## **Application Link** <https://gic.submittable.com/submit/e50e0919-042d-4c78-b462-f730b5aa08d3/google-org-accelerator-generative-ai-open-call>

## **I. Organization Information**

1. Organization name: What is the full, registered (legal) name of your organization?(required)

Answer: SimPPL

2. Address: what is the official registered address of your organization?(required)

Recommended format: Number, Street Address, City, Postal Code, Country.

Answer: 9340 FRANCIS LEWIS BLVD, QUEENS VLG, NY 11428, US

3. HQ Location: In which country is your organization headquartered?(required)

Answer: USA

4. Organization Type: Which of the following classifications applies to your organization? (required)

* Nonprofit: not-for-profit charity or other not-for-profit organization - yes
* Government entity: governmental organizations at the local, state / provincial and national levels
* University: public or private academic or research institution
* Social enterprise: for-profit social enterprise company with a project that has an explicit social impact purpose
* Other

### **6. ORGANIZATION ATTRIBUTES: Please share the following information about your organization.**

6.a. What year was your organization founded? Enter as YYYY.(required)

Answer: 2023

6.b. What is your organization’s current annual budget (approximate, in USD$)?(required)

Please do not include potential funding from this program.

Answer: 75, 000 USD

6.c. What is your organization’s current number of full time employees? Do not include volunteers.(required)

Answer: 15

7. Website: If your organization has a website please provide a link:

Answer: https://simppl.org

## **II. Submitter Info**

### **8. MAIN POINT OF CONTACT**

Please note the person listed here will serve as the main point-of-contact for your organization throughout the Generative AI Accelerator Open Call.

8.a. Please enter your full name.(required)

Answer: Swapneel Sundeep Mehta

8.b. What is your job title? (required)

Answer: Co-founder at SimPPL, Post-doc at BU and MIT

8.c. What is your work email address?(required)

Please ensure your work email address is correct.

Answer: swapneel@simppl.org

### 

### **9. SECOND POINT OF CONTACT**

Please note the person listed here will serve as the second point-of-contact for your organization throughout the Generative AI Accelerator Open Call.

9.a. Please enter the second point of contact's full name.(required)

Answer: Dhara Atul Mungra

9.b. What is the second point of contact's job title? (required)

Answer: Co-Founder at SimPPL

9.c. What is the second point of contact's work email address?(required)

Please ensure the work email address is correct.

Answer: dhara@simppl.org

## **III. Project Info**

10. Project Title: What is your project's name?(required)

Limit: 300 characters

Answer: SimPPL

### **11. PROJECT OVERVIEW**

Please complete the following sentence prompts:

11.a.i. Problem Statement - the challenge this project addresses is:(required)

Limit: 50 words

50 words max.

Answer: The rapid spread of misinformation and coordinated disinformation networks, particularly during elections, undermines public trust, distorts democratic discourse, and fuels polarization. Existing fact-checking efforts focus on verification but lack systemic solutions to measure influence, track disinformation networks, and empower communities with digital literacy tools.

11.a.ii. Problem Statement - the challenge is significant because:(required)

Limit: 50 words

Please use data to illustrate the problem statement. 50 words max.

Answer: Misinformation spreads 6x faster than true news, reaching 1,500 people nearly instantly. Election-related disinformation has directly influenced voter behavior worldwide, with studies showing 86% of Americans exposed to conspiracy theories online. Traditional fact-checking struggles to keep pace, requiring scalable AI solutions and community-driven mitigation strategies.

11.b.i. Proposed Solution - The generative AI-powered solution we are proposing is:(required)

Limit: 50 words

50 words max.

Answer: SimPPL advances fact-checking and election monitoring by addressing the entire misinformation value chain. It combines AI-powered claim verification, disinformation network analysis, and grassroots digital literacy initiatives. Unlike top-down models, SimPPL fosters civic participation by training youth changemakers to co-develop culturally relevant solutions for local trust-building.

11.b.ii. Proposed Solution - The solution will effectively address the problem described above by:(required)

Limit: 50 words

Please provide data and examples. 50 words max.

