https://www.perplexity.ai/search/i-am-applying-for-a-grant-to-t-i4IdcceLTGSk3tQSErycaw

Please tell us the names of the venture's founder(s) and their respective roles(required)

Swapneel Mehta - Postdoctoral associate and staff, BU and MIT, and Data Science Ph.D. at NYU, worked with Slack, Twitter, Adobe, CERN, Oxford, collaborated with Meta and Google.
Dhara Mungra, Co-founder and Engineering Lead - NYU Data Science Masters, ex-Bombora working on audience analytics and NLP research with Anthropic researchers.
Harshit Mehta, Co-founder, Programs and Operations Lead - Technical Product Manager at Maxwell Energy and former lead for DJS SAE Racing Team.
Jay Jain, Founding ML Engineer - Financial engineering, former high-frequency trading software engineer at Dolat Capital and Bajaj Finserv.

https://linkedin.com/in/swapneelm
https://www.linkedin.com/in/dhara-mungra-0aa599126
https://www.linkedin.com/in/harshit-mehta1/
https://www.linkedin.com/in/jay-ra-jain/
https://mehtaver.se

India, Bangladesh, Mongolia, USA, UK, Germany

What was your venture's previous year's income in USD?(required)

200000

What percentage did grants represent your previous year's income?(required)

60%

How much capital has your venture fundraised to date in USD?(required)

180000

Please specify your main funders

Goethe Institut e.V. (Germany), MIT (Delta V Accelerator and PKG IDEAS Innovations), Google, Mozilla

What percentage does grant funding represent the total capital raised to date?(required)

100%

How much money, if any, is in your venture's bank account in USD?(required)

132000

What main issue area are you focused on with your venture?(required)

Democracy and polarisation

What other issue area are you focused on with your venture? (If applicable)

Education

If applicable, please specify other sources of income (eg product/service sales, contracts, etc)(required)

We are focused on rebuilding digital trust and have a revenue-generating platform with offerings to three types of clients–governmental agencies like the UN, international media and public broadcasters like Deutsche Welle, and smaller nonprofits and fact-checkers. To them, we offer social listening and research services, newsroom audience analytics services, and digital health literacy services depending on their use-cases. We generate revenues through software consultancy, training, and workshops for newsroom staff and fact-checkers, and cooperative grants.

High Level Summary

Please describe the problem you are aiming to solve. Please include statistics and facts as appropriate, in particular related to geographies where you currently operate(required)

Limit: 250 words

Draft Answer: At SimPPL, our mission is to rebuild digital trust. There has been a historic erosion of public trust in online information, institutions, and democracy over the past two decades leading us to the lowest point today: 86 percent of internet users have been misled by fake news at least once, with annual financial damages from it reaching USD 78 billion. Youth are going to be worst affected due to their reliance on social media as a news source even as GenAI makes it the most effective vector for delivering disinformation at nation-scale, even as 60% of US citizens express a dissatisfaction with democracy. The state of trust is worse in the global majority because most AI systems have been designed for the West, and fail egregiously providing incomplete, biased, or blatantly wrong answers with high confidence–with OpenAI and Stanford clearly acknowledging these limitations in their 2019 research. AI systems are more persuasive than humans as multiple papers have acknowledged, with positive applications like disrupting entrenched conspiracy theories, demonstrated by co-founder Swapneel Mehta's co-advisor, David Rand, at MIT. However, when they are wrong, this very persuasiveness disrupts the fragile balance of relationships that the population has with civic workers and organizations that attempt to use technology to accelerate their work; it destroys the trust they have worked for decades to build, and allows antisocial elements to exploit the vacuum from a lack of trustworthy information. We work with agencies at the UN, public broadcasters, and local nonprofits to fix the value chain of digital trust right from grassroots change-building in local villages in India and Bangladesh to state-wide partnerships. We co-develop responsible computing tools that accelerate the work of changemakers on civic issues in order to improve the state of information integrity, in turn affecting both public health and elections globally.

Final Answer:

At SimPPL, our mission is to rebuild digital trust in an era where misinformation threatens democracy and public institutions. A 2019 global survey found that 86% of internet users have been misled by fake news, highlighting the widespread erosion of trust in online information ecosystems. The financial toll of misinformation reached $78 billion annually, even before the rise of generative AI (GenAI), which has made disinformation campaigns more scalable and effective, topping the World Economic Forum's Global Risks.

