

# f1shyfang/wit-hackathon



2

Contributors

0

Issues

1

Star

0

Forks



## f1shyfang/wit-hackathon

Contribute to f1shyfang/wit-hackathon development by creating an account on GitHub.

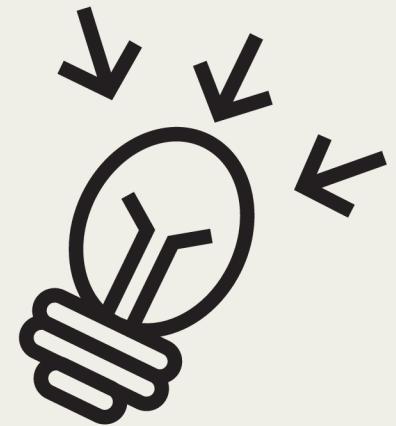


GitHub



# NotReally

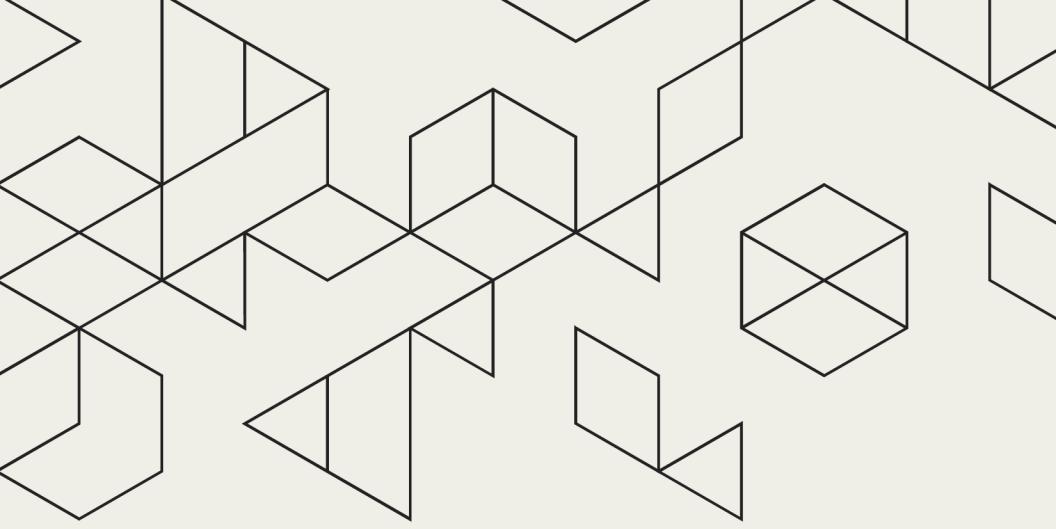
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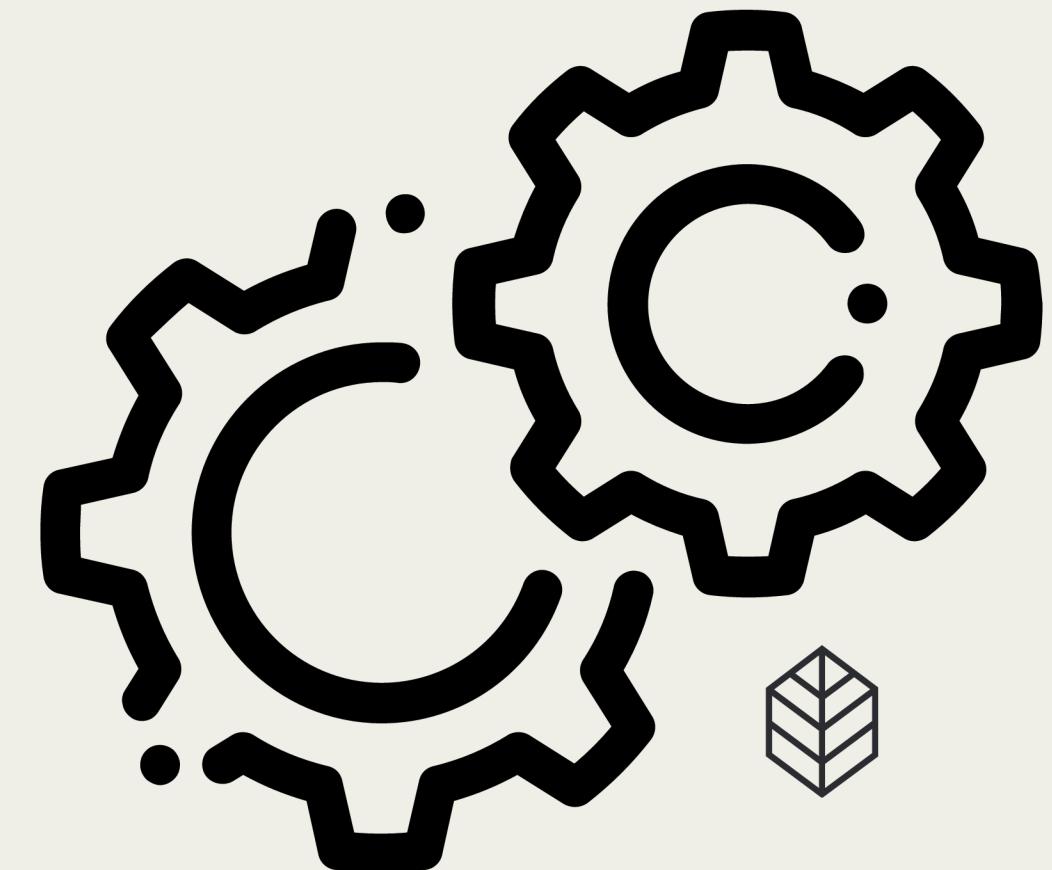
## IDENTIFYING FAKES AND NOT