Answer: Leveraging AI to rapidly analyze vast amounts of information, identify patterns of misinformation, and provide accurate, timely fact-checks. Studies show AI-assisted fact-checking can improve accuracy by 25% and speed by 3x compared to manual methods. The system will empower users to make informed judgments about content credibility.

11.c.i. End Beneficiaries - The end beneficiary group(s) that we hope to support are:(required)

Limit: 50 words

Please specify demographics such as geography, gender, ethnicity, socioeconomic status, or age, if applicable. 50 words max.

Answer: Fact-checkers, journalists, civic organizations, and election monitoring groups globally, particularly in regions vulnerable to disinformation. SimPPL also empowers youth changemakers, educators, and grassroots media initiatives to co-create digital literacy programs, ensuring solutions are contextually relevant and scalable.

11.c.ii. End Beneficiaries - We are best placed to support them because:(required)

Limit: 50 words

Please specify your organization or team’s relevant competencies, whether through previous technical expertise, domain or subject matter expertise, lived experience, etc. 50 words max.

Answer: Our team combines expertise in AI/ML, natural language processing, and fact-checking methodologies with deep domain knowledge of misinformation ecosystems. We have established partnerships with leading fact-checking networks and media organizations, giving us unique insights into their workflows and challenges in combating false information at scale.

11.d.i. Expected Outcomes - Short term: The quantifiable, tangible change we aim to see in the immediate term of 12-18 months is:(required)

Limit: 50 words

Answer: For example, include the amount of individuals you expect to reach in this time period, % changes in outcomes or behavior, etc. 50 words max.

Integration of our AI fact-checking tool with 30+ newsrooms, civic society organization, and fact-checking groups across 10 countries, enabling them to verify 500,000+ claims monthly. We expect a ~30% reduction in time spent on manual fact-checking and a 20% increase in the number of verified claims published.

11.d.ii. Expected Outcomes - Long term: The quantifiable, tangible change we aim to see in the longer term of 24-36+ months is:(required)

Limit: 50 words

For example, include the amount of individuals you expect to reach in this time period, % change in outcomes or behavior, etc. 50 words max.

Answer: SimPPL will expand to 100+ partner organizations across 50+ countries, verifying 2M+ claims monthly. It will integrate with major social media platforms for misinformation tracking, reducing the spread of identified falsehoods by 50% on partnered platforms. Grassroots training will scale, reaching 1000+ youth leaders co-developing misinformation resilience strategies and solutions.

12. Project Topic(s): Please select the topics that best align with your project's scope. (required)

Knowledge, Skills, and Learning: AI Literacy & Fluency- yes

Knowledge, Skills, and Learning: Career & Workforce Readiness - yes

Knowledge, Skills, and Learning: Technology-Enabled Teaching & Learning -yes

Scientific Advancement: Applied Science

Resilient Communities: Stronger Societies - yes

Resilient Communities: Safer Internet - yes

Resilient Communities: Crisis Response

Other (please specify)

Refer to [focus area descriptions](http://impactchallenge.withgoogle.com/genaiaccelerator/focus-areas) and examples in our website.

13. Project Stage: Please specify your project’s current stage.(required)

Concept: an idea that has not been validated and will need to be built

Prototype: a design that has undergone testing and validation with real users - yes

Developed product or approach: a launched and functional product or a verified approach

Other (please specify)

## **IV. Feasibility**

14. AI Maturity: How would you describe your organization's current AI maturity? (required)

AI First: AI is core to our organization’s offerings, and we’re already using it to provide demonstrated value to beneficiaries - yes

AI Adoption: AI is used as part of our offerings, either for internally or externally-facing workflows

AI Exploration: Actively prototyping AI within our offerings

AI Interest: Assessing the potential benefits, but not currently leveraging AI

Have not previously explored AI

15. Org Tech Staff: Do you have at least one full-time staff member dedicated to managing your organization's technology? For example, a technical lead, software engineer, or IT specialist? (required)

Answer: Yes

16. Org AI/ML Experience: Tell us about your organization’s previous AI/ML experience. If limited AI/ML experience, how does your organization demonstrate strong tech fluency? If this is your first AI/ML project, what has prevented you from using AI/ML in your work? (e.g., data, talent, resources, tools, priorities). (required)

Limit: 100 words

100 words max.

