Designed by: Designed for:

Avi, Dhairya, Hardi

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Date:

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Problem





VERIFACT



Unfair Advantage

available.

Proprietary AI models

time that are not readily

partnerships takes trust

Building institutional

and time to establish.

require expertise, data, and



Customer Segments



Version:

- Growing spread of fake news creating societal mistrust and harm.
- Manual fact-checking is time-intensive and impractical for large volumes.
- Content creators risk losing credibility due to unverified information.





- Manual fact-checking via multiple online sources.
- Basic browser extensions or third-party fact-checkers.
- Limited Al-based tools for real-time news verification.

Solution



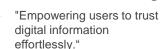
- Al-driven news verification with instant credibility scoring.
- User-friendly platform with detailed reports for transparency.
- Continuous learning system for improved accuracy over time.

Key Metrics



- Accuracy rate of classified content (True vs. Fake).
- Retention and feedback rates from active users.
- Growth in API usage and paid subscriptions.

Unique Value Prop.



- Time-saving, reliable, and scalable fact-checking for individuals and businesses.
- Seamless integration with existing workflows for media and education sectors.

High-Level Concept

verification tool for a

- "The AI-powered news

misinformation-free society."



Channels



Mobile app stores (iOS/Android) and web platforms.

- Social media campaigns (LinkedIn, Twitter, Instagram).
- Partnerships with educational institutions and NGOs.



- Individuals: Journalists. students, and concerned citizens.
- Businesses: Media outlets. social media influencers. and corporations.
- Institutions: Universities and NGOs promoting media literacy.

Early Adopters



- Social media influencers and managers concerned about content credibility.
- Journalists needing factchecking tools.
- Academics and students seeking reliable sources.

Cost Structure



- Technology infrastructure (cloud services, servers).
- Al model development and updates.
- Marketing and customer acquisition expenses.
- Data acquisition and partnerships.



Revenue Streams



- Monthly subscriptions for individual users.
- API licensing fees for enterprise clients.
- Revenue from educational workshops and premium features.