Evelyn Honggo, Nirvan Pulakhandam, Michael Feng, Grace Lin

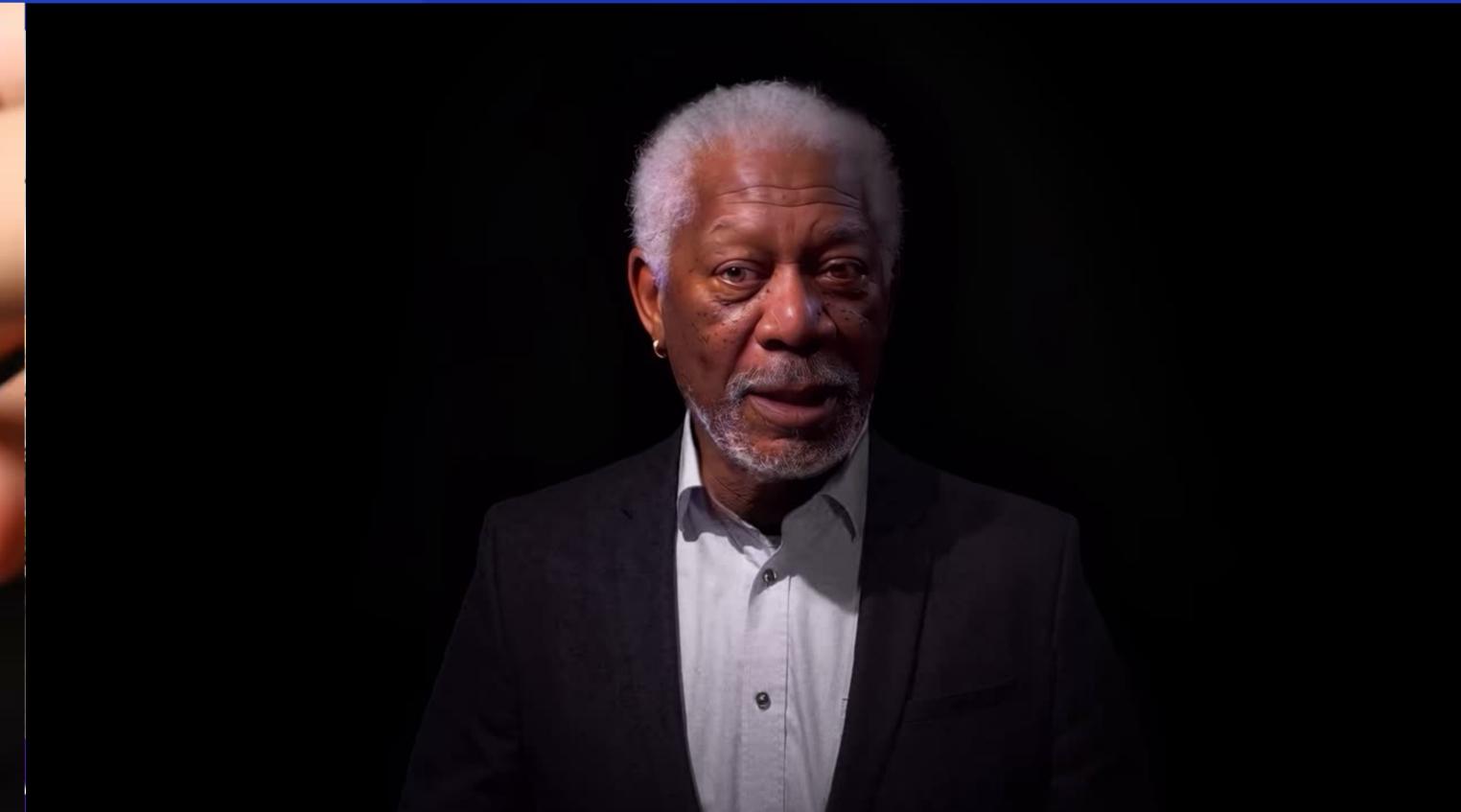




Together, we can stop the  
misinformation and have  
confidence in the content  
we view online



## Which ones real?



▲ Left

◆ Right

● Neither

■ Both



## THE PROBLEM

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Misformation