Answer: 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.

17. Project Tech Staff: How would you describe the current state of your proposed project’s technical team members?(required)

Full tech team ready to implement this project proposal

Partial technical team or a technical lead, but will need to HIRE for additional technical support to implement this project proposal - yes

Partial technical team or a technical lead, but will need to OUTSOURCE for additional technical support to implement this project proposal

Do not have a technical team or technical lead to implement this project proposal

Please ensure you answer this question about your proposed project team rather than your organization's technical team. Your organization's technical team may be your project's technical team.

18. Datasets: Describe any significant datasets you have or would need to implement your proposal. Include information on data type (e.g. images, text, videos); size (e.g. # images or rows); refresh frequency; and whether the data is public or private.(required)

Limit: 150 words

150 words max.

Answer:

To implement our proposal for monitoring misinformation, we require diverse datasets:

1. Social Media Data: Millions of posts (text, images, videos) from platforms like X, Meta, Truth Social, and Telegram, covering diverse regions and languages. Refreshed daily, collecting 10,000+ new posts daily.
2. News Articles: A comprehensive, multilingual collection of news articles from various global sources, updated hourly.
3. Misinformation Instances: Datasets like MuMiN, which contains 21 million tweets across 41 languages linked to fact-checked claims, are crucial[3](https://paperswithcode.com/dataset/mumin). Other datasets such as FbMultiLingMisinfo and EUvsDisinfo provide multilingual benchmarks for misinformation detection models.

All datasets are managed under strict privacy and ethical guidelines, ensuring compliance with regulatory standards.

19. Access to Datasets: Do you currently have access to this data and the required consent to use it for your project?(required)

*Yes*

### **20. (OPTIONAL) PARTNER ORGANIZATIONS:**

If applicable, list up to two main partner organizations that you will work with to **implement this project proposal**. Leave this section blank if you are not planning to engage other partners for implementation.

20.a.i. Partner Organization #1 Name:

20.a.ii. Partner Organization #1 Website:

20.a.iii. Partner Organization #1 Role in Project/Expertise: How will the partner contribute to your project?

Limit: 50 words

20.a.iv. Partner Organization #1 Status:

Existing partner

In contact but not solidified

Aspirational

Not applicable

20.a.v. Do you have another partner organization to add?

Yes

No

## **V. Impactful use of Generative AI**

### **21. Generative AI and Model Selection:**

Explain why generative AI is crucial to your project and how it offers advantages over alternative approaches. Then, tell us about the generative AI model that you plan to use.

21.a. Why is the use of generative AI needed for your project compared to alternative technology? For example, being able to scale to 10x end beneficiaries, reduce the cost of the program by $5 per use, improve accuracy by 60%, etc.(required)

Limit: 100 words

100 words max.

Answer: Generative AI is crucial for this project because it enables real-time, scalable misinformation analysis across platforms by dynamically processing unstructured data and adapting to evolving narratives. It improves accuracy over keyword-based approaches by detecting themes and summarizing discussions. Our system automates claim verification, reducing manual effort significantly and verifying 500,000+ claims monthly. AI-generated graph insights highlight key takeaways and action items, while a chatbot facilitates platform interaction. These capabilities are unattainable with traditional technologies, enabling us to combat misinformation at scale and with greater precision.

21.b. Have you already selected one or more generative AI model(s) for your project? (required)

Answer: Yes

21.b.i. Specify the generative AI model(s) that you have selected for your project, and why.

Answer: We utilize Voyage embeddings due to their balance of competitive pricing and high-quality embedding generation. For theme and topic generation, we currently use open-source models and are actively exploring DeepSeek Coder and Gemini, evaluating their cost-effectiveness while maintaining desired accuracy levels.