Youth are particularly vulnerable, as nearly half of global youth rely on social media for political news, where misinformation spreads rapidly. Simultaneously, 60% of Americans express dissatisfaction with democracy, a sentiment exacerbated by the manipulation of digital platforms. The situation is worse in the global majority, where AI systems—designed predominantly for Western contexts—often fail to provide accurate or culturally relevant information. Research from OpenAI and Stanford (2019) acknowledges these systemic limitations.

AI's persuasive power is a double-edged sword: while it can disrupt conspiracy theories (research by David Rand at MIT), its misuse undermines trust in civic organizations and public institutions. This creates opportunities for malicious actors to exploit the resulting information vacuum.

SimPPL addresses this crisis through partnerships with the UN, public broadcasters, and nonprofits across six countries, including India and Bangladesh. We co-develop responsible computing tools to empower changemakers and improve information integrity. By training young innovators and deploying scalable solutions, we aim to mitigate misinformation's impact on public health, elections, and democracy globally.

Please describe what your product/service is, to whom it is offered, how it is delivered?(required)

Limit: 300 words

Draft Answer: SimPPL works on the "value chain" of information integrity, developing systems to address challenges with the production, propagation, and effects of online information. At the production stage, we support newsrooms in developing GenAI-enabled capacity to produce accurate and verified reporting that appeals to their audiences. This includes supporting public broadcasters like the New York Public Radio, and Deutsche Welle and a host of Local Independent Online News (LION) publishers in the US and Jagran News in India with digital campaigns and audience understanding. At the propagation stage, we have developed systems to study the spread of online information and media links across mainstream and alternative social media channels. We monitor nearly half a billion posts across six social platforms, identifying influential groups, individuals, and outlets engaged in the promotion of low-credibility information online. This includes alt-right platforms like Truth Social, that have been alleged to serve as a cesspool of misleading information–but are also home to communities engaged in rational discourse as we find in our peer-reviewed research. Our systems advance traditional social listening capabilities with AI-based network analysis, graph clustering, and detection of influence campaigns, resulting in a response from X/Twitter's Site Integrity team as well as an adversarial network takedown by Meta, each reaching nearly a hundred million users that engaged with hateful and misleading campaign. Finally, on the mitigation end, we co-

developed literacy systems to accelerate the work of fact-checkers that reach audiences of millions through Meta's third-party fact-checking program, in sensitive countries like Mongolia that frequently see attacks from neighboring states seeking to influence democratic elections. In Bangladesh and India, we support grassroots digital literacy efforts through our health intervention platform that delivers safe and reliable information about women's health issues to audiences in villages, in their language, on their mobile devices, via WhatsApp, for free. We work with nonprofit and state-partnerships and are incubated at MIT and UNICEF, spinning out our product into a subsidiary, called Sakhi, reaching nearly 5000 families by mid-2025, scaling up from 350 families already engaging with the platform. We engage in capacity building programs, training youth to lead responsible computing projects, primarily in India. Our program has received two competitive grants– Google's exploreCSR program in 2023 and 2024, as well as one from Mozilla in 2023–their inaugural Responsible Computing Challenge, making it the only program of this caliber in the entire country! These youth lead our product development with international partners.

Final Answer:

SimPPL develops tools and programs to address misinformation across its "value chain"—production, propagation, and mitigation. Our solutions are designed for newsrooms, nonprofits, intergovernmental agencies, and grassroots organizations. We collaborate with global partners like the United Nations, the Tech Global Institute and Spreeha Foundation (Bangladesh), NEST Center for Journalism (Mongolia), and Aadhar Sanstha (India). We started out as technology consultants, and are now a product-based company offering services to support the use of our products.

At the information production stage, SimPPL supports newsrooms like the New York Public Radio, Deutsche Welle (Germany), and Jagran News in India by providing AI-enabled tools for accurate reporting and audience engagement. To tackle propagation, we monitor nearly half a billion posts across platforms such as Telegram, Truth Social, Meta, and Reddit in order to identify disinformation networks. Our tools use advanced AI techniques like network analysis and graph clustering to detect influence campaigns. For example, our work led to Meta removing state-backed disinformation networks in Bangladesh and X (Twitter) opening an investigation into nearly half a million accounts involved in the coordinated propagation of Russian state-backed media. We were recently approached by TikTok at our Stanford presentation.

