



# Verif.AI

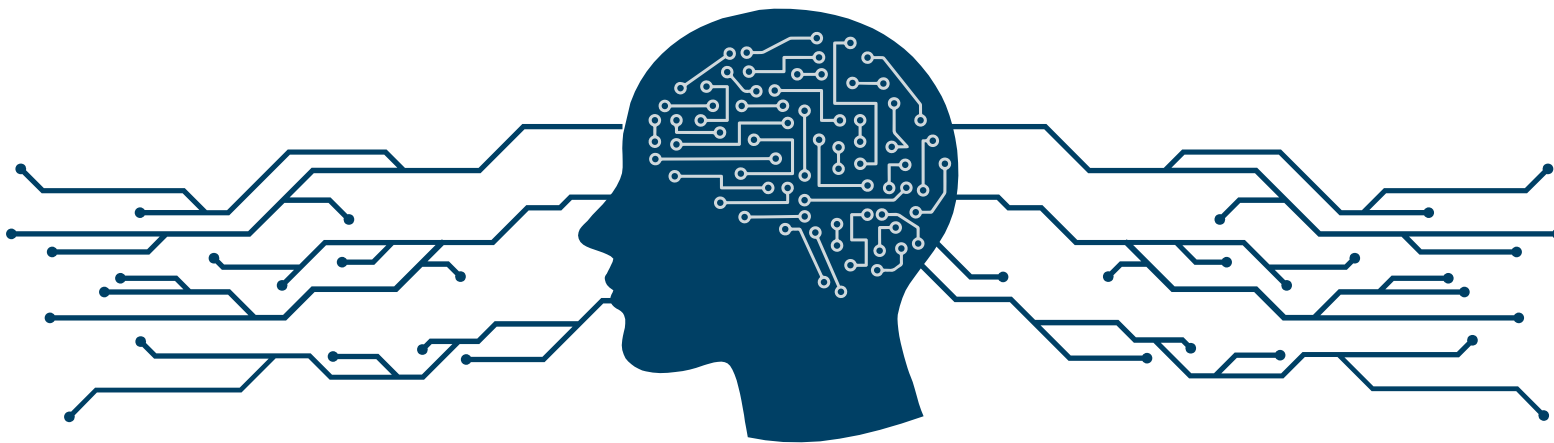


Automated Content Moderation for Early Stage  
Companies



# Company Purpose

Provide AI-Powered Content Moderation To Automate Policy Enforcement



## Efficiency

Faster than human reviewers  
with no burnout rate and easy  
scaling to any business size



## Always On Time

Up to date with the latest  
regulations to stay compliant  
and current with trends



## Continuously Improving

Continually observing trends  
to recommend updates to the  
platform design

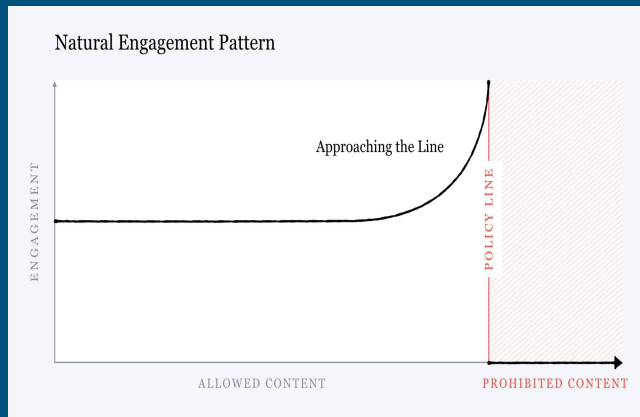
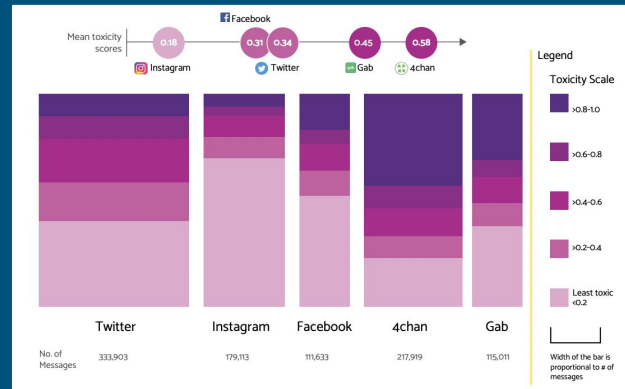