22. Generative AI Tasks: Which task(s) will your generative AI model perform within your project? Select all that apply.(required)

Agents (e.g. letting the model freely interact with the world in pursuit of a goal)

Audio Generation (e.g. generate speech, music)

Code Generation (e.g. write a function, find bugs, code completion)

Data Generation (e.g. synthetic data generation, labeling)

Image Generation (e.g., create from scratch, inpaint missing parts, outpaint to extend, change existing image)

Text Generation (e.g. summarize, translate, chat) - yes

Tools Use (e.g. having a model directly interact with an API, data analysis with a Python interpreter)

Video Generation (e.g., create from scratch, inpaint missing parts, outpaint to extend, change existing video)

Our project expects to mix modalities (e.g. text + image input -> audio output) - yes

Other

23. Performance Evaluation: How will you measure and evaluate the success of your gen AI solution's performance? How will you determine success or failure?(required)

Limit: 100 words

100 words max.

Answer: We'll evaluate success across multiple dimensions:

1. **Scalability:** Achieving 500,000+ monthly claim verifications.
2. **Efficiency:** 30% reduction in manual verification effort.
3. **Real-time Performance:** Seamless platform integration for immediate flagging.
4. **AI-Generated Insights:** Accuracy and usefulness of graph insights, measured by user feedback and expert review.
5. **Chatbot Effectiveness:** User satisfaction with chatbot interactions, measured by surveys and task completion rates. Failure is defined by not meeting these targets, demonstrating lower performance than alternatives, or negative user feedback.

24. Technical Risks and Mitigations: What are the 1-2 most significant potential risks or unexpected repercussions with regard to your project and gen AI model? What mitigations will you have in place to address them? Risks could include but are not limited to data quality, model outputs, user uptake, etc.(required)

Limit: 100 words

100 words max.

Answer: A key risk is the potential lack of proficient generative AI tools and cultural context understanding for languages other than English. This could limit the system's effectiveness and accessibility, hindering accurate theme/stance detection and insight generation for diverse user queries. Mitigation strategies include prioritizing the development and integration of multilingual models, collaborating with language experts, and incorporating cultural sensitivity training in model development. This approach aims to ensure broader applicability and more nuanced, contextually appropriate results.

25. Responsible AI Practices: What practices does your organization have in place to ensure that your gen AI solution is developed responsibly? Refer to Google’s AI Principles and consider applicable regulations in your beneficiaries' locations, such as GDPR (linked below).(required)

Limit: 100 words

Google’s [AI Principles](https://ai.google/responsibility/principles/) and [Responsible AI Practices](https://ai.google/responsibility/responsible-ai-practices/), and consider applicable regulations in your beneficiaries’ locations such as [GDPR](https://gdpr-info.eu/). 100 words max.

Answer: We adhere to Google's AI Principles, prioritizing fairness, privacy, safety, and accountability. We employ rigorous data anonymization and security measures, complying with GDPR and other applicable regulations. Model outputs are subject to human review. We are committed to transparency, documenting model limitations and biases. User feedback mechanisms are in place for continuous improvement and addressing potential harms. Our team receives training on responsible AI development practices.

### 

### **26. Visual Representation of Solution**

At a high level, please help us better understand your solution's technical components and how they work together.

### **26.a. Simple Diagram or Process Flow**

Upload a **simple** systems diagram or process flow that visually represents your solution's technical components. Include details such as:

1. **Architecture:** Explain the system structure, key components, and their interactions
2. **Data:** How is data collected, processed, and used? Include transformations.
3. **User Interface:** How will users interact with the solution (e.g. web, mobile)?
4. **Development:** Specify programming language, frameworks, and tools.
5. **DevOps and Hosting:** How will you deploy and host the solution (on-premises, cloud, hybrid)?

Simple Diagram or Process Flow Upload:(required)

Upload a file. No files have been attached yet.

Acceptable file types: .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpf, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff

<https://miro.com/app/board/uXjVL9oceAg=/>

26.b. User interaction: Please describe in further detail how users will interact with the outputs of your solution.(required)

Limit: 150 words

150 words max.