As mitigation measures, we co-develop digital literacy initiatives tailored to local contexts. In Bangladesh and India, our Sakhi platform delivers verified maternal health information via WhatsApp in local languages, reaching 350 families today and scaling to 5,000 by mid-2025. In Mongolia, we work with NEST Center for Journalism to combat election-related disinformation through media literacy programs.

To achieve this, SimPPL runs award-winning education and training programs in responsible computing for youth in India. These 9-month long programs empower students to develop scalable solutions for misinformation while collaborating with international partners. By combining cutting-edge technology with community-driven approaches, SimPPL strengthens global information integrity and builds trust in digital ecosystems.

Please describe, including any relevant output and/or outcome level data, the impact/benefits that your venture creates for your end users or constituents(required)

Limit: 250 words

Draft Answer: SimPPL operates across six countries, with plans to expand into three more in Asia and South America, directly impacting over 300 million people globally through its partnerships and tools including fact-checks, audience analytics, and network analysis systems. Our work has been featured by DW, Rest of World, Jagran News, Prothom Alo, NYU, Boston University, Wikimedia Foundation and Credibility Coalition. We built and deployed systems to audit recommender systems at Oxford (Mehta et. al, 2022), tracked 400,000+ accounts within coordinated networks on Twitter with UK-based newsrooms, detected Telegram disinformation reaching 10M+ with former US intelligence agency partners, identified gendered hate and harassment with Bangladeshi country leads for Meta, supported digital literacy in Germany and Mongolia for 20+ fact-checking orgs., deployed digital health literacy tools for hundreds of rural families. We trained over 100 underserved undergraduate students, published at 15+ top workshops ICML, NeurIPS, ICWSM, AAAI, won awards at MIT, Google, Mozilla, the NYC Media Lab, the Goethe Institut, Wikimedia, and others. Our founders' work at the Integrity Institute, a trust and safety think tank, informs policymakers in the US, EU, and UK to improve transparency regulation and elections integrity. Our flagship efforts supported the European Digital Media Observatory, Ofcom, and European Council on Algorithmic Transparency. We have been invited to the Atlantic Dialogues and ISPI, featured in panels and presentations to Presidents, Prime Ministers, World Bank leadership, UNESCO, Finnish, Swiss, and UK embassies to advise policymaking around AI governance, democracy, elections, disinformation, and education.

~~and were featured in national media, newsletters, and presentations. Our work with platforms like X (Twitter), Meta, and evaluating information on Bluesky (Shamraj et. al, 2024), Truth Social (Shah et. al, 2024), and Telegram at SimPPL spotlights the variety of dark patterns within large and small tech platforms and how platform business models are centered around extracting value from user data, often at odds with data protection policies like the GDPR.~~

Final Answer:

SimPPL operates across six countries, with plans to expand into three more in Asia and South America, with our partners directly or indirectly impacting over 500 million people globally through partnerships and tools addressing misinformation. Our work has been featured by Deutsche Welle, Rest of World, Jagran News, Prothom Alo, and others. We've built systems to audit recommender algorithms (Oxford, 2022), tracked 400,000+ coordinated accounts on Twitter with UK-based Sunday Times, detected Telegram disinformation campaigns reaching 10M+ users with former U.S. intelligence partners, and identified gendered harassment on Meta with Bangladeshi country leads. We support digital literacy efforts in Germany and Mongolia for 10+ fact-checking organizations and deploy health literacy tools for 350+ rural families in India and Bangladesh.
SimPPL has trained over 275 underserved undergraduate students, mentored them to publish peer-reviewed research at 15+ top workshops (ICML, NeurIPS, AAAI), and won awards from MIT, Google, Mozilla, NYC Media Lab, Goethe Institut, and Wikimedia Foundation. Our founders' work at the Integrity Institute informs policymakers in the U.S., EU, and UK on transparency regulation and elections integrity. Flagship efforts have supported the European Digital Media Observatory, Ofcom, and the European Council on Algorithmic Transparency. We've presented at UNESCO's World Press Freedom Day, embassies (Finnish, Swiss, UK), the Atlantic Dialogues, and are invited to advise policymakers on AI governance, democracy, elections, education, and disinformation. Our tools like Parrot (https://parrot.simppl.org) and Sakhi (https://sakhi-health.com) address critical gaps in information integrity globally while empowering communities through scalable technology solutions tailored to local needs.

