

## Debunker

Never Get Fooled Again

### The Market

• 69% of adults use at least one social network

• 62% of adults get news from social media

• Upto 30% of news is false

Source: PEW RESEARCH CENTER 2016



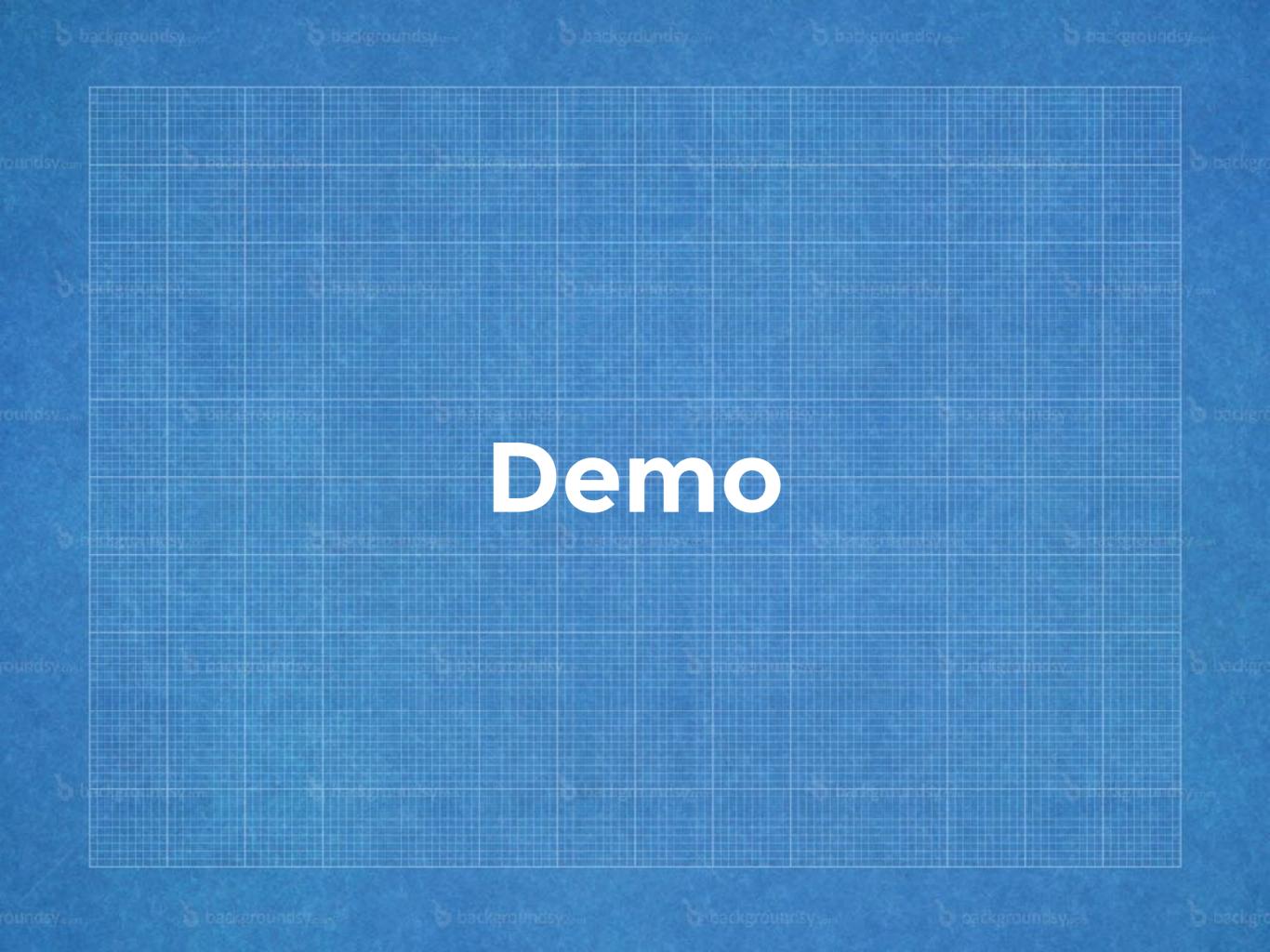
## The Problem

- Violent extremism in social media spread through fake messages (news/links)
- Clickbait, spam websites and malicious content through messengers

## Solution

- An intuitive Android app that
  - Warns users against spam links
  - Reports fake news
  - Notifies users against scams





# The Competition

### scamadviser.com

- no API
- not for fake news reporting

#### snopes.com

- notifications not available
- doesn't work with links

## **Business Model**

- APIs
- Advertisements
- Notifying victims



## Timeline

