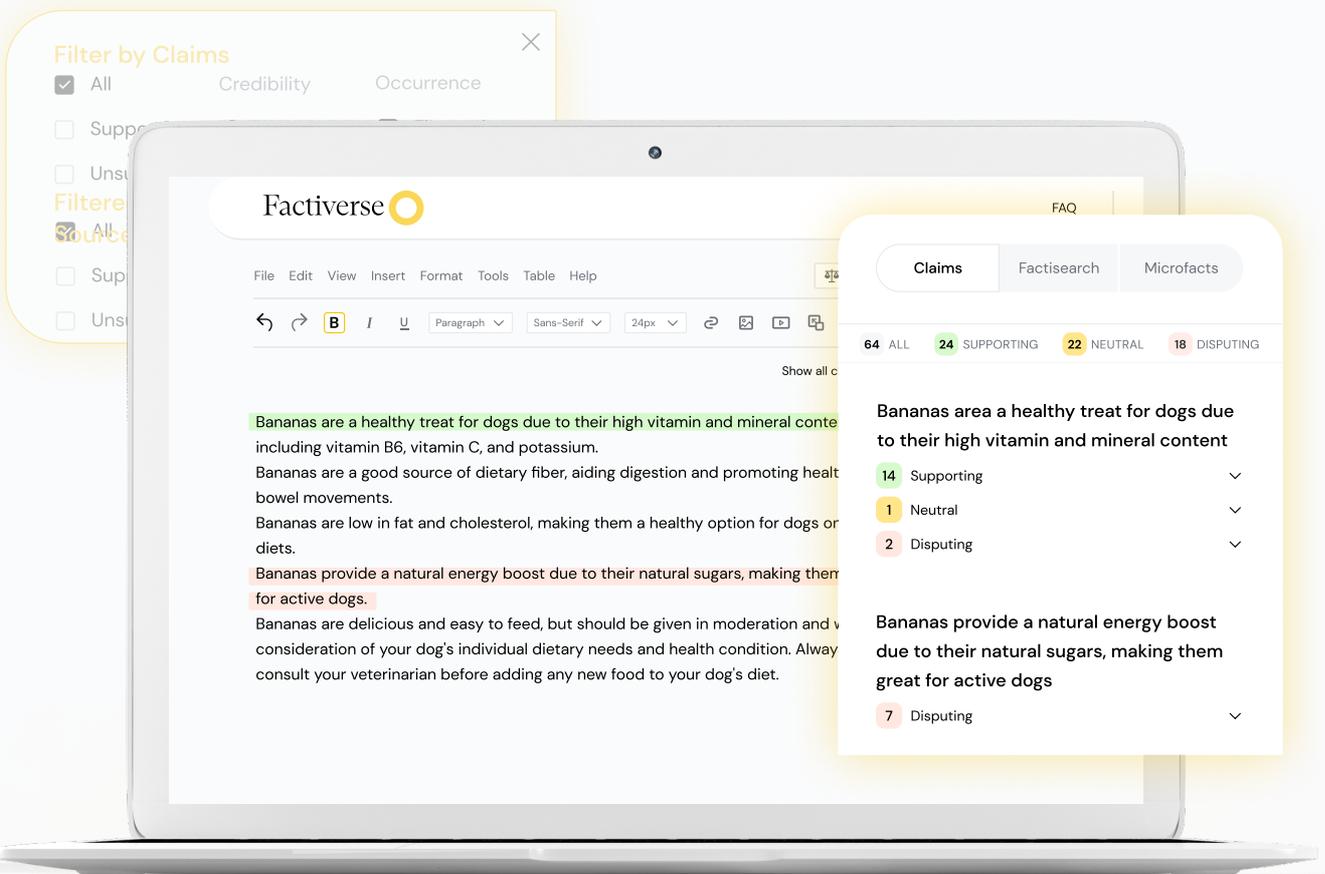


Leader in verification of AI-generated content



AWARDS



Best AI Startup
Norway, NORA.AI

2023



Winner Digital Trust
KI Park Germany

2023



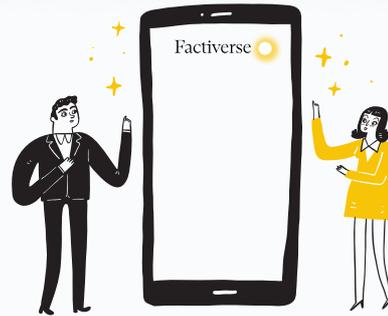
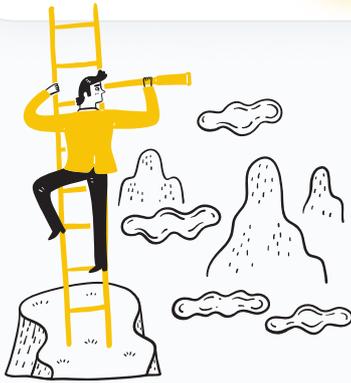
Winner Media Startup
Media Futures EU

2022



Startup Battle
HERFO Investments

2021



OUR WHY

The Internet as we know it is over. A growing amount of harmful content spreading rapidly due to AI advancements will soon be infinite. Today we see its polarizing and destabilizing effect on societies. With AI it will happen faster and on a larger scale. It will lead to more stock market volatility and loss of billions of euros, erosion of trust and reputational damage to businesses. Businesses that invest in tools for digital trust will be winners in the future.

OUR MISSION

We help analysts, consultants, journalists to find the most accurate and reliable online information, enabling successful decision-making.

