Google.org Impact Challenge

Google.org Impact Challenge: Tech for Social Good
Application Questions

This copy is for reference only. All applications must be submi ed online.

Introduction

This is the application for The Google.org Impact Challenge: Tech for Social Good, an open call for European nonpro ts, civic entities, academic or research institutions, and social enterprises looking for technical help and funding.

For the rst time through this year's challenge, selected organisations can apply for a Google.org Fellowship, in addition to funding. The Google.org Fellowship dedicates teams of Google employees to complete up to six months of full-time pro bono work to accelerate the impact of technical projects for selected organisations.

The application is organised into sections corresponding with the criteria that will be used to evaluate applications.

Criteria:

1. **Impact:** How will your proposal address a critical societal challenge to drive tangible, real world impact for people and communities? Is the proposal grounded in research and data? How can a team of Google.org Fellows and their unique expe ise help accelerate outcomes and widen the proposed project's impact?

2. **Innovative Use of Technology:** How will technology be e ectively applied to accelerate high-potential solutions or enable new ideas that address the core problem? Solutions that responsibly apply AI, machine learning or data science are encouraged.

3. **Feasibility:** Does your team have well-developed and realistic execution plans suppo ed by the resources and expe ise required for implementation, such as technical sta and infrastructure? Do execution plans account for how to e ectively absorb and leverage the expe ise of Google.org Fellows over six months?

4. **Sustainability & Scalability:** How would your project continue and grow beyond suppo from Google.org? Proposals should include a plan for how the project will be sustained once the Google.org Fellowship is complete.

We strongly encourage you to submit your application in English, as post-funding suppo and communication between your core project team and a global team of Google.org Fellows will be conducted in English. Applications may also be submi ed in Czech, French, Italian, and Swedish.

Google.org will invite high-potential organisations to submit additional project information and a end an interview. The invitations to the next stages of the Google.org Impact Challenge: Tech for Social Good will be sent on a rolling-basis.

We look forward to reviewing your proposals.

Instructions

Thank you for applying to the Google.org Impact Challenge: Tech for Social Good. Responses in the form **can not** be saved for later completion. We strongly recommend dra ing your responses in a separate document rst and only completing the form when the entire application is ready for submission. This PDF contains a list of the questions in the application form for use in preparing your responses.

When you're ready to apply, please do so by completing the application form.

A few notes before you begin:

Please note that free response elds enforce a maximum response length per question and pasting of hyperlinks is not suppo ed in this application.

There are a total of 56 questions, including 15 required text responses about your project.

Do not submit any con dential or proprietary information through this application as the details of your project proposal may be shared with internal or external expe s to evaluate your proposal.

Protect your privacy! Please do not include any sensitive personally identi able information in your response.

You must be using one of the following internet browsers: Apple Safari, Google Chrome, Microso Edge (Chromium Version), Mozilla Firefox.

Please review the Application Terms and Google's Privacy Policy before proceeding.

Basic Information

1. What is the full, registered name of your organisation?   UnFake Sweden
   *[*Required, text eld]*

2. If your organisation has a website and/or social media presence, please provide links below:
   [optional]
   a. Website: *[text eld]*

b. Instagram: *[text eld]*
c. Twi er: *[text eld]*
d. YouTube: *[text eld]*
e. Facebook: *[text eld]*

3. I ce ify that the organisation for which I am submi ing this application is eligible to apply for the Challenge. This means my organisation meets the eligibility guidelines, and my proposed project has a clear charitable purpose as outlined in the [Application Terms](#).
   [*Required, Y/N bu ons]

4. The Google.org Impact Challenge: Tech for Social Good interview, additional follow-ups, and post-funding suppo will be in English. Within your organisation, can you please con rm that at least one project lead is uent in English?
   [*Required, Y/N bu ons]

5. What is the o cial, registered address of your organisation?
   Recommended format: Number, Street Address, City, State/Province, Zip or Postal Code.
   [*Required, text eld]

6. In which country is your organisation headqua ered?
   [*Required, select one, list of European countries in [Application Terms](#) by alphabetical order]