Please define your current scale: how many end-users have you served over the last 12 months? Please clarify how you define and count end users(required)

Limit: 250 words

Draft:

We maintain a direct and an indirect count of end users that we have served with our platforms through contracts with 10 partner organizations. B2B partners analyzed over 5 million audience members directly with our technology deployed with newsrooms, resulting in 2 hiring decisions for newsrooms. We individually identified accounts (including historical data from each account), that were engaged in the propagation of online harms: 400,000 X (Twitter) accounts engaged in coordinated inauthentic behavior; 600 public groups and pages taken down by Meta as a result of our reporting, that received engagement from over 100 million users; longitudinal monitoring of media on Truth Social with 60,000

accounts posting 2 million times; and monitoring debunked disinformation in 4,500+ Telegram channels that reached 50 million audience views. We study half a billion social media posts and continue to collect 10000+ each day, for our partners.

In 2024 we launched two B2C pilots with 350 families in India and Bangladesh, impacting 1400 individuals (~4-member family) whom we help with digital health literacy. We also integrate with local healthcare infrastructure serving over 100 nonprofit staff and frontline health workers.

We have materially supported over 250 undergraduate, 20 graduate, and 3 Ph.D. students through extensive mentorship, over 1500 students through our in-person workshops and training in India and the US, and indirectly helped 10,000+ viewers of various YouTube lectures our founders have led. 25+ youth changemakers currently lead our responsible computing technology development and research.

Final Draft:

SimPPL measures its scale through direct and indirect end-user engagement, defined by the reach and impact of our tools and programs deployed via partnerships with 10 organizations globally. Over the past 12 months, our B2B solutions have directly supported over 5 million individuals through audience analytics and newsroom tools, leading to actionable outcomes such as hiring decisions in two newsrooms. Our monitoring systems identified 400,000 X (Twitter) accounts involved in coordinated inauthentic behavior, facilitated the takedown of 600 public groups and pages by Meta (engaging over 100 million users), and tracked disinformation campaigns on Truth Social (60,000 accounts, 2 million posts) and Telegram (4,500+ channels reaching 50 million views). We analyze half a billion social media posts, collecting over 10,000 new posts daily for our partners.

Our B2C pilots, launched in 2024, deliver digital health literacy to 350 families (1,400 individuals) in India and Bangladesh via the Sakhi platform. We also integrate with local healthcare infrastructure to support over 100 nonprofit staff and frontline workers.

Advancing youth education, we've directly mentored over 250 undergraduate, 35 graduate, and 3 Ph.D. students through internships and fellowships. Additionally, we've trained over 1,500 students through workshops in India and the U.S., with our founders' lectures reaching 10,000+ YouTube viewers. Currently, 25 of our trained mentees lead SimPPL's technology development efforts as full-time interns, testament to our commitment to advancing their career outcomes. These initiatives ensure that our scalable tools empower communities while fostering a new generation of responsible computing leaders.

Please identify two organisations that you feel are working to address the same issue area(s) as you, with similar approaches

Organisation name(required)

Limit: 10 words

Meedan

Please describe this organisation's approach to their work. How has this influenced your approach? And how does your work build on this?(required)

Limit: 150 words

Meedan develops open-source tools and community-led programs to combat misinformation, focusing on fact-checking, election monitoring, and crisis response. Their flagship tool, *Check*, enables collaborative verification across 46 countries in 17 languages. Meedan partners with newsrooms, civil society groups, and fact-checkers to improve information reliability. They emphasize multilingual support and coalition-building for election integrity initiatives which informs SimPPL's work; leads for Meedan have invited SimPPL founders to attend a few of their sessions for civic professionals.

While Meedan excels in fact-checking and election monitoring and has a global breadthwise footprint, SimPPL advances this by addressing the *entire value chain of misinformation*. Beyond verification, SimPPL identifies coordinated disinformation networks, measures their influence, and deploys mitigation tools like *Sakhi* for grassroots digital literacy. Unlike Meedan's top-down approach, SimPPL emphasizes ground-up civic participation, training youth changemakers to co-develop culturally relevant solutions. This ensures sustainable trust-building at local levels while scaling solutions globally.