is leading to the erosion of trust in digital media. Currently, AI tools can't keep up with

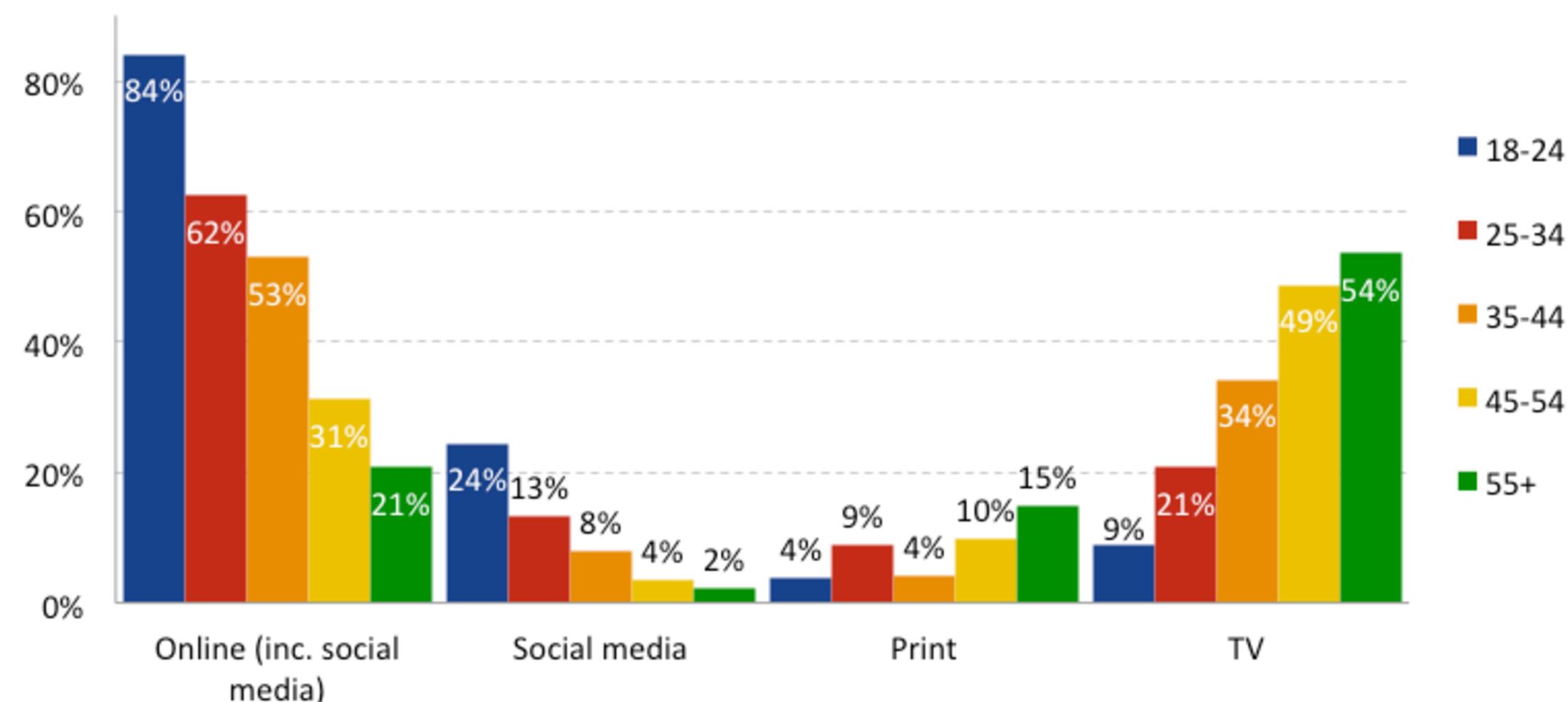
We need a tool that doesn't just detect fakes - it explains them



# THE PROBLEM



## MAIN SOURCE OF NEWS (by age group)



Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news?