7. Which of the following classi cations applies to your organisation?
   Please note: if you answer "Social enterprise", you will be directed to Q8. All other responses will be directed to Q9.
   [*Required, select one.]
   a. Nonpro t: not-for-pro t charity or other not-for-pro t organisation
   b. Civic entity: governmental organisations at the local, state / provincial and national levels
   c. University: public or private academic or research institution
   d. Social enterprise: for-pro t social enterprise company with a project that has an explicit charitable purpose
   e. Other, please specify: *[text eld]*

8. If applicable, please explain how you will use any pro t that your project earns from your proposed project. This question is required for all for-pro t organisations.
   [*Required if Q7="Social enterprise", text eld]
   [50 word limit]   Profit will be fed back into the UnFake organisation, mainly on operational and technical expenses as we plan to build with a viral product led growth marketing strategy.

9. When was your organisation founded?
   [*Required, number eld]

    a.   Month: *[MM]*
    b.   Year: *[YYYY]*

10. What is your organisation's current number of employees? Do not include volunteers in this question - only full-time, paid staff of your organisation.
    [*Required, number field]

11. What is your organisation's current annual budget (approximate, in Euro €)? Estimates are acceptable. Please do not include potential funding from this Challenge.
    [*Required, number field, please do not enter special characters such as a currency sign (€), comma (,), or period (.).]

12. Organisation-wide, who are your top 5 largest partners or funders from the last 3 years?
    [Optional, text field]

13. Is your organisation submitting a joint application with another organisation?
    Please note: if you answer "Yes", you will be directed to Q14. If you answer "No", you will be directed to Q15.
    [**Required,* Y/N buttons]

14. If you answered "yes" to the previous question, please list your partner organisation(s)' information:
    [**Required if Q13="Y", text field]
    a.   Partner Organisation Name: *[text field]*
    b.   Partner Organisation Website: *[website link]*
    c.   *[up to 3 submissions in the fields above]*

15. Please enter the full name of the person completing this application:
    Please note: this person will serve as the main point-of-contact throughout the Google.org Impact Challenge application process.
    [*Required, text field]

16. What is your job title?
    [*Required, text field]

17. What is your email address?
    Please note that this will be the main method we use to communicate with you.
    [*Required, text field]

About Your Project

18. My project is named:
   *[*Required, text field]*
   [30 word limit]

19. How would you summarise your proposed project in one sentence using the following template?
   a. In order to solve / improve / reduce the problem of... *[text field]*
   b. We are proposing the solution of... *[text field]*
   c. Which will lead to the outcome of... *[text field]*
   *[*Required, 20 words maximum per text field]*

   a. In order to solve the problem of AI deepfake misinformation.
   b. We are proposing the solution of a deepfake detection tool that is future-proof, by fine-tuning an LLM on our user's values/beliefs.
   c. Which will lead to the outcome of a safer world and democratic society for all.

20. Please elaborate on the problem you hope to address. Why is this problem important and what steps have been taken to validate it? For example: *"50M low-wage workers' jobs are at risk due to shifts in the economy."*
   *[*Required, 150 words maximum]*

   Our society is facing an urgent deepfake crisis and we are the first people in the world to build a future-proof solution for it. The problem UnFake addresses is the misuse of deepfake technology for identity theft and disinformation. Deepfakes, hyper-realistic but false representations, pose an existential threat to the trustworthiness of digital content, endangering personal, political, and corporate security. High-profile individuals, like CEOs, celebrities, and politicians, are especially vulnerable, and who's reach is all encompassing. This problem is critical as our world increasingly moves online - a shift accelerated by the recent pandemic. We've validated this issue through extensive research and observation of growing concerns in society, media, and politics. Deepfakes have been used for fraud, blackmail, and to sway public opinion, with devastating consequences. As per a study by Sensity, 96% of total deepfakes are non-consensual explicit content targeting women. This problem is pervasive, rapidly growing, and with currently no effective, future-proof solution, which is what UnFake intends to provide.

