



00393
T83632
—242.564

00583
T429—98
—8472.7

REINFORM.io

099.529
T052334.46
—0986.98

A black and white photograph of four men sitting on a modern, low-profile couch. From left to right: the first man is wearing a dark t-shirt and holding a light-colored smartphone; the second man has a beard, wears a denim shirt, and holds a dark smartphone; the third man wears a white and dark long-sleeved shirt and holds a dark smartphone; the fourth man wears a dark t-shirt and holds a light-colored smartphone. A semi-transparent dark rectangular box is overlaid on the lower half of the image, containing the text 'MISINFORMATION IS ABOUT WHO YOU TRUST'.

MISINFORMATION
IS ABOUT
WHO YOU TRUST

Across all countries, the average level of trust in the news in general is down to 42% and less than half agree that they trust the news media they themselves use.

—Reuters

OUR PRODUCT

a personalised
information blindspot
identifier

OUR PRODUCT



Our algorithm generates a categorised breakdown of topic coverage across sources, time and viewpoints

OUR PRODUCT



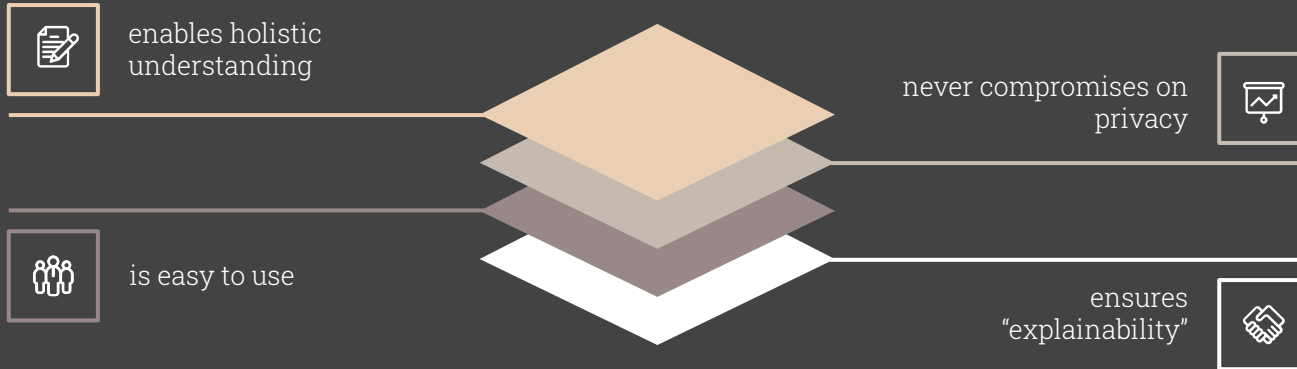
Our algorithm learns about the media consumption behavior of a user to “point” them towards a more holistic picture

OUR PRODUCT



We reduce misinformation, information burden, and news avoidance; and restore balance where it's been lost.

our algorithm





restore
balance
where it has
been lost

OUR TIMELINE





THANKS!