WHY ARE WE THE BEST TEAM TO DO THE JOB?

Our team is internationally recognized for our unwavering integrity, resilience and extensive expertise in machine learning and fact-checking. This highlights the urgency and credibility of our work in providing trustworthy solutions for the digital landscape.

Summary

FACTIVERSE

is a spin-off of a 3-year research project(2016-19) at the University of Stavanger. Founded by the visionary professor in ML/NLP Vinay Setty and award-winning writer & journalist Maria Amelie.

TEAM

7 people in Oslo, Stavanger & Ukraine with experience from Silicon Valley, Spotify, MIT, gamification, front-end & back-end. Founders have combined 25 years of experience in AI & media. R&D partnerships with TU Delft, UiS, UiB.

OUR SOLUTION

In response, Factiveerse has built cutting-edge AI to protect businesses against harmful effects of AI. With our tool, decision makers in finance and media verify crucial textual information, like news, reports or AI-content. It reduces the dissemination of misleading information, mitigates risk of legal action and potential damage to brand reputation. We assist users to navigate this new reality, ensuring they have the facts they need to thrive in an uncertain world.

OUR VISION

We aim to become the infrastructure of information validity and an industry leader in this emerging field.

BUSINESS MODEL

Our business model is SaaS, and we offer different levels for B2B:

- **Facts Lite** - 10-25\$ monthly per person through WebApp, plugins in ChatGPT, Word and Chrome
- **Facts Deluxe** - 15-75.000\$ yearly for our easy customizable API into platforms, CMS and apps
- **In the future**, goal of partnerships with Big Tech, like Medium, Substack, Youtube, etc.



RAISED

In 2021, raised 450,000 euros in pre-seed with leading Norwegian angels and Startuplab incubator.

PATENT

US patent approved. Plans to apply for two more patents

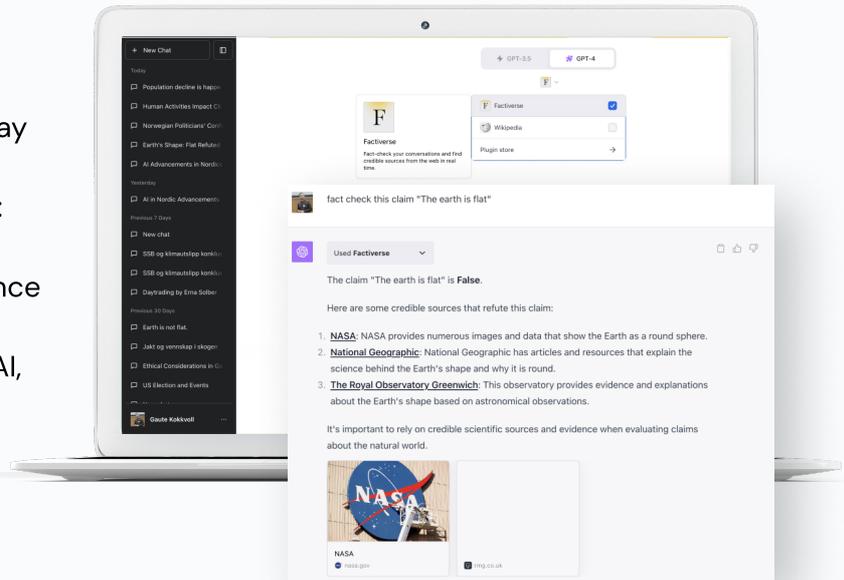
RAISING FUNDING FOR

Oct-Dec 2023 we are raising seed to scale our API to more customers and aim for revenue of 500k € by start of 2025.

How it works?

allows consultants, financial and compliance analysts, editors to save at 25% of their workday by automating manual research tasks. With Factiveverse in their workflow, our AI can quickly:

1. Highlight the most controversial sentences
2. Verify each sentence and search for evidence in Google, Bing, Wiki, internal archives etc.
3. Analyse credible sources provided by our AI, that has learned from analysing over 150k articles by reputable newsrooms
4. Save time and focus on in-depth analysis.



COMPETITORS

Examples: The Factual sold to YahooNews, Kinzen sold to Spotify, Factmata sold to Cision and Fabula sold to Twitter.

Traction so far

2020–2021

Assembled the team
R&D Pilots NTB, Nysnø

2022–2023

Refined AI models and partnered up with the leading Wolftech CMS, LOI Guardian

800

interviews – user insight to refine



Road map

2023

Launched News Module / Adding Academia Module / Secured partnership with Nordic fact-checkers for quality check/First paying users

2024

Focus on key platform integrations / Improve accuracy on existing modules/ Adding financial data to cater to finance 100k€→6000 users + 8 contracts for APIs

2025

Expand to ESG Module and Compliance Module 500k€ →12000 users + 17 contracts for APIs

WHY THIS IS URGENT:

- The volume of content generated by ChatGPT in January 2023 surpasses the combined output of all books printed since the invention of the Gutenberg printing press in 1440.
- Stanford Internet Observatory warns that the amount of disinformation is projected to become infinite
- NATO Review concerned with the rise of "cognitive warfare" and low-cost disinformation campaigns as highly effective weapons.
- A study by the University of Baltimore in 2019 reveals that malicious actors spreading disinformation online cost businesses a staggering \$78 billion annually, with half of the damages occurring in the finance sector. Unverified information can trigger stock market volatility within minutes, and the resulting reputational brand damage can persist for decades.