21. Please elaborate on your proposed project idea. How has the initial idea evolved and improved? How will your project effectively address the problem you described in the previous question?
   *[*Required, 150 words maximum]*

   UnFake's project, a deepfake detection platform, evolved from our founders' profound insights. Ash, having sold his previous deepfake startup, sought a more impactful way to address deepfake misuse. Brennan, a Forbes 30 Under 30 Social Impact founder with Y Combinator and impact grant experience, brought a unique perspective on social impact. Together, they shifted from competing with deepfake creation tech to monitoring content for alignment with a user's behavior and beliefs, marking a significant evolution in our approach. This change makes our solution more robust and future-proof. Our project alerts individuals to potential deepfake threats, thus protecting their digital identities. By working with high-profile individuals and organizations, we safeguard the broader community from the harmful effects of deepfake misuse.

22. Who are the primary communities and beneficiaries that your project intends to support? How have these communities been involved in the project so far? Please describe how the project will positively impact them.
   *[*Required, 150 words maximum]*

   UnFake primarily supports individuals and communities vulnerable to identity theft and disinformation via deepfakes - CEOs, celebrities, politicians, and their respective audiences. We've engaged with these communities through in-depth research, consultations, and preliminary partnerships, refining our solution to meet their needs. UnFake's platform will alert these individuals to potential deepfake threats, thus enabling them to maintain control over their digital identities and credibility. Our system also flags malicious deepfake content across platforms, protecting the broader online community from misinformation. By providing an effective, future-proof solution to deepfake misuse, we're ensuring that these communities can trust the digital content they encounter, enhancing their overall online safety. Additionally, we're contributing to the broader societal discourse on digital ethics, encouraging more responsible use of advanced technology like deepfakes.

23. Which country or countries in Europe does your project impact?
   *[*Required, select multiple, list of European countries in Application Terms by alphabetical order]*

24. Please provide a general timeline overview with key activities and milestones for your project implementation (a list outline format is fine), and clearly indicate the activities where Google.org Fellows (Google employees) would be expected to contribute.
   Illustrative example:
   - *By Q1 2023, conduct user experience research with 200 users*
   - *By Q2 2023, design and refine the first draft of the app interface (involving Google.org Fellows and their UX design skills)*
   - *By Q3 2023, build an MVP of the product (involving Google.org Fellows and their software engineering skills); etc...*

5

Please note, a team of Google.org Fellows is composed of 5-15 Google employees for up to six months full-time.
[*Required, 150 words maximum]

25. What skills would you want the Google.org Fellows to have?
For example, product management, back-end engineering, front-end engineering, data science, design, user experience research. One way to think about the response to this question is what technical skills is your project team currently lacking that are critical to the success of your project?
[*Required, 150 words maximum]

Impact

26. Speci cally, what would you be able to accomplish on this project with a team of Google.org Fellows that you would not be able to achieve on your own?
[*Required, text eld]
[150 words maximum]

27. If successful, what would be the impact and the outcomes of this project? What will be di erent in the world if this project has succeeded? Please quantify the potential impact as much as possible, and describe how you would measure the outcomes to bene ciaries.
For example: [Outcome 1] 20% decrease in crop destruction and pesticide usage.
[Outcome 2] 15,000 low-income job seekers placed into a job with increased wages and bene ts.
[*Required, 150 words maximum]

The successful implementation of UnFake would address the global crisis of deepfake misuse, with profound outcomes.

[Outcome 1] We could see a significant reduction in identity misuse incidents, potentially by over 50%, as our platform alerts users to deepfake attacks and helps mitigate their impact.

[Outcome 2] Misinformation spread through deepfakes could decrease by 70%, as we flag malicious content across platforms, thereby preserving the integrity of digital discourse.

[Outcome 3] We anticipate a surge in public trust in digital content, as our platform provides a reliable method for verifying online identities and content authenticity.

We'd measure these outcomes using data analytics to track the number of deepfake attacks mitigated and the amount of malicious content flagged. Surveys and user feedback would help gauge the increase in trust in digital content. The potential impact is widespread - from safeguarding individual identities to maintaining the credibility of the digital world.