Answer: Users can interact with the platform by entering a hashtag, keyword, sentence-long query, or a link to analyze the narrative surrounding their input. The system will provide insights ranging from high-level engagement trends over time to detailed analyses, such as active users/accounts, key discussion themes, and interaction patterns. It will offer in-depth stance detection, emotion analysis, and community mapping based on thematic discussions. Additionally, users will see how links are shared via network analysis, identifying potential inauthentic behavior by assessing the speed and pattern of dissemination. The system will assign an authenticity score to gauge the likelihood of coordinated influence. Users will receive a summary of key insights and recommended actions, with the option to interact via a chat interface for clarifications or deeper exploration of the data. This ensures a seamless, intuitive experience for verifying information and understanding social media narratives.

26.c. [OPTIONAL] Additional Solution Context: For aspects of your diagram or process flow that require further explanation, please provide any details that will help us fully understand your solution's technical components and how they work together.

Limit: 350 words

350 words max.

## **VI. Scalability**

27. Potential Scale: How can your project and its impact grow beyond what you have proposed in this application? For example, how can it extend to other geographies, apply to other use cases, serve as a model for other efforts, or advance the field?(required)

Limit: 150 words

150 words max.

Answer: Our project's impact can scale significantly. Geographically, we plan to expand into Southeast Asia (e.g., Yonhap News) and Latin America (e.g., Fundamedios) by June 2025, building on existing conversations. We will also deepen existing partnerships, delivering contracts to national newsrooms and universities by May. Beyond geographic expansion, we aim to foster youth-led innovation by establishing local talent development programs connecting university students with civil society organizations, inspired by Google Summer of Code. We will engage governments in Denmark, the US, and Finland to deploy university-wide civic technology programs by December 2025, leveraging potential renewed support from Mozilla. Product expansion, including dedicated teams for the product and collaborations with think tanks and policymakers will drive systemic change. Co-development partnerships are already identified for our GenAI newsroom product and social listening tool for fact-checkers.

28.a. Financial Sustainability: How would you financially sustain this work beyond Google.org's support?(required)

Limit: 50 words

50 words max.

Answer: We will pursue a blended funding model: earned revenue through enterprise product sales (e.g., to newsrooms, fact-checkers), philanthropic grants, and government partnerships for civic technology programs. This diversified approach will ensure long-term sustainability.

28.b. Technical Sustainability: How would you technically maintain this work beyond Google.org's support?(required)

Limit: 50 words

50 words max.

Answer: We will establish a dedicated engineering team, prioritize open-source development for community contributions, and offer commercial support contracts to ensure ongoing maintenance, updates, and feature enhancements.

29. Sector Buy-In: Which stakeholders, communities, and/or potential user groups have expressed interest in your proposed solution? If none to-date, how do you plan to generate demand?(required)

Limit: 150 words

150 words max.

Answer: We've secured interest from newsrooms and fact-checking organizations to pilot our AI-powered misinformation analysis tools. Fact-checkers at organizations like the Nest Center for Fact-Checkers, Yonhap, and Fundamedios are keen on our social listening product. To expand adoption, we will directly engage with these organizations, for pilot programs to gather feedback and ensure our solutions meet real-world needs[6](https://partnershiponai.org/ai-for-newsrooms/). We'll also present at relevant events, engage with communities like All Tech is Human and Prototype for Humanity, and leverage partnerships with the Mozilla Foundation and Google ExploreCSR to amplify our message[5](https://review.content-science.com/misinformation-roundup-ai-driven-misinformation-government-strategies-social-media-challenges-and-using-ai-to-fight-back/). Online demos, webinars, and content marketing will support these efforts, and our open-source strategy will drive organic adoption

30. Contribution to Open Source: Are you willing to contribute to open source software and/or open data that could enable complementary AI for good efforts?(required)

Yes

No

Unsure

## **VII. Accelerator Participation**

### **The Generative AI Accelerator**

Generative AI Accelerator participants should include at least one Executive Director or Decision Maker and one Technical Project Lead from each organization, committing about 4 hours per week over 6 months. In addition to funding, participants in the Accelerator receive access to offerings like pro bono technical support from Google’s AI experts, mentorship, technical training, and optional Google Cloud credits to help organizations build a technical prototype over 6 months.