Organisation name(required)

Limit: 10 words

Eklavya Foundation

Please describe this organisation's approach to their work. How has this influenced your approach? And how does your work build on this?(required)

Limit: 150 words

Eklavya Foundation has made significant strides in democratizing education for rural and tribal youth in India. By mentoring first-generation learners and connecting them to higher education opportunities, Eklavya fosters leadership and empowerment within marginalized communities. Their work is testament to the long-lasting trust that is built within communities united by advancing educational and economic opportunities for youth; and was one of the motivations for SimPPL to launch youth-focused initiatives. While Eklavya focuses on educational opportunities, SimPPL integrates technology-driven mentorship and responsible computing training into its programs. By equipping underserved students to develop AI tools addressing misinformation, SimPPL creates a pipeline of skilled youth who actively contribute to democracy-enhancing technologies. Furthermore, SimPPL connects these grassroots efforts with global policy initiatives via organizations like the UN, ensuring that local solutions have systemic impact. This dual focus on local empowerment and global scalability positions SimPPL centrally in fostering digital trust and civic participation.

No solution is perfect. What kinks exist in your current model that you believe need addressing?(required)

Limit: 250 words

Draft Answer: SimPPL's current model has achieved significant impact, but there are areas for improvement to enhance its scalability, sustainability, and inclusivity.

Scalability and Resource Constraints: While SimPPL has successfully partnered with 10 organizations across six countries already, our organization's reliance on a small core team limits its capacity to scale operations. With founders holding down multiple positions, and only a few full-time engineers, there is a risk of overreliance on interns, and slower progress on ambitious milestones. To address this, SimPPL is actively seeking non dilutive funding and expanding its team to ensure consistent oversight and program delivery.

Localized Engagement: Although SimPPL emphasizes grassroots solutions, scaling these efforts effectively in diverse cultural contexts remains a challenge. For example, tools like Sakhi need further adaptation to meet the nuanced needs of different communities in underserved regions. Expanding partnerships with local organizations and increasing user feedback loops will help tailor solutions more effectively. For this reason, we have spun

Sakhi out so that it is incubated with UNICEF, and intends to spin out other products as independently licenseable technologies with a dedicated team supporting each.

Youth-Led Capacity Building: While SimPPL's mentorship programs have trained over 1000 students and empowered youth changemakers, the initiative could benefit from deeper integration with local educational institutions to build a sustainable pipeline of responsible tech leaders in underserved regions. A program led by co-founder Swapneel Mehta called the NYU AI School is now integrated as an inhouse program at NYU, and we are adapting our Fellowships program to offer a minor to CS majoring students at the University of Mumbai, a model recently explored by Vizuara AI.

By addressing these gaps, SimPPL aims to strengthen its ability to foster digital trust through scalable, inclusive, and culturally relevant solutions that empower communities globally.

Final Answer:

SimPPL's current model has achieved significant impact, but there are areas for improvement to enhance scalability, sustainability, and inclusivity.

Scalability and Resource Constraints: SimPPL has partnered with 10 organizations across six countries, impacting over 300 million people. However, its reliance on a small core team limits scalability. Founders manage multiple roles, and only a few full-time engineers support operations, leading to overreliance on interns and slower progress on ambitious milestones. To address this, SimPPL is actively seeking non-dilutive funding and expanding its team to ensure consistent oversight and program delivery.

Localized Engagement: While SimPPL emphasizes grassroots solutions, adapting tools like *Sakhi* to diverse cultural contexts remains a challenge. For instance, *Sakhi* requires further localization to meet the nuanced needs of underserved communities in different regions. To address this, SimPPL has spun *Sakhi* into an independently incubated project with UNICEF and plans to spin out other products as licenseable technologies with dedicated teams for each.

Youth-Led Capacity Building: SimPPL has trained over 1,000 students globally through mentorship programs and workshops. However, deeper integration with local educational institutions is needed to build a sustainable pipeline of responsible tech leaders. Co-founder Swapneel Mehta's NYU AI School has been integrated as an in-house program at NYU, while SimPPL's Fellowships program is being adapted to offer a minor for CS students at the University of Mumbai—a model inspired by Vizuara AI.

By addressing these gaps, SimPPL aims to succeed at creating scalable, inclusive, and culturally relevant solutions that empower communities globally.