# Problem

**Problematic and hateful content reduces trust and drives users away.**

**Early stage companies don't have the money to pay for manual content moderators.**

**Harmful content appears across mainstream sites and "free speech" platforms, such as 4Chan and Gab**



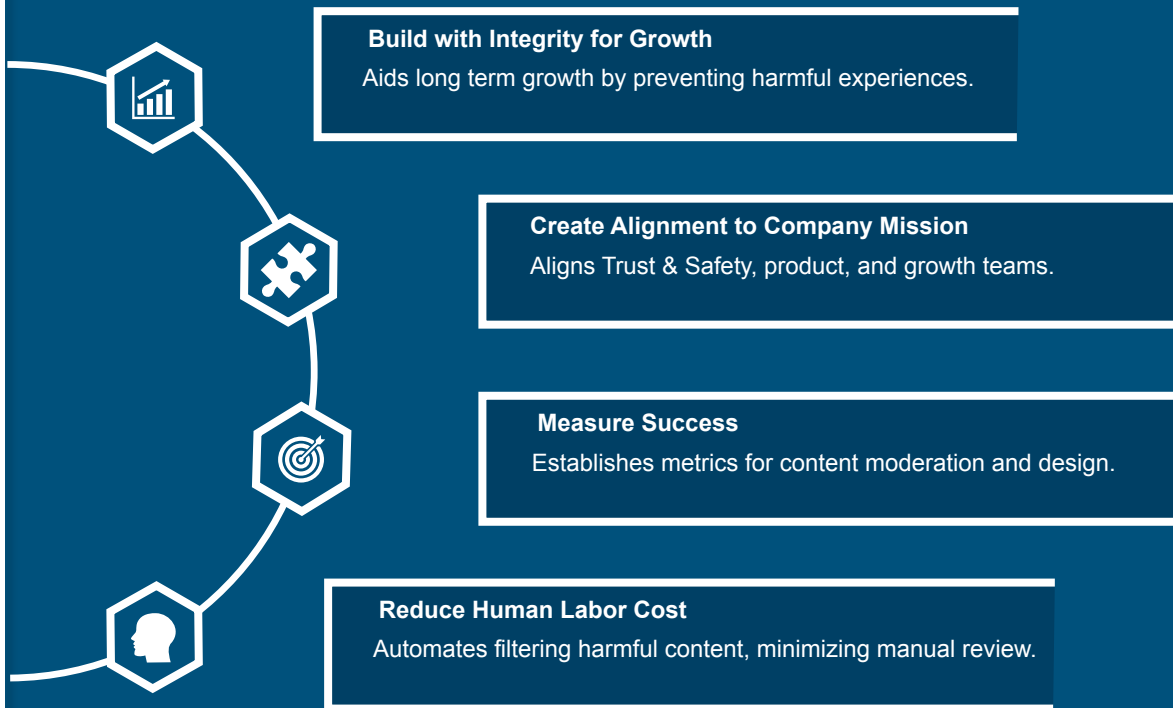
**Sites like Facebook have begun demoting content that comes close to violating its policies, even when it's highly engaging.**



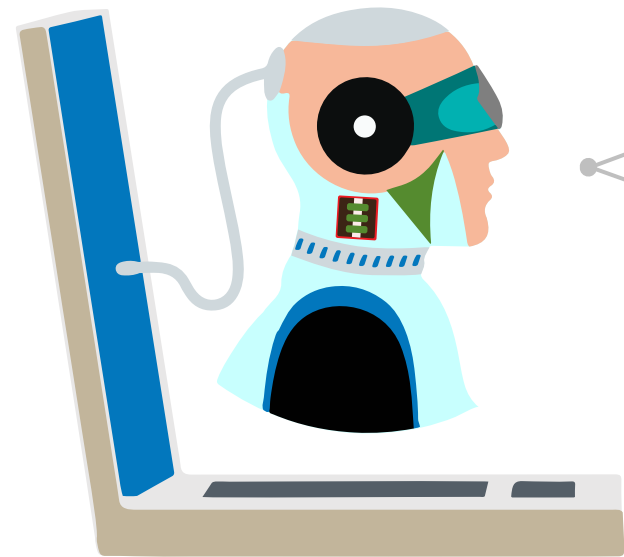
**We Really  
Want to  
Prevent...**



# Solution



# Why Now?



Ranking and design choices also play a significant role in exposing users to harmful content.

Recent advances in AI has made it possible to analyze platform design, as well as automate content moderation with more precision.

# Market Size

## Total Addressable Market (TAM)

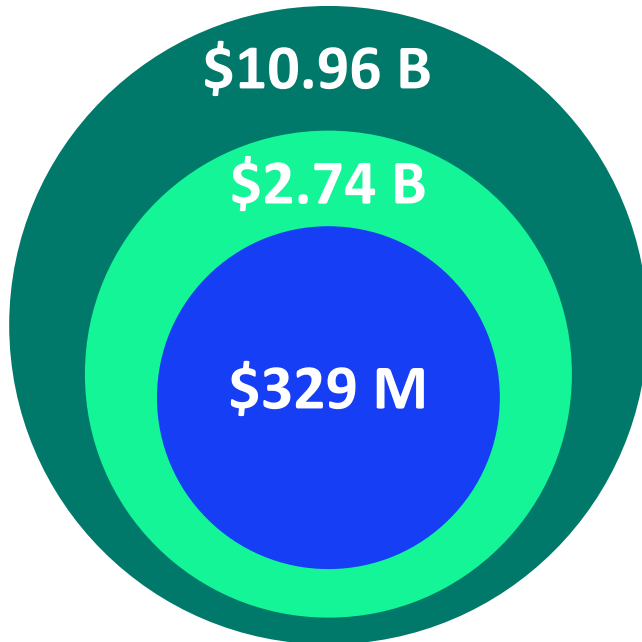
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\$10.29B is the estimated global market in 2023 for content moderation services.