*Refer to Appendix of the* [*Application Questions PDF*](https://impactchallenge.withgoogle.com/site/static/genaiaccelerator/downloads/application.pdf)*, section A. Generative AI Accelerator High-Level Program Timeline.*

31. Previous Accelerators: Have you or your team previously participated in a cohort-based development, accelerator, or incubation program? (required)

Yes

31.a. Please enter the name of the program(s) in which you've previously participated.(required)

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

32. In addition to funding, which Accelerator program offerings would your team be most excited to use for your project?(required)

Pro bono support: Dedicated support from Google AI experts and project managers over the course of 6 months -yes

Google Cloud credits: Optional credits to use to build with the best of Google Cloud Platform's AI & ML tools including Vertex AI and Gemini - yes

Mentorship: Ad-hoc sessions with Google subject matter experts spanning business and technical topics

Technical training: Virtual training sessions spanning the gen AI product lifecycle

Community building: Network, connect with, and learn from other participants in the Accelerator cohort

33. How would the offerings selected above help to advance your project over the 6 month Accelerator?(required)

Limit: 350 words

Answer: The Google.org AI Accelerator's offerings are crucial for advancing our project over the next six months. The **pro bono support** from Google AI experts and project managers will provide invaluable guidance, helping us refine our technical approach, optimize model performance, and navigate potential challenges. Their expertise will accelerate our development timeline and ensure we leverage best practices in generative AI.

The **optional Google Cloud credits**, particularly for Vertex AI and Gemini, offer the potential to significantly enhance our infrastructure and model capabilities. Access to these cutting-edge tools would allow us to experiment with more sophisticated models, scale our processing capabilities, and potentially improve the accuracy and efficiency of our misinformation detection system. This access could be transformative, allowing us to achieve results beyond what would be possible with our current resources.

The **mentorship** sessions with Google subject matter experts will provide crucial insights across both business and technical domains. We anticipate benefiting from their experience in scaling AI solutions, navigating ethical considerations, and developing sustainable business models. These ad-hoc sessions will provide targeted advice tailored to our specific needs, accelerating our progress and minimizing potential missteps.

The **technical training** sessions on the generative AI product lifecycle will equip our team with the latest knowledge and best practices. This training will ensure we are proficient in utilizing the most effective tools and techniques for model development, deployment, and maintenance. This will not only improve the quality of our work but also enhance our team's overall expertise in the rapidly evolving field of generative AI.

Finally, the **community building** aspect of the Accelerator is invaluable. Networking with other participants will foster collaboration, knowledge sharing, and potential partnerships. Learning from the experiences of others tackling similar challenges will broaden our perspective and provide valuable insights. This community will serve as a long-term resource, fostering ongoing learning and collaboration beyond the six-month program. Collectively, these offerings will significantly accelerate our project's development, enhance its impact, and contribute to its long-term sustainability.

## **VIII. Project Budget and Timeline**

34. Funding Request: Please specify the funding amount that you are requesting in USD$.(required)

$500,000

$750,000

$1,000,000

$1,500,000

$2,000,000

Greater than $2,000,000

### **35. Budget Breakdown**

Please download this template either as [.docx](https://impactchallenge.withgoogle.com/site/static/genaiaccelerator/downloads/budget.docx) or as [.pdf](https://impactchallenge.withgoogle.com/site/static/genaiaccelerator/downloads/budget.pdf), and upload a populated Budget Breakdown with information on how your organization would spend the funding amount for your proposed project. List the major subcategories of your budget and the approximate amount of the requested funding you’d allocate to each subcategory.

*An illustrative example response can be found in the Appendix of the* [*Application Questions PDF*](https://impactchallenge.withgoogle.com/site/static/genaiaccelerator/downloads/application.pdf)*, Section B. Example Budget Breakdown Response.*

35.a. Budget Breakdown Upload(required)