Base: All 18-24s/25-34s/35-44s/45-54s/55+ who have used a news source in the last week: UK= 220/271/353/392/714

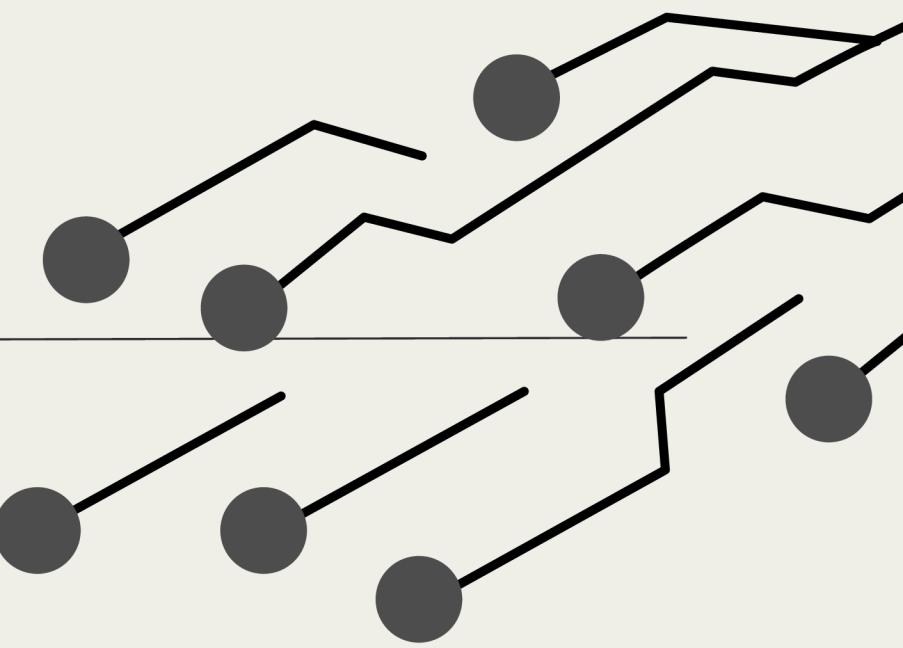


# THE PROBLEM

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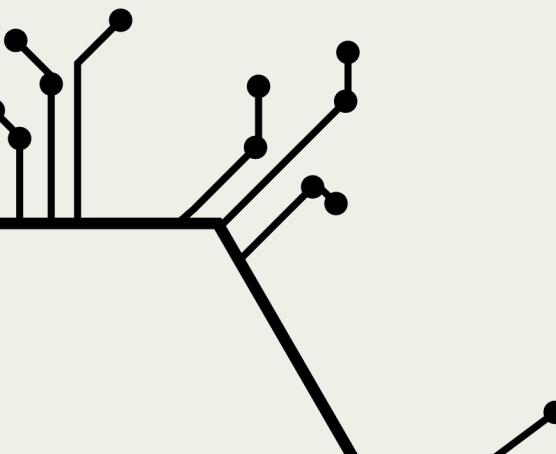
## Problem:

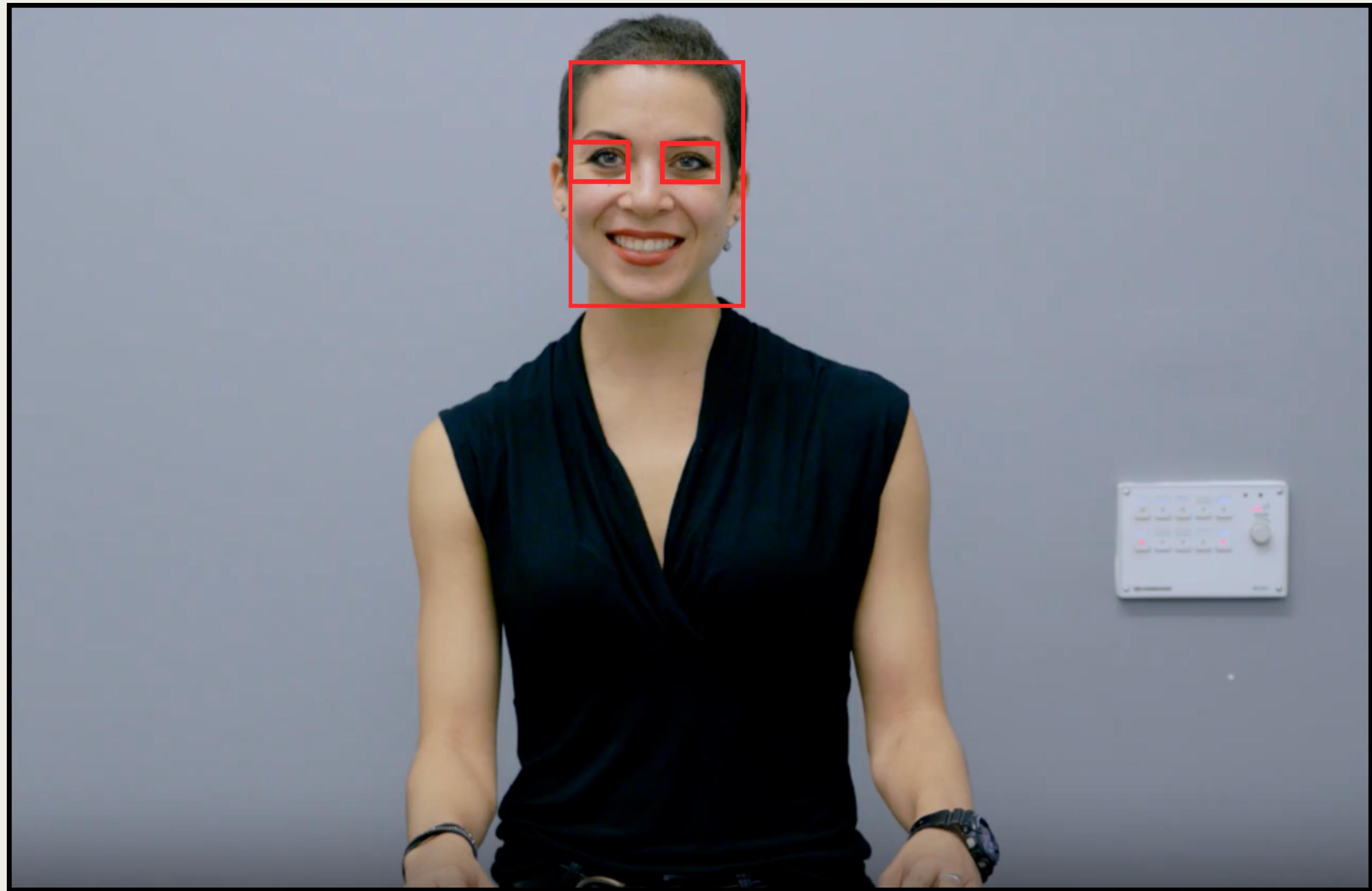
Deepfake videos are becoming so realistic that people can't tell what's real anymore, leading to misinformation, fraud, and loss of trust in digital media.

