

1. Competitors analysis and comparison matrix

Competitor	Founded	Pricing	Key Strength	Key Limitation
NewsGuard	2018	€4.50/month	Publisher-level "nutrition labels"	Focuses on sources, not individual content
Ground News	2018	€9.20/month	Side-by-side coverage comparison	Limited to news articles
SurfSafe	2018	Free	Strong visual content analysis	Narrow focus on images
Factmata	2017	Enterprise pricing	Advanced AI models	B2B focus, not consumer-oriented
The Factual	2019	€4.60/month	Source reputation analysis	Limited social media coverage
Media Bias Fast Check	2015	Free/Ad-supported	Extensive source database	Manual updates, not real-time

Comparison matrix

Feature	Truthguard	NewsGuard	Ground News	Surfsafe	Factmata	The Factual	MBFC
Real-time analysis	✓	✓	✓	✓	✓	✓	✗
News article analysis	✓	✓	✓		✓	✓	✓
Social media analysis	✓	✗	✗	✓	✓	✗	✗
Video content analysis	✗	✗	✗	✓	✓	✗	✗
Free tier available	✓	✓	✓	✓	✗	✓	✓
Browser extension	✓	✓	✓	✓	✗	✓	✗
Mobile app	✗	✓	✓	✗	✗	✓	✓
User feedback integration	✓	✓	✓	✓	✓	✓	✗
API availability	✓	✓	✓	✗	✓	✓	✗

2. Which is your revenue model? (indicate your revenue sources)

2.1. Truthguard Subscription-Based Revenue Model

- **Freemium Subscription Model - Basic Tier (Free)**

Real-time basic reliability indicators

Limited number of detailed content evaluations per day

Basic domain reputation scores

- **Premium Tier (€4.99/month or €49.99/year)**

Unlimited detailed content evaluations

Advanced bias detection and analysis

Historical tracking of source reliability

Ad-free experience

Priority customer support

- **Educational Institution Licensing**

- School Package (€500-1,000/year)**

- Bulk licenses for students and faculty

- Integration with learning management systems

- Usage analytics for administrators

- Enterprise-level deployment

- Research tools for media studies

- Integration with university library systems

- Custom API access

- **Enterprise Solutions**

- Media Organization Package (€1000-5000/year)**

- **API Access for Developers**

- Developer Tier (€99/month)**

- Access to Truthguard's content evaluation API

- Up to 10,000 API calls per month

- Basic integration support

- Standard documentation

- Priority support

- Advanced integration capabilities

- Custom endpoint development

- Unlimited API access

- Dedicated infrastructure

Custom feature development

3. Which are your main cost centers? (where you spend money)

For Truthguard, our main cost centers will include:

3.1. Technology & Development

- Engineering team salaries (full-stack developers, AI specialists, data scientists)
- Cloud infrastructure and computing resources
- AI/ML model training and operation
- Data storage and processing
- Third-party API access (for fact-checking sources)

3.2. Content & Research

- Fact-checking database creation and maintenance
- Trusted source partnership development
- Content analysis system development
- Dataset acquisition for training

3.3. Sales & Marketing

- B2B sales team (enterprise account executives)
- Partner relationship management
- Brand development and awareness
- Marketing campaigns to acquire B2B clients
- Limited B2C marketing for direct user acquisition

3.4. Operations

- Customer success and support
- B2B implementation specialists
- Project management
- Administration and legal (compliance, privacy, terms of service)
- Office space and equipment

4. MVP

Core MVP Features:

4.1. Browser Extension (Chrome only)

- Simple installation process
- Basic UI with reliability indicator (green/yellow/red system)
- Focused on news article analysis only

4.2. Content Analysis Engine

- Domain reputation checking against existing databases
- Basic claim detection
- Source identification and cross-referencing
- Limited to text content (no video/image analysis)

4.3. B2B Integration

- Simple API endpoint for basic content evaluation
- Documentation for enterprise implementation
- White-label capability for 1-2 pilot partners

4.4.Minimal Dashboard

Admin interface for monitoring usage

Basic analytics on evaluations performed

Simple partner management tools