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: .doc, .docx, .pdf

Please upload only .doc, .docx, or .pdf

| **Category** | **Subcategory** | **Description** | **Cost** |
| --- | --- | --- | --- |
| **Direct Costs** | **Project Management** | 1 Project Manager at 1 FTE for 3 years (manage projects, liaise with partners, oversee timelines, deliverables, milestones) | $120,000 |
| **LLM Research & AI Safety** | Machine Learning researchers (defining ML strategy, refining safety rules, mitigating biases) | $50,000 |  |
|  | **Product Development** | - 1 Senior Developer at 1 FTE for 3 years ($120,000)  - 1 Machine Learning Engineer at 1 FTE for 3 years ($180,000)  - 1 UI/UX Developer at 1 FTE for 3 years ($50,000) | $350,000 |
|  | **AI Implementation & Data Collection** | - Dataset collection & purchase (if required) ($30,000)  - Data storage & cleaning ($30,000)  - Software stack development & refinement ($50,000) | $110,000 |
|  | **End-User Testing & Feedback** | Conduct testing with beneficiaries, collect feedback from fact-checkers & civic organizations | $40,000 |
|  | **Project Travel & Dissemination** | Staff travel (educational events, forums, publications, sharing progress) | $40,000 |
| **Indirect Costs** | **Administration** | Portion of finance, HR, Legal, and admin staff support over 3 years | $80,000 |
| **TOTAL PROJECT COSTS** |  |  | **$750,000** |

### **36. Timeline Overview:**

Please download this template either as [.docx](https://impactchallenge.withgoogle.com/site/static/genaiaccelerator/downloads/timeline.docx) or as [.pdf](https://impactchallenge.withgoogle.com/site/static/genaiaccelerator/downloads/timeline.pdf), and upload a populated overview of your project’s timeline with key activities and expected outcomes. The Generative AI Accelerator spans 6 months, and funding can be used over the course of 30 months including the Accelerator period. For projects that conclude prior to Dec 2027, enter "N/A" for activities and outcomes.

*An illustrative example response can be found in the Appendix of the* [*Application Questions PDF*](https://impactchallenge.withgoogle.com/site/static/genaiaccelerator/downloads/application.pdf)*, Section C. Example Timeline Overview Response.*

36.a. Timeline Overview Upload(required)

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: .doc, .docx, .pdf

Please upload only .doc, .docx, or .pdf

| **Time Period** | **Activities** | **Outcomes** |
| --- | --- | --- |
| **Jun-Dec 2025 (Google.org Accelerator Period)** | - Define the product roadmap and key deliverables.  - Consult Google experts for AI/ML, product, and design support.  - Hire AI specialists and engineers.  - Attend training sessions on generative AI development.  - Establish responsible AI policies.  - Develop and refine prototypes based on user feedback.  - Utilize cloud credits for model development.  - Begin customer outreach, conduct demos, and onboard initial partners.  - Present a functional prototype at Google.org Accelerator Demo Day. | - Functional prototype ready for real-world testing.  - Fully staffed AI team.  - Established partnerships with at least 10 organizations across multiple regions. |
| **Jan-Jun 2026 (Early Adoption & Feature Expansion)** | - Conduct usability testing and integrate feedback.  - Expand outreach to newsrooms, fact-checkers, and civic organizations.  - Implement multilingual and multimodal capabilities.  - Add customization options based on partner needs.  - Pilot AI-powered misinformation detection in select regions.  - Conduct targeted demos to onboard 30+ new partners.  - Launch a soft rollout at industry events. | - Product integrated with 30+ organizations across 10+ countries.  - 500,000+ claims verified monthly.  - 30% reduction in manual verification time.  - Enhanced language and media support for diverse audiences. |
| **Jul-Dec 2026 (Scaling & Geographic Expansion)** | - Expand partnerships in Southeast Asia, Latin America, and Africa.  - Integrate with social media platforms for wider reach.  - Improve AI accuracy using real-world data from early adopters.  - Strengthen misinformation detection through network analysis.  - Execute large-scale customer acquisition efforts.  - Expand AI features to support regional misinformation challenges. | - 1M+ claims verified monthly.  - Expanded to 50+ partner organizations across 25+ countries.  - 20% increase in trust in fact-checked content.  - Stronger regional adaptability for monitoring the spread of misinformation. |
| **Jan-Jun 2027 (Wider Adoption & Measurable Impact)** | - Extend partnerships to 100+ organizations in 50+ countries.  - Optimize AI models based on large-scale usage.  - Develop API integrations with major platforms.  - Publish a global impact report.  - Establish sustainability through funding and partnerships. | - 2M+ claims verified monthly.  - 40% increase in user trust in verified content measured via surveys.  - Published comprehensive impact report. |
| **Jul-Dec 2027 (Project Completion & Long-term Sustainability)** | - Secure long-term adoption with key partners.  - Transition operations to a sustainable model.  - Finalize partnerships with media platforms and civic organizations. | - Established a scalable, AI-driven fact-checking ecosystem.  - Long-term adoption and integration into global misinformation mitigation efforts. |

