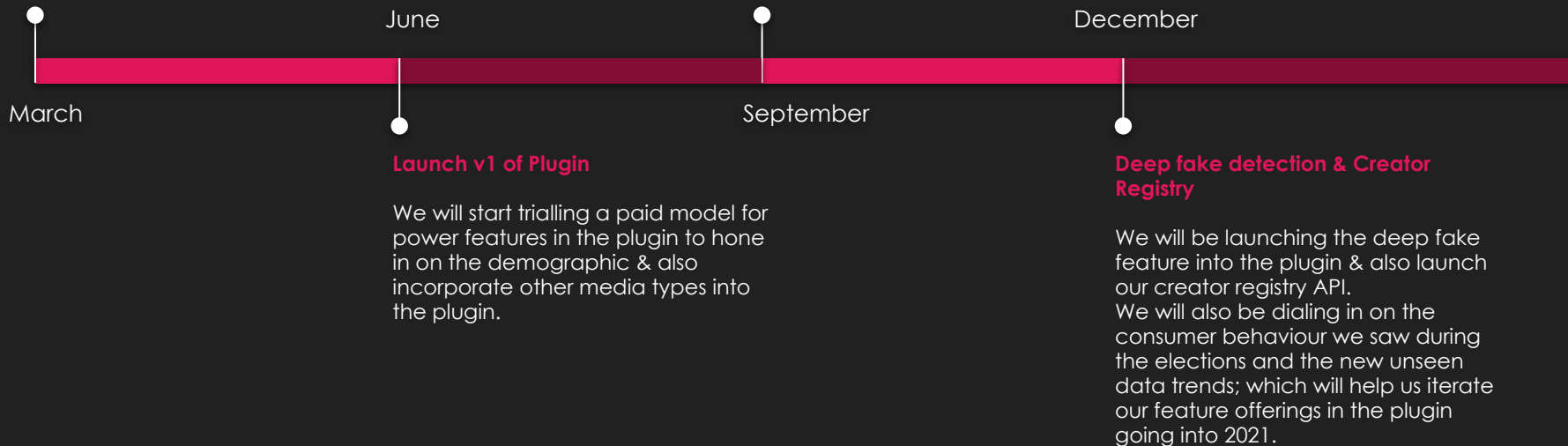
Roadmap (2020)

Launch beta testing phase of provenance plugin (with photos only)

Our initial markets of focus will be financial & healthtech as they account for most losses.

Gear for the US Elections & trialing Fact check API

The november US Elections will give us a great opportunity to get a mass viral status and our primary focus will be on that. We will also start trialling our Fact Check API offering with select partners



Team



Harjyot Singh, Founder

AI Specialist Software engineer with over 7 years of experience in leading teams for startups working in sectors like Media, Energy, Finance & Infrastructure Systems across UK & Silicon Valley. Graduated from University of Edinburgh with a degree in AI & Computer Science.

Online: @iharjyot

Team

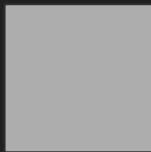
2 senior softwares with collective experience of over 15 years and domain expertise in advanced machine learning (NLP & Machine vision) & building scalable distributed systems.

Advisors & Supporters



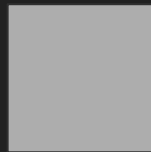
Ramzi Rizk

Founder and CTO @EyeEm.



Journalist

Leading Tech Journalist



Prof. Researcher

Leading Researcher around misinformation

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