28. How do you approach sharing the impact of your organisation's work and project outcomes with the rest of the world? For example, does your organisation a end or speak at events/conferences, publish research that informs your sector, or collaborate with press/media outlets, etc? If you have already begun sharing your impact about your project or organisation as a whole, please include any applicable links.
[Optional, text eld]
[100 words maximum]

UnFake embraces transparency and community engagement. We will regularly attend industry conferences and engage in public speaking opportunities to share our mission, progress, and impact. We will also publish insightful research papers and blog posts on our website to inform the sector about the latest developments in deepfake detection. Moreover, we will actively collaborate with media outlets for press coverage to raise public awareness about deepfake threats and our proposed solution. As we're in the early stages, our primary focus is on building a viable product, but we're committed to initiating these activities once our product is launched and we've started making a tangible impact.

. Please select the type of technology your project aims to use:
[*Required, select all that apply]

Innovative Use of Technology

a. Web application
b. Mobile application
c. Infrastructure & Security

      d.   Data application

      e.   AI application

      f.   Other, please specify: [open text]

30. Does your organisation currently open-source its code, or does it intend to? Any code created with the support of Google.org Fellows must be open sourced. Learn more about open source here and refer to our Application Terms for more information.
*[*Required, select one]*

      a.   Our code is open-source and we plan to open-source the code created with the Google.org Fellows

      b.   Our code is not currently open-source, but we intend to open-source the code created jointly with the Fellows

      c.   Our code is not open-source and we do not plan on open-sourcing it

      d.   Other, please specify: *[text field]*

31. Which of the following best describes the current state of the technical implementation of this project? Please note that we are willing to consider projects in the conceptual stage.
*[*Required, select one]*

      a.   Concept: an idea that does not yet exist and will need to be built

      b.   Prototype: a design that has undergone testing and validation

      c.   Developed product: a launched and functional product

      d.   Other, please specify: [open text]

32. Please add any additional context regarding the current state of the technical implementation of this project.
For example, you may want to elaborate on the following:

- *If your project is in Concept: how have you determined that this is a promising idea that should be fully developed?*
- *If your project is in Prototype: any promising results of prototype testing to-date?*
- *If your project is a developed product: what improvements do you hope to make to your functional product?*

*[*Required, text field]*
[150 words maximum]

33. Please consider sharing a simple, non-confidential visual representation of the technical components of your project's solution (a diagram or process flow is fine). If your solution is at a conceptual stage, please describe the proposed technical components using a simple diagram. Please ensure the diagram and/or descriptions are in **English.**

Please upload your diagram to a le sharing pla orm of your choosing and copy the link into the text box below. Please ensure that the link will be accessible to the application reviewers. Any content you provide, including personally identi able information contained in the content, is subject to our [Application Terms.](#)

[Optional, text box]

34. Are there possible negative repercussions of the use of technology for your project? If so, what is your plan to mitigate potential negative impact(s)?
As guidance, please review Google's [AI Principles](#) and Google's [Responsible AI Practices.](#)
[Optional but strongly recommended, text eld]
[150 words maximum]

Feasibility

35. Who is pa of your main project team? Please list your team member's information:
    a. Team Member Name: *[text eld]*
    b. Team Member Expe ise: *[text eld]*
    c. Team Member Website / Bio / LinkedIn: *[optional, text eld]*
    d. *[*Required to complete the information for at least 1 team member, optional toc complete for up to 5 team members]*

36. What makes your main project team best suited to work on this project? What are your gaps or internal challenges, if any?
*[*Required, 150 words maximum]*

> UnFake's team combines seasoned entrepreneurship with deep expertise in deepfake tech and social impact. CEO Ash Barbour, a successful entrepreneur, previously sold a deepfake-related company, providing unique industry insights. Brennan Hatton, our CTO and a Forbes 30 Under 30 social impact awardee, served as an advisor for Ash's previous venture, building a robust working relationship that now benefits UnFake. Brennan's experience in successfully executing social impact grants and driving impact initiatives is invaluable. However, we recognize challenges. We have limited technical manpower, needing to expand our team to manage technological complexities and growing demand. We hope to address this with the support of Google.org Fellows. Furthermore, we are refining our approach to user privacy and data security. Our technology involves sensitive data, so we're committed to enhancing data security and ensuring strict compliance with privacy laws.

