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Fake News Spread 6x Faster Than The Truth

We are drowning in content but starving for context. Social media platforms and partisan media outlets have structurally incentivized engagement over accuracy, making emotionally charged, misleading, or outright false content the most viral.

The average user has no fast, frictionless way to verify what they're reading in the moment. Fact-checking websites exist, but they require the user to leave the page, search manually, and already be skeptical. Most people aren't.

The result: disinformation spreads faster than correction, and polarization deepens because people live in epistemically sealed bubbles.

Vosoughi, S., Roy, D., & Aral, S. (2018). The spread of true and false news online. Science, 359(6380), 1146–1151. <https://doi.org/10.1126/science.aap9559>

Meet Prism

Prism gives any user a **one-click, context-aware pop-up on top of any webpage** that surfaces source quality signals, credible counter-evidence, , and a verifiability score without ever leaving the page.

Verifiability Score

Every article and post is assigned a 0–100 score with a category label and a one-sentence explanation of the rating

Source Verification

Runs live web searches via Brave to surface real supporting and opposing sources, labelled and linked directly in the extension

Neutral Summary

Generates a concise, editorially neutral summary of the page content in under 40 words

Challenge Argument

On-demand second AI pass that steel-mans the strongest opposing perspective, backed by real sourced evidence

PDF Export

One-click export of the full analysis (score, summary, sources, counterargument) as a formatted, print- & share-ready PDF report

Instant Analysis

Two-stage architecture splits the main analysis from the challenge pass, so initial results load fast w/o leaving the page.

2.1M

Obtainable Market Size

If we merely achieve penetration with 1% of or SAM, we'd be looking at 2.1M potential users.

At an average subscription-conversion rate of 5% at a price of 5€/mo, we are looking at €6.3M ARR in the B2C segment.

At 10% penetration and expansion into the B2B segment, we could quickly be looking at \$100M ARR.

210M

English-speaking speaking
desktop (social) media users

[3] [4]

TAM

3.4B

Active Chrome Users [1] [2]

Business Model

Prism grows through a freemium funnel

Users get **3 free analyses** to experience the product, hit the limit, and upgrade to **Pro at €5/month** for 50 scans, while newsrooms and NGOs pay **€20/seat/month** for unlimited team access, making individual habit the entry point and **institutional contracts the revenue engine**.

Starter

0€/mo

3 free analysis/week per day with full functionality. History saved automatically to your account once signed up.

Goal: Incentive Upgrade Conversion

Pro

€5/mo

50 analysis/mo and full access to your personal history dashboard.

For journalists, researchers, and engaged readers who use Prism as a daily tool.

Teams

€20/seat/mo

For newsrooms, NGOs, and schools. Team dashboard with shared history, usage analytics, and collective analysis tracking.

Launch Strategy

Start with **50 journalists** who get free access and no ask. Let the product spread through its own output. Launch publicly when the **waitlist hits 2,000**

Phase 1 — Seeding

Waitlist landing page before public launch. DM 50 journalists and media critics with free access. Seed Reddit and X with real Prism fact-checks; let the output spread before the product does.

Phase 2 — Launch

1-2 credible journalist partners for honest reviews. YouTube creators demo Prism live mid-video, Honey-style. Every shared report URL is a distribution moment.

Phase 3 — Scale

Free Teams access to university journalism departments = Grammarly's early playbook. Weekly "Verifiability Report" ranking viral news stories. Journalists cite it. Prism becomes a media reference, not an ad.