## **IX. Ethics and Compliance**

Please answer the following Ethics & Compliance questions carefully and provide additional information if any of the questions below apply to you, your organization, and any partner organizations. If you indicate “Yes” to any of the questions below, or if you’re unsure about your responses, please provide as much detail as possible in question 43.

37. Have any Google staff, officers or directors (or to your knowledge, immediate family members thereof) been members of your organization’s board or officer group within the last 12 months? (required)

Answer: No

38. Does your organization have any ongoing commercial contracts or negotiations with Google that are directly related to the project detailed in this application? (For the sake of clarity, this does not include Google’s standard product offerings like G Suite, Google Ads, Google for Nonprofits, etc.) (required)

Answer: No

39. To your knowledge, are any current government officials, employees or civil servants employed by your organization or are they members of your organization's board or officer group? (required)

Answer: No

40. To your knowledge, are any current government or intergovernmental entities, officials, employees, or civil servants (collectively “Government Persons”) involved in your project? For example, if selected to receive funding, will your organization use funds to: (i) provide goods or services to a government or intergovernmental entity, (ii) pay for any Government Persons salaries, stipends, travel, or related costs, or (iii) otherwise benefit any Government Persons?(required)

Answer: No

41. If selected to receive funding, will your organization engage with or provide funding to any local, state, federal (including military) law enforcement entities or officials on the project?(required)

Answer: No

42. Does your organization have any dealings or programs in Crimea, Cuba, Iran, North Korea, Russia, the so-called Donetsk People's Republic (DNR) and Luhansk People's Republic (LNR), or Syria?(required)

Answer: No

### **Certification & Completion**

By submitting my application, I certify on behalf of my organization that: (1) my organization agrees to be contacted by Google and/or its donor advised fund partner for purposes of evaluating and potentially funding the project described in my Application; (2) my organization agrees to the [Terms](https://impactchallenge.withgoogle.com/site/static/genaiaccelerator/downloads/terms.pdf); (3) all information contained in this application is true and accurate; (4) my organization meets the eligibility requirements specified in the [Terms](https://impactchallenge.withgoogle.com/site/static/genaiaccelerator/downloads/terms.pdf); (5) none of the information in this application is confidential or proprietary; and (6) I am an authorized representative of my organization who has the authority and permission from the organization to submit an Application on behalf of the organization, and has the authority to legally bind the organization – including, without limitation, to the terms and conditions of the [Terms](https://impactchallenge.withgoogle.com/site/static/genaiaccelerator/downloads/terms.pdf) and to any other required documentation as described in the [Terms](https://impactchallenge.withgoogle.com/site/static/genaiaccelerator/downloads/terms.pdf).

*Note: The information you submit will be used in accordance with* [*Google’s Privacy Policy*](https://policies.google.com/privacy?hl=en)*.*

Do you certify?

Yes, I certify

No, I do not certify and I understand my application will not be accepted.

### **You are about to submit your application.**

***Correcting mistakes or making edits after your application has been submitted is not allowed. For any technical questions about the platform, please visit*** [***THIS WEBSITE***](https://submittable.help/en/collections/185534-help-for-applicants)***.***

*To complete and submit your application click ‘Submit'. Your email service provider will sometimes try to predict incoming spam mail on your behalf and filter it into your spam folder before you ever see it. If you're not receiving expected emails from notifications@email.submittable.com, you will want to safelist the address to help ensure that these emails reach you.*

*Safelisting an email address means explicitly telling your email service provider that emails from notifications@email.submittable.com are not spam or junk mail.* [How can I safelist notifications from Submittable?](https://submittable.help/en/articles/3221476-how-can-i-safelist-notification-emails-from-submittable)