What is your venture's pathway to achieve further scale in the next 3-5 years?(required)

Limit: 100 words

Draft Answer: SimPPL aims to enter 2-3 new countries each year including the Southeast Asia market, with newsrooms like Yonhap News, and Latin America with Fundamedios, with whom we have had prior conversations. Our goal is to set up a local talent development and partnerships program so that university students can be connected with civil society to pursue technical and social project development by students with lived experience of the problems these organizations deal with, and enthusiasm to attempt to solve them. We are following the model of Google Summer of Code, in a sense, but for organizations that would otherwise be under-equipped to define or mentor technical problem statements of any sort. In doing so, we unlock new channels of revenue for civil society orgs., gain visibility for the students engaged in the work, and ensure that other organizations in the civic space are able to benefit from the contributions. We want to show local partners that they can be co-development partners and direct beneficiaries of local mentorship programs with sufficient technical support to build new infrastructure for their use-cases. Scaling this, we are connecting with cities and government stakeholders in Denmark and Finland, for their support to deploy university-wide programs to take on technical research and development projects.

Given our focus on digital trust and education, with an emphasis on driving changes in policy, we are starting to collaborate with researchers at think tanks to push on the policy levers and connect with public servants who can help advocate for appropriate programs to fund nonprofits, with some early successes for Sakhi, that has been presented to state officials in India.

Final Answer:

SimPPL aims to expand geographically, deepening partnerships, and fostering youth-led innovation. By May, we are delivering 2 large contracts to national newsrooms and universities. By June 2025, we will enter 1-2 new countries annually, targeting Southeast Asia (e.g., Yonhap News) and Latin America (e.g., Fundamedios), leveraging prior conversations. Inspired by Google Summer of Code, by December 2025 we will create local talent development programs connecting university students with civil society organizations to co-develop technical solutions addressing real-world challenges, and engage governments in Denmark, US, and Finland to deploy university-wide civic technology programs. This will benefit from potential renewal of support from Mozilla. We plan to expand our products like Sakhi with dedicated teams and collaborate with think tanks and policymakers to drive systemic changes to strengthen

democracy globally. To that end we have identified co-development partners for our GenAI product for newsrooms, and social listening product for fact-checkers.

What makes your team the best situated to implement this solution?(required)

Limit: 100 words

SimPPL's leadership combines deep expertise in AI, policy, and grassroots implementation, making it uniquely positioned to address misinformation and rebuild digital trust. Founder Swapneel Mehta, a postdoc at BU and MIT, has led projects with Twitter, Meta, and the UN, earning awards from Google, Mozilla, and Wikimedia. Co-founder Dhara Mungra, an NYU-trained data scientist, specializes in audience analytics and NLP. Harshit Mehta, an EV sector program manager, brings large-scale product delivery expertise, while Jay Jain adds financial acumen and operational strategy. Together, their diverse backgrounds drive SimPPL's interdisciplinary approach to scalable solutions that integrate technology, education, and civic engagement globally.

SimPPL's leadership combines deep expertise in AI, policy, and grassroots implementation for the global majority. Dr. Swapneel Mehta leads research and partnerships at the academia-industry nexus, informed by his experiences with acquired startups, MIT, BU, Twitter, Google, CERN, and Meta. NYU-trained data scientist Dhara Mungra leads engineering, specializing in audience analytics and NLP, driving scalable product development. Harshit Mehta ensures operational efficiency with his expertise in large-scale product delivery in the EV sector with a startup acquired for $40M. Jay Jain, Founding Engineer, applies his background in high-frequency trading software to develop cutting-edge tools. Together, we empower youth-led innovation globally.

What does 'social unicorn' status look like for you (i.e what is your long-term vision)?(required)

Limit: 100 words

For SimPPL, achieving 'social unicorn' status means creating a sustainable ecosystem where every social innovator is empowered to address pressing societal challenges. Social issues require long-term solutions driven by collective vision, continuous support, and intergenerational collaboration. By equipping youth—who will inherit these

challenges—with tools for change, we aim to foster civic participation and rebuild digital trust in institutions, media, and governance. Our vision is to provide a platform where changemakers can amplify their voices, co-develop culturally relevant solutions, and drive systemic impact. As a social unicorn, SimPPL would scale globally to empower communities and transform how societies tackle misinformation.

For SimPPL, achieving 'social unicorn' status means creating a global ecosystem that rebuilds digital trust and strengthens democracy through youth-led, technology-driven solutions. Social challenges like digital safety and misinformation require long-term, systemic approaches supported by continuous human capital and innovation. Our vision is to empower generations of students—those most affected by these issues—with tools to drive change. By providing platforms for social innovators to amplify their voices, co-develop solutions, and influence policy, SimPPL envisions a world where communities actively rebuild trust in institutions, media, and governance. This collective effort will foster resilient democracies and equitable access to accurate information worldwide.