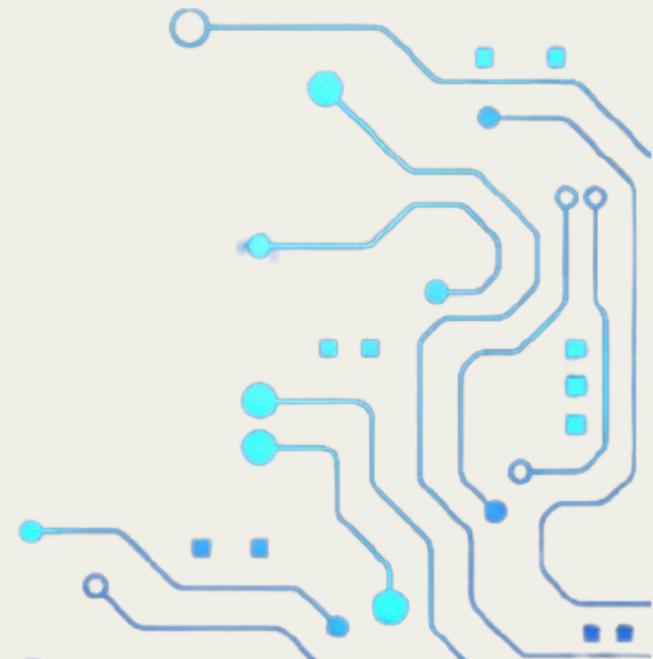
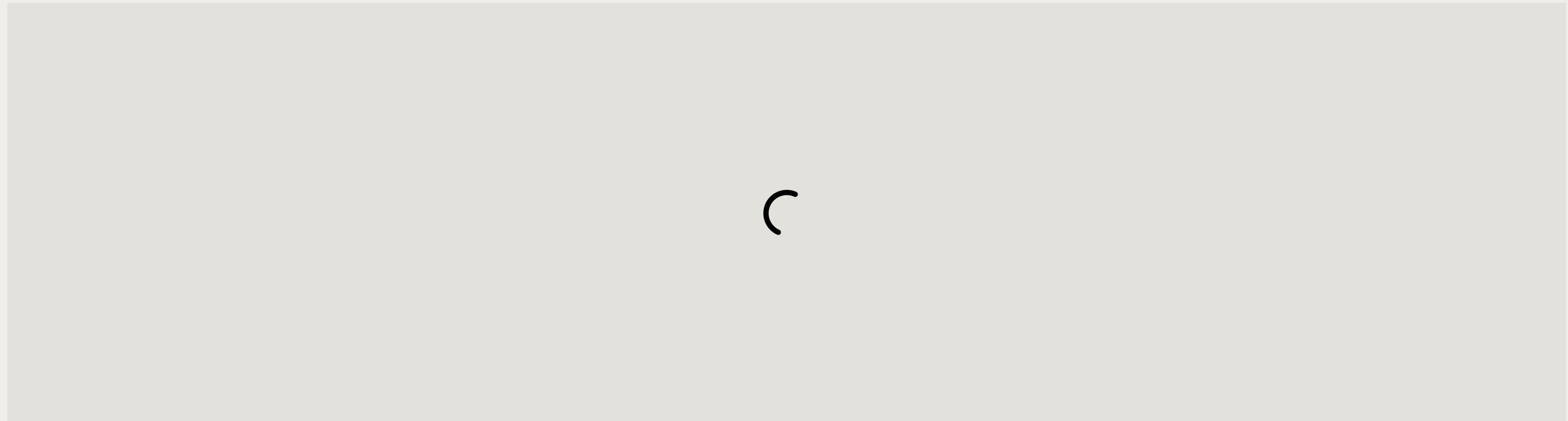


## Solution:

An AI-powered tool that instantly detects fake videos by analyzing subtle biological cues that deepfakes can't perfectly replicate, giving users confidence in video authenticity.







**Trained the model on a dataset of 1000 videos**

# OUR SOLUTION → NOTREAL.LY

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## UPLOAD



## EXTRACT



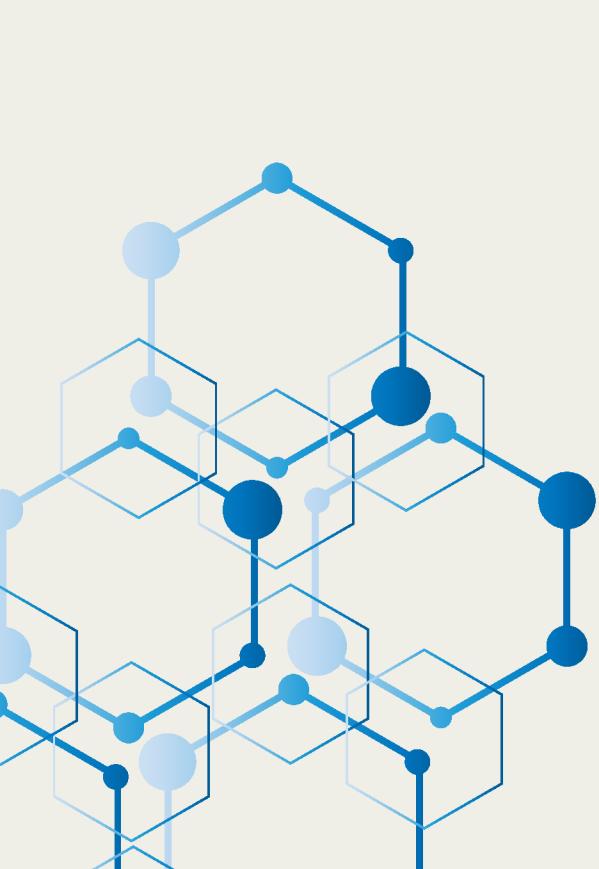
## SCORE



## EXPLAIN



- Upload any video
- Drag and drop



- Build the facial analysis
- Analyze audio
- Analyze metadata

- Compare to a trained data set

- Explain insights



LIVE DEMO TIME!!!!

