



# FACTMATA

Scalable artificial intelligence to combat online misinformation and disinformation

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**Invest in a company tackling one of the most important problems of our time, with some of the best investors in the world**

**Problem**

**Misinformation & disinformation is eroding trust in society, creating marginalization and division in society, reducing human progress, and costing lives**

## Problem

# Misinformation and disinformation are eroding our ability to trust anything, and threaten the very fabric of civilised society



*Because in an age where there's so much active misinformation, and it's packaged very well...if everything seems to be the same and no distinctions are made, then we won't know what to protect. We won't know what to fight for. And we can lose so much of what we've gained in terms of the kind of democratic freedoms and market-based economies and prosperity that we've come to take for granted*  
- Barack Obama, 2016

## 64%

Americans who are **confused**  
about **"basic facts"** after reading  
fake news online

## \$78bn

**Losses from fake news**  
annually across health, stock  
market, reputational damage,  
online platform costs, brand  
image costs

## 70%

Americans who feel fake news  
has greatly affected their  
**confidence in government**  
**institutions**

In a world where disinformation flows virally, knowing who and what to trust is becoming more important than ever

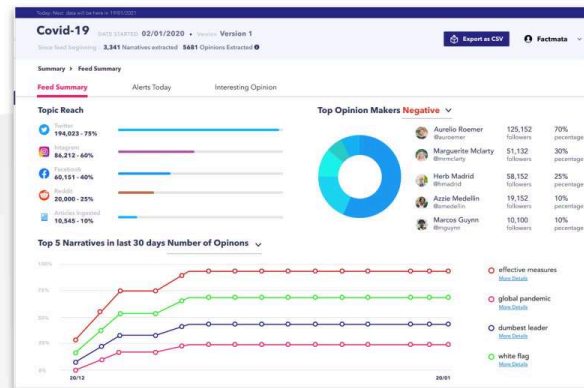
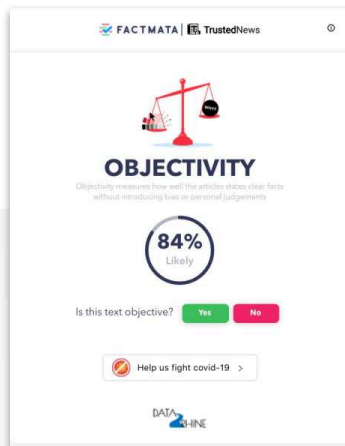
**Solution**

**Factmata helps platforms, government agencies, public health institutions, progressive causes and humanitarian efforts get the truth out there, and provides tools for everyday internet users to know what to trust.**

## Factmata's AI solutions help both consumers and organisations to detect and take action on misinformation & disinformation

## Helping users know what to trust

## Monitoring False Narratives for Organisations



We have built algorithms that are able to understand if content is propagandist, clickbait, one-sided, hateful, sexist, racist, threatening, obscene, toxic and more, which are highly correlated with misinformation. We help ad exchanges and social media platforms take down misinformation and fake news and ensure bad quality content is removed.

We distribute our algorithms to the public via browser extensions and other tools so they can know what to trust or not. We recently added algorithms to rank articles for objectivity.

We have built a software platform which can monitor any topic online e.g. COVID-19, QAnon, and highlight emerging false narratives and rumors. We help marketing and communications agencies run messaging that best helps people receive the facts and see a balanced narrative online about key issues.

# We have proven we can win recurring revenues across both our Narrative Monitoring and Online Safety API products

## NARRATIVE MONITORING SAAS PRODUCT



\$72k ARR contract

**LIVE**

- **Via Main Street One, a US based communications agency**, our narrative monitoring system to find trending narratives & threats has:
  - Aided **US Bank** in achieving greater DEI
  - Restored **Walmart's** sales and reputation
  - Drove sales for **J&J**
  - Grew cat business for **Merck**
  - Launched the first line of clean medicine for **Genexa**
  - Protected women's cervical and breast health for **Hologic**
  - Launched #MyYoungerSelf campaign for **Child Mind** to destigmatize mental health
  - Promoted vaccines for **CVS Health, Ad Council, Oregon, Maine and California**

## ONLINE SAFETY SCORING API



~\$96k ARR contract

**\$60K GENERATED**



\$6k ARR contract

**LIVE**

- We helped **Taboola** take down hundreds of propaganda publishers from its network in 2019/2020
- We currently help **Social Sweethearts** ensure no clickbait posts are posted on Facebook by their team of journalists
- A number of test projects with dozens of ad exchanges, ad networks and ad agencies, including **Sovrn, Infotagion & WeAreSilverBullet**