37. Does your team have at least one full-time sta member dedicated to managing your organisation's technology? For example, a technical lead, so ware engineer, or IT specialist?
Please note: if you answer "Yes", you will be directed to Q38. If you answer "No", you will be directed to Q39.
*[*Required, select one]*
    a. Yes
    b. No

38. If you answered "Yes" to the previous question, please share the technical sta member or the technical team's job titles and describe their responsibilities. How would the Google.org Fellows work with the technical sta or team? Where would the Google.org Fellows and your technical sta or team t in your organisational structure?
*[*Required if Q37 ="Yes"]*
[100 words maximum]

39. If you answered "No" to the previous question and do not currently have access to full-time technical expertise, how would you be able to gain access within the next 6 months? In the meantime, who would the Google.org Fellows work with and report to? Where would the Google.org Fellows and their temporary team fit in your organisational structure?
   [*Required if Q37="No"]
   [100 words maximum]

40. What is the estimated budget that would allow your organisation to achieve or accelerate your project? Please specify in € Euros.
   Please note that the Google.org Fellows work on a pro bono basis, they do not need to be accounted for in your estimated budget.
   [*Required, number field, please do not enter special characters such as a currency sign (€), comma (,), or period (.).]

41. Please provide a specific line item budget breakdown of how your organisation would spend the funding amount for your **proposed project**. Please list the major subcategories of your budget and the approximate amount of the requested funding you'd allocate to each subcategory. Since Google.org Fellows work on a pro bono basis and do not need to be accounted for in your estimated budget, please indicate the subcategories of your budget that are most in need of funding and would greatly accelerate your project.
   Please note: For-profit organisations may only use funds for staffing and overhead directly related to the charitable project. All organisations should have overhead expenses limited to 10% of the total budget or less. This maximum rate applies to the primary funding recipient, sub-grantees, and sub-contracts.
   [*Required, at least 1 and up 10 categories. Text and number entries. Under the Budget column, please do not enter special characters such as a currency sign (€), comma (,), or period (.).]

   Budget breakdown example (for illustration purposes only):

Subcategory	Est. Amount (€)
Technical capacity building, preparation, and technical personnel investments for the project	300000
Define a product strategy and conduct market research on the competitive landscape of mobile apps that include information on a food item's impact on the environment	100000
Conduct user research to define product specifications and requirements on what information eco-conscious users would want to see on a mobile app	200000

Conduct technical execution and development (coding, UI/UX design) and prepare for launch	600000
Launch minimum viable product (MVP), test the product with real consumers, plan go-to-market strategy	400000
Implement go-to-market strategy (communications and marketing campaigns, strategic pa nerships, etc.)	200000
Develop maintenance plan and landscape analysis for future growth on how to quickly scale to large datasets of food items across di erent countries	100000
Admin: operational expenditures, supplies, and general o ce overhead	100000
Total	**2000000**

Sustainability and Scalability

42. How would you ensure that your project can be successfully maintained once the Google.org Fellowship is complete? Please address organisational and technical resourcing in your response.
*[*Required, text eld]*
[150 words maximum]

43. How could your project and its impact grow beyond what you've proposed in this application? For example, can it scale directly, serve as a model for other e o s, or advance the eld?
*[*Required, text eld]*
[150 words maximum]

UnFake's potential for impact and growth is extensive. Direct scalability is inherent in our model; as our technology matures, it can extend protection against deepfake fraud to a wider global audience. Furthermore, we plan to foster collaborations with major players in the deepfake space like ElevenLabs, partnering to minimize the negative externalities of their platforms.

Our project's methodologies and technologies can serve as a model for other organizations, offering a novel approach to combating deepfake misuse. Our innovative shift from deepfake detection to content monitoring can be replicated, thereby advancing the industry's approach to this challenge.