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DEMO TIME!!!



# WHY NOW? WHAT'S THE IMPACT?

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Election year ↪ weaponized fakes are inevitable.

Gen Z watches 4+ hrs video/day ↪ they need protection.

Schools, courts, newsrooms are need for verification tools.

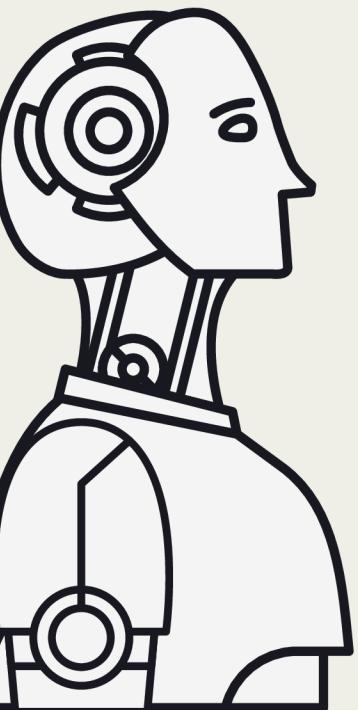
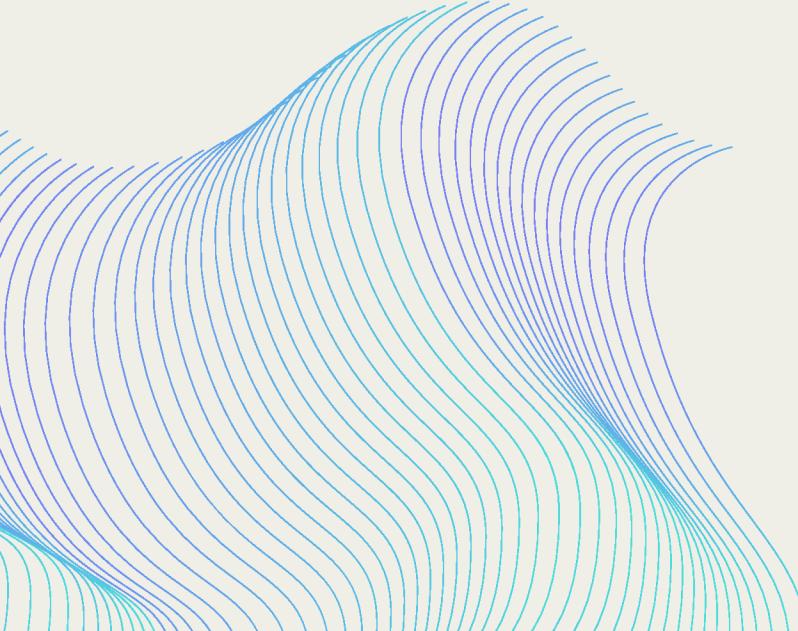
Timing is perfect. Urgency is high.



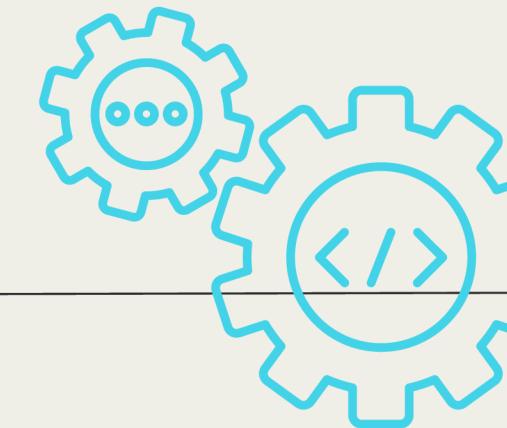
## WHY ARE WE UNIQUELY POSITIONED TO SOLVE THIS PROBLEM?

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- As part of a generation of locked in students that spends an increasing amount of time online, we recognize that justifying news is no simple task.
- Our solutions are also more cost-effective than relying on API calls to GPT.