Human in  
the Loop

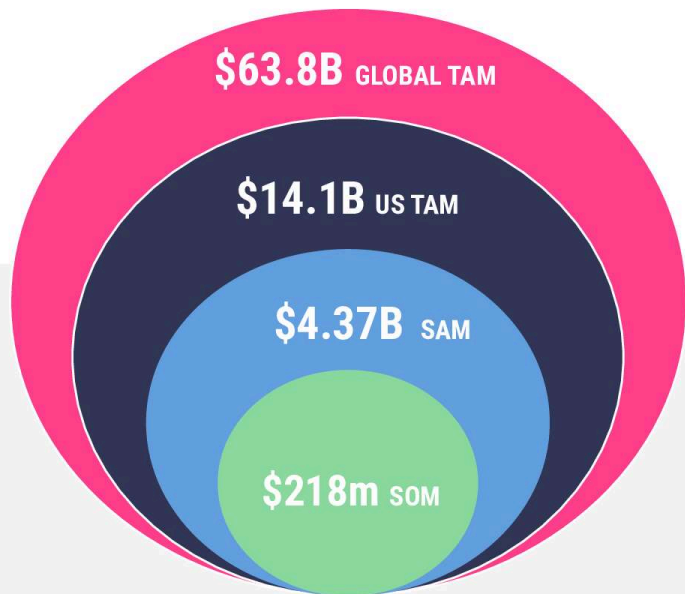
# Our consumer products drive social impact by a) surfacing all of our AI to the public b) helping improve our AI overall





## 2 key markets: Crisis Monitoring/PR + Content Moderation

### CRISIS COMMUNICATIONS (USING INSIGHTS PLATFORM)



- Global PR market is \$63.8bn ([Statista](#))
- Growing 9.9% YoY
- Expected to be \$93bn by 2022
- US market is \$14.1bn ([Ibis World](#))
- [314,900 Marketing Managers](#), [738,100 Market Research Analysts](#), 274,600 PR Specialists = 1,327,600 potential buyers in the US

### CONTENT MODERATION (USING API)



- Each platform spends \$300k-\$600m on in-house moderation depending on size.
- TAM totals about \$20.8bn. Perhaps 15% of these want to outsource, and 40% are English language, which makes SAM \$1.2bn. We believe can earn \$62m+ from this business with a 5% share provided we tackle internal social networks. Note, we may not win social platform deals.

# Tiers & Pricing Detail

## Narrative/Threat Monitoring Platform

### One-Time Setup Fee

Setup & Training	\$5,000 (includes 1 test data feed for a demo user)
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### Per-User Licenses

Tier	Price per User	Feeds per User	Add-Ons
Bronze	\$1,200/month	1	Usage Support
Silver	\$1,500/month	2	Data Support
Gold	\$2,000/month	5	Premium support

### Optional Fees

API Access	\$5,000/month
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## Online Content Scoring API

### Baseline Fees

API Only	\$1,000 month
Full Service	\$3,000 month

### Volume Based Processing Fees

Type of content	Price per Item	Use Cases
Websites or Domains	\$0.30	Whitelist monitoring, inventory cleaning
URLs or Articles	\$0.10	PMP generation, inventory clean, log file analysis
Comments or Tweets	\$0.05	Website comment moderation, chat room moderation

# Go To Market & Revenue Projections

5 Y Revenues: \$69M  
Market Share: 5%

SELLING CRISIS MONITORING  
AND REPUTATION  
MANAGEMENT TO BRANDS &  
CORPORATES

MONITORING FAKE  
NEWS FOR  
COMMUNICATIONS  
AGENCIES'

SELLING CONTENT  
MODERATION API TO  
PLATFORMS ONCE  
GLOBAL FAKE NEWS  
REGULATIONS KICK IN

PAID SUBSCRIPTION  
BASED NEWS PLATFORM  
WHICH MONITORS  
NARRATIVES IN ANY  
TOPIC

INTEGRATE APIS INTO  
OTHER SOCIAL  
LISTENING SYSTEMS,  
SOCIAL MEDIA  
PLATFORMS AND  
NEWSFEEDS

Disclaimer: These projections are forward  
looking and cannot be guaranteed

	2021	2022	2023	2024	2025
Clients	11	102	272	546	1,127
ARR	\$ 712k	\$ 5.22M	\$ 19.4 M	\$ 40.4 M	\$ 69 M

## A pioneer in tackling disinformation/misinformation

- Team of natural language processing researchers started working on automated fact-checking since 2014
- First commercial business in the UK working on misinformation/disinformation, started in 2017
- Backed by top investors such as Seedcamp, Mark Cuban, Biz Stone, Ross Mason, Larry Braitman, Mark Pincus
- Built over 3 years with employees and researchers from University of Cambridge, Skimlinks, Amazon Research, UCL, Google, Microsoft Research, Starcount, Merkle, Sky, & more
- First UK government-approved tool for disinformation
- Acknowledged as a leading “online safety” vendor by UK government, member of OSTIA Online Safety network