Please share a descriptive document of your choice that communicates your venture's work

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: .csv, .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpf, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff, .3gp, .avi, .flv, .m4v, .mkv, .mov, .mp4, .mpg, .webm, .wmv

Please include 3 relevant news articles that references your venture's work and/or team

Add link here: https://akademie.dw.com/en/suddenly-you-cant-trust-anything-you-see-online/a-66693948

Add link here: https://restofworld.org/2024/3-minutes-with-swapneel-mehta-simppl/

Add link here: https://www.unesco.org/en/articles/youth-fighting-disinformation-future-elections

Is there anything else you want to add about your venture?

Limit: 300 words

Additionality

Please list all incubators, accelerators, competitions, fellowships you have participated in until now(required)

Limit: 200 characters

UNICEF Tech Innovation; MIT Delta V; MIT PKG IDEAS; Prototypes for Humanity; Atlantic Dialogues; Belfer Fellow; FF Startup Bootcamp; NYU Tech Venture; Mozilla RCC; Google exploreCSR; AI2Amplify Fellow

2023 ADL Belfer Fellowship, 2023

2023 NYU Tech Venture Program, 2023

2024 UNICEF Tech Innovation Ventures

2024 UNDP Youth Co:Lab Summit

2024 Google (exploreCSR), with Prof. Pranit Bari USD 75,000

2024 Finalist, Prototypes for Humanity (0.04% selection rate)

2024 Finalist, Responsible Tech Youth Power Fund (1% selection rate)

2024 Atlantic Dialogues Emerging Leaders

2024 MIT Delta V Accelerator USD 20,000

2024 MIT PKG IDEAS Challenge USD 13,500

2024 FTI: People to Watch in AI and Local News

2024 Google PaliGemma Award USD 5,000

2024 Future Founders Startup Fellowship (declined)

2023 Google (exploreCSR) USD 32,000

2023 Google Research Innovators Program

2023 Future Founders Startup Bootcamp

2023 Mozilla (Responsible Computing Challenge) USD 25,000

2023 WSDM Smart Cities Challenge, Singapore

2023 Algovera AI USD 3,000

2023 NYU Tech Venture Workshop USD 1,000

2023 Belfer Fellowship USD 40,000

2023 Goethe Institut EUR 14,000

2023 Wikimedia Foundation 'WikiCred' Grant USD 10,000

2023 Deutsche Welle EUR 4,950

2022 Goethe Institut AI2Amplify Fellowship

2022 MIDAS UMich Future Leaders Forum

2022 Google Cloud Research Credit Award USD 9,000

2022 Amazon (AWS) Research Credit Award USD 5,000

2022 JournalismAI, The Sunday Times USD 4,000

2021 UK Research & Innovation Grant (w/ Oxford TVG) GBP 23,000

2021 NYC Media Lab AI + Local News Challenge USD 7,500

2021 Google Research India INR 85,000

Why do you want to be a part of the 100x Impact Accelerator cohort and how will this experience add to previous experiences?(required)

SimPPL has grown significantly over the past three years, generating $350,000 in revenue and grants while building impactful tools for digital trust and democracy. We are now at a breakout stage, ready to scale globally. The 100x Impact Accelerator offers a unique community of mission-driven innovators and access to resources that will help us refine our consumer-facing tools, such as Sakhi, and deploy them at scale. With public discourse increasingly focused on disinformation and democracy, this is the right moment to act. By joining this cohort, we aim to amplify our impact globally, leveraging the network to strengthen grassroots trust-building initiatives.

SimPPL is at a critical juncture, poised to scale its tools for rebuilding digital trust and strengthening democracy globally. The 100x Impact Accelerator's unique focus on systemic change, global policymaking, and collaboration with experienced social innovators aligns perfectly with our mission. Learning from its community of policymakers and disruptors would help us refine our strategy and scale beyond the $350,000 in grants and revenue we've generated. With public discourse increasingly focused on GenAI risks and eroding institutional trust, the timing is ideal to deploy grassroots solutions. 100x's support will amplify our impact, enabling us to empower communities worldwide.

What online channels do you find the most useful to stay up-to-date with impact sector news?(required)

Please specify which News Outlets

UN Newsletters, World Bank Newsletters (DIME, eMBED), Gates Foundation, Impact Opportunity Aggregators like ICTWorks