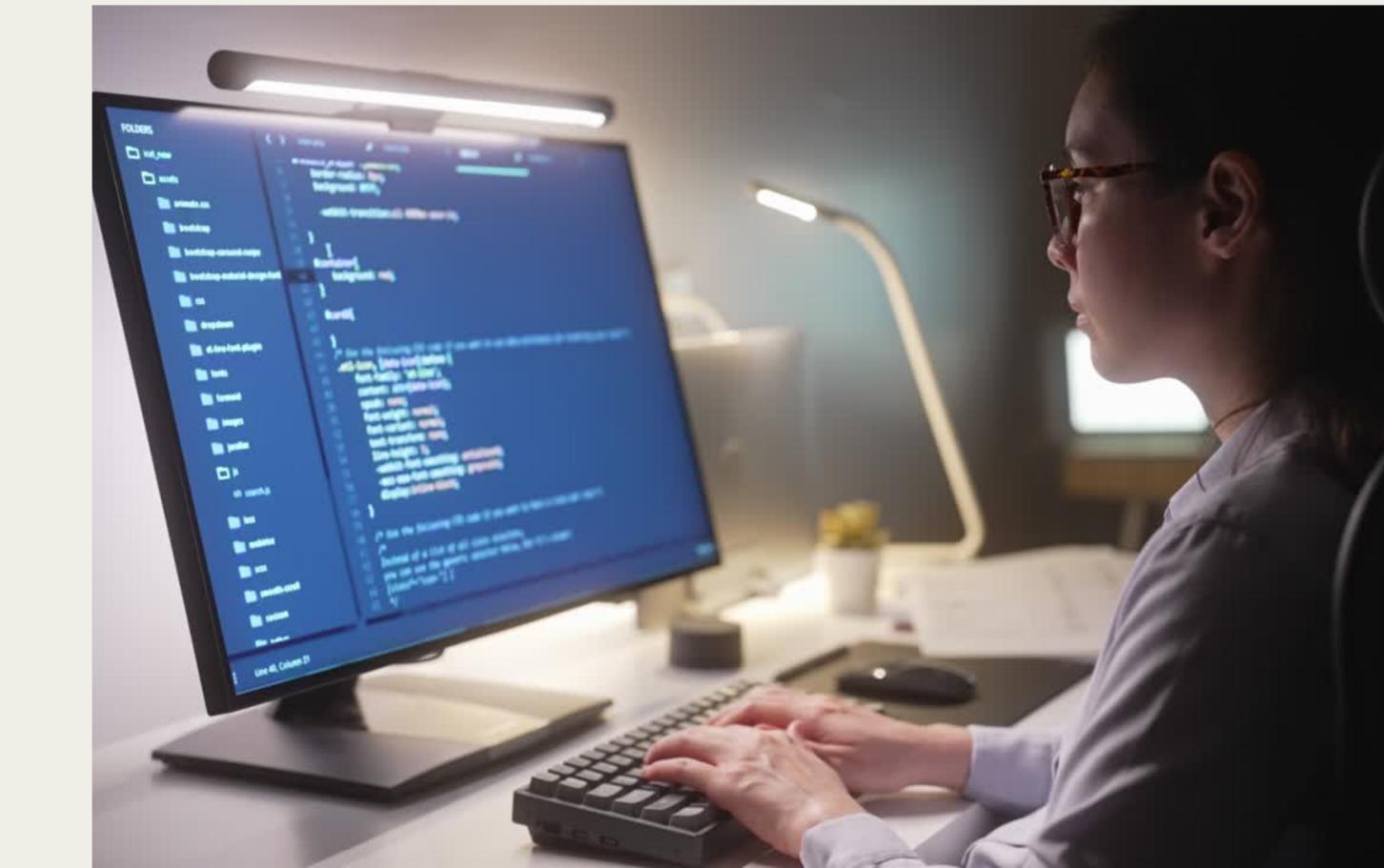


# THE TECH STACK



- Backend: Flask + SQLite
- Frontend: React + Tailwind + Recharts

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0100100110001000010010000
```



- Extract: MediaPipe (face) + Librosa (audio) + XGBoost (scoring), FFmpeg(metadata)
- ML: Pre-trained model ➡ no training during eval time!



# PROJECTED TIMELINE

## B2B SaaS Model (Primary)

### Direct sale:

- Media companies, government

### Partnerships:

- Cloud providers, security vendors

### Channel:

- System integrators, consultants

## API-as-a-Service

### API -endpoint:

- For validating a dataset of videos

## Consumer Freemium

### Public usage:

- For the public to use the GUI to fact check a video



# Thank you!

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