**Factmata: Because facts matter**

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**A 25-year-old CEO emailed Mark Cuban to pitch his anti-fake-news startup for investment — and it worked**

### **Twitter, Craigslist Co-Founders Back Fact-Checking Startup Factmata**

Company aims to use artificial intelligence to weed out fake news

**Factmata gets backed by eyeo, maker of Adblock Plus, and takes over its Trusted News app**



Dhruv Ghulati

Founder, CEO



Tomas Sanchez

CTO



Ibrahim Sharaf EIden

Head of ML



Emmanuel Korenteng

Head of Data



Shruti Rajurkar

NLP Researcher



Antony Cousins

Co-CEO/COO

- Ex data product manager at import.io, launching first commercial APIs, 2 years investment banking from Merrill Lynch. LSE Economics.
- Forbes 30U30, Techstars. Top in class at UCL computer science, thesis in Dr. Sebastian Riedel's NLP Lab (now leading Facebook AI) on automated linguistic claim detection.
- Tomas was Cloud Architect at European Institute for Energy Research (EIFER) developing tools for cloud analytics, and worked at the University Institute of Intelligent Systems and Numeric Applications in Engineering (SIANI) developing a powerful framework used by electrical engineers
- He brings a wealth of experience in high performance computing and scalable DevOps processes
- Ibrahim built natural language systems at Mawdoo3 (largest Arabic content website) and data mining engineer at Yaoota (MENA's largest search engine) building out their entire text analytics pipeline. Experience at Microsoft Research and K2 Cyber Intelligence.
- He is an independent researcher, collaborating with NLP North lab at ITU, Denmark, under prof. Barbara Plank supervision, and published a couple of papers at NAACL, EACL 2021.
- Data Engineering lead from Thrive Global
- Previous Senior Backend and Data Engineer at mPharma, a startup facilitating access to key medicines in Africa.
- Shruti Rajurkar is an ex-Research Scientist from Google, working on Google Voice, Google Translate, and WAYMO. She was also the lead data scientist at Zycus, an ML startup in India and has an MSc in Machine Learning from Uni. Illinois, Chicago.
- Director of Ops at Talent Clouds, Chief of Staff at ProFinda
- Press officer at UK Ministry of Defence, Lead on the development of MOD strategic and political engagement strategy for Iraq, Kuwait and Bahrain.
- Stratcomms officer at British Army, CIPR iploma
- Set internal engagement strategy for UK Government, British Forces in Germany
- Counter-Terrorism Policy officer at Home Office

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LSE

import.io  
UCLeifer  
European Institute  
for Energy Research  
by EDF and KITSIANI  
ISTITUTO UNIVERSITARIO  
INGEGNERIA COMPUTAZIONALEموضوع  
mawdoo3.comMicrosoft  
Research

K2 Integrity

mPharma  
THRIVE  
GLOBALGoogle  
Google Translate  
THE UNIVERSITY OF  
CHICAGO

CIPR





## OUR PRE-SEED ANGEL INVESTORS



**Mark Cuban**  
Founder of  
Broadcast.com



**Biz Stone**  
Co-founder of  
Twitter



**Craig Newmark**  
Founder of  
Craigslist



**Larry Braitman**  
Founder of  
Flycast Comms



**Sunil Paul**  
Founder of  
Brightmail



**Ross Mason**  
Founder of  
Mulesoft



**Mark Pincus**  
Founder of  
Zynga



**Matt Abrams**  
Investor, Advisor,  
Operator, early team  
at Oracle Analytics



**Aniq Rahman**  
Founder of MOAT,  
brand safety tech  
sold to Oracle for  
\$800m



**David Gibbons**  
SVP International  
Operations &  
Technology at NBC  
Universal  
International



**Tor Gisvold**  
CTO/Strategy at  
News International,  
Capgemini, PwC



**David Senecal**  
Senior Product  
Architect at Akamai



**Dr. Preslav Nakov**  
Principal  
Researcher at QCRI  
on Fake News



**Rahma Javed**  
Head of Engineering at  
Deliveroo, Director of  
Engineering at  
Wealthfront

## SOME OF OUR AWARDS:



Finalist, 2018



Social Innovation  
Award, 2019



Phase 1 H2020 Grant  
Winner



2019 SMART Grant  
Winner



2019 Member



2019 Award Winner



2019 Inaugural Cohort

# Thank you

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