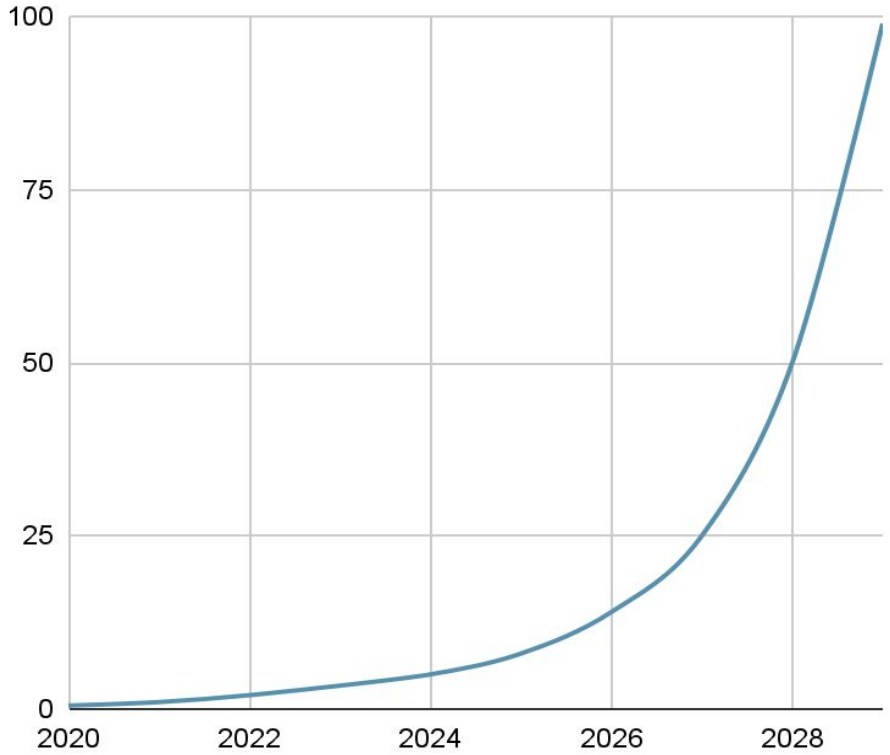
Your Compass in the Age of AI.

AI-generated Content on the Internet



Source: Europol Nov 2024

Solution

Makes it easy to compare sources, identify lines of empirical bias and break free from algorithms.

In order to equip users to combat:

- Misinformation, Propaganda ID
- Synthetic Media ID
- Algorithm optimized content = low value
- Fact Checking & Plagiarism

With the end result of: Providing Accurate and Credible Information

Product Definition

Zarastus is an education aggregator service that allows users to compare digital media sources from across political and cultural spectrums.
And then rates that source into where it leans towards.

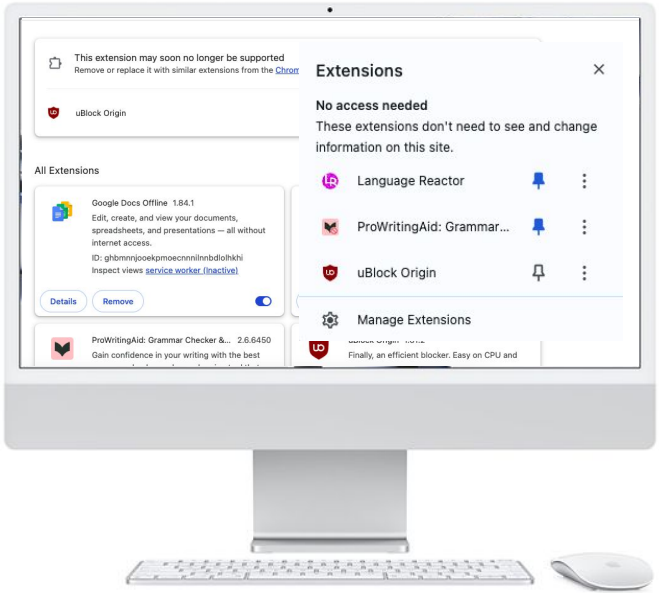
In short:

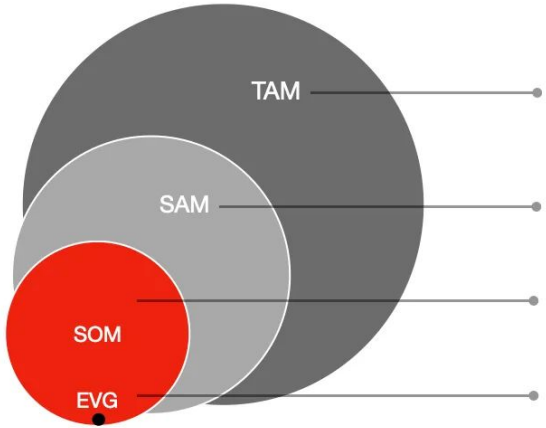
Media and Source Monitor tool

What is it:

A browser plug-in trained and super-boosted by a Perplexity AI model

Market penetration & Outreach - Chromium Browser Extension Plug-In





Total Addressable Market
How big is the largest market ?

Serviceable Available Market
How big is the market that you could reach now ?

Serviceable Obtainable Market
What is the market you can reach with you current resources ?

Earlyvangelists
What are your most potential customers ?

Target group, market entry points

University students + Teachers

In order to create a robust foundation for when the problems start to escalate.

We have 2-3 years to roll this service provider to schools as precautionary options related to hybrid threats and national security, securing the quality of education, lowering the scope of being subject to machined psychological subversion.

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HELSINKI THINK COMPANY

Helsinki
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eit

Next steps together with EU & Government partners

- Smart Contracts & Decentralized information space
- White labeled content onto Blockchain (web 4.0)
- Questionnaires to ensure service rigidness (CI/CD) realtime
- Monetization opportunities
- Can we make jobs around this emerging market?

Contacts post event