Additionally, we envision integrating directly with social media platforms such as Twitter, Instagram, and YouTube. By embedding our technology in these platforms, we can maximize our positive impact by providing real-time protection to millions of users, thus redefining security standards in the digital space.

UnFake is poised to become a vanguard in the battle against deepfakes, driving change and setting new standards in digital protection and accountability.

Video Submission

44. In a video of 90 seconds or less, help us conceptually understand your tech idea and what you hope to achieve with a team of Google.org Fellows. Depending on the maturity of your idea, you may consider submi ing a product demo or a concept or prototype presented verbally with diagrams. As a reminder, we are willing to consider projects in the conceptual stage but hope you can use the video to help bring your idea to life.
Please note that we will not place an emphasis on video production quality: a video lmed on a sma phone or other mobile device is pe ectly acceptable! Video submissions should follow these guidelines:
- A length of no more than 90 seconds (we will stop watching at 90 seconds)
- Your video should not contain any images of identi able children (under 18 years old) without expressed parental consent

10

- Your video should not contain third party content that you do not have the rights to
- **The video should be in English, either spoken or subtitled**
- Any content you provide, including personally identifiable information contained in the content, is subject to our Application Terms

Please upload your video to a file sharing platform of your choosing and copy the link into the text box below. Please ensure that the link will be accessible to the application reviewers.

[Optional but strongly recommended, text box]

Ethics & Compliance

Please answer the following Ethics & Compliance questions carefully and provide additional information if any of the questions below apply to you and your organisation.

45. Have any Google staff, officers or directors (or to your knowledge, immediate family members thereof) been members of your organisation's board or officer group within the last 12 months?
*[*Required, Y/N buttons]*

46. If you answered "yes" to the above question, explain here:
*[*Required if Q45="Y", text field]*

47. Does your organisation 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, Y/N buttons]*

48. If you answered "yes" to the above question, explain here:
*[*Required if Q47="Y", text field]*

49. To your knowledge, are any current government officials, employees or civil servants employed by your organisation or are they members of your organisation's board or officer group?
*[*Required, Y/N buttons]*

50. If you answered "yes" to the above question, explain here:
*[*Required, if Q49="Y", text field]*

51. 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 organisation 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, Y/N buttons]*

52. If you answered "yes" to the above question, explain here:
*[*Required if Q51="Y", text field]*

53. If selected to receive funding, will your organisation engage with any local, state, federal (including military) law enforcement entities or officials on the project?
*[*Required, Y/N buttons]*

54. If you answered "yes" to the above question, explain here:
*[*Required if Q53="Y", text field]*

55. Does your organisation 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, Y/N buttons]*

56. If you answered "yes" to the above question, explain here:
*[*Required, if Q55="Y", text field]*

Certification

By submitting an application, I certify on behalf of my organisation that: (1) my organisation agrees to be contacted by Google for purposes of evaluating my Application; (2) my organisation agrees to the Application Terms; (3) all information contained in this application is true and accurate; (4) my organisation meets the eligibility requirements specified in the Application Terms; (5) none of the information in this application is confidential or proprietary; and (6) I am an authorised representative of my organisation who has the authority and permission from the organisation to submit a Application on behalf of the organisation, and has the authority to legally bind the organisation – including, without limitation, to the terms and conditions of the Application Terms and to any other required documentation as described in the Application Terms.

Note: The information you submit will be used in accordance with Google's Privacy Policy. If you do not wish to submit your application or cannot certify for your organisation, do not

check the box below. If you do not certify, nothing in your application will be saved or sent to Google.

I certify *[Checkbox]*

Thank You - Survey Completion
Thank you for submitting an application to the Google.org Impact Challenge: Tech for Social Good.

The next stage will be by invitation only and Organisations will be notified on a rolling basis.

Please email techforsocialgood-challenge@google.com if you would like us to delete your data (form responses and email).

Finally, if you'd like to submit a quick 5-minute feedback form about this application process, please complete the survey [here](#). The survey is completely optional, anonymous, and will not impact your organisation's application process.

Thank you.