## Service Addressable Market (SAM)

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\$2.74B is our US focused market size based on 25% of the global market share.



## Service Obtainable Market (SOM)

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\$329M is based on a win rate of 12% within the US market.



# Competition



Verif.AI



Genpact



Accenture



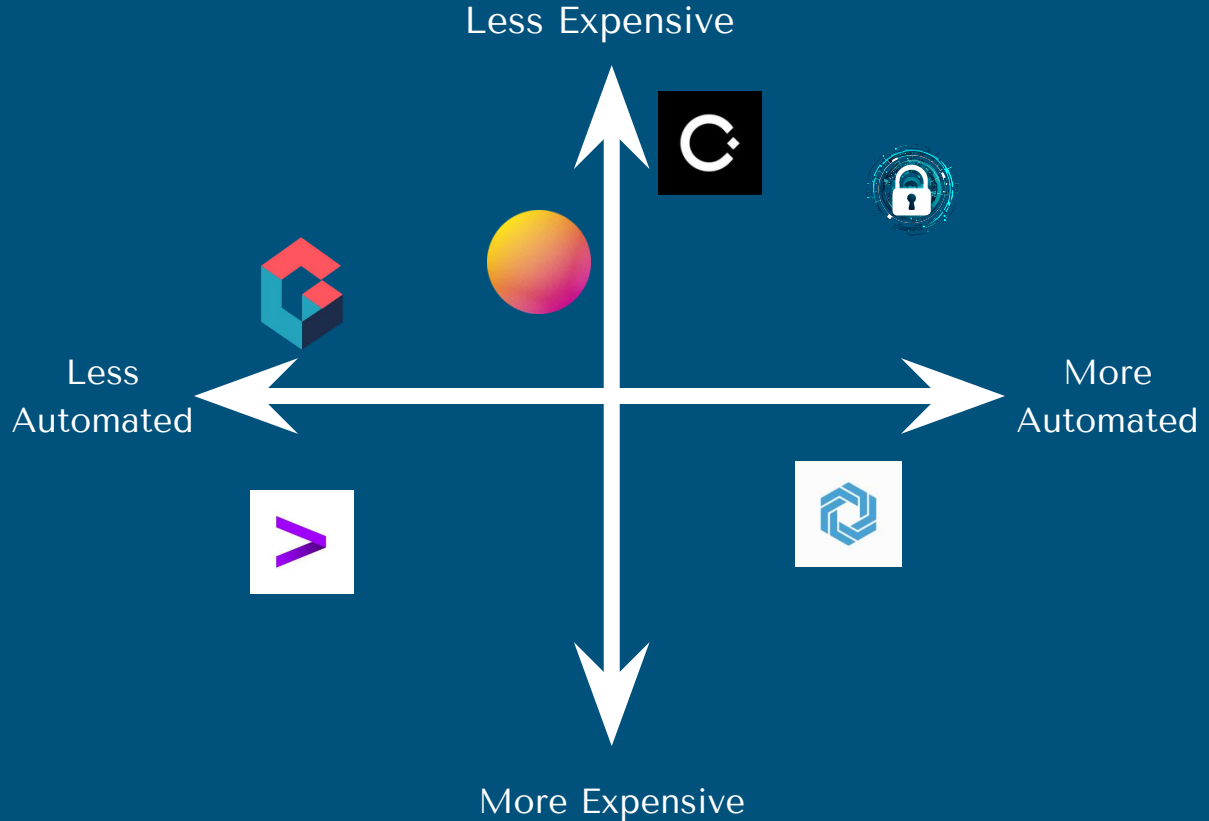
Cinder



SafetyKit



Sero AI







# Verif.AI

Auto layout

Properties

Interactions



Email

tim@verif.ai

We store your email for administrative purposes. [Learn more](#)



Password



# Business Model

## Product Pricing Overview (SaaS Model)

By accumulating customers on both monthly and annual contracts with Verif.AI, our company can maintain steady cash flows to fuel increased growth



Verif.AI will target early stage companies and provide favorable pricing per user to maintain customer retention as our clients grow larger



# Meet the Team



**Sebastien Issa**

A decade as an Enterprise Software Delivery Executive with a focus on the Digital Asset Lifecycle including Content Storage, Delivery, and Reproduction.



**Logan McGowan**

Provides strategy and technology consulting experience, with enterprise SaaS sales background.



**Melina Azzouz**

Industrial engineer with manufacturing, consulting, and large-scale supply chain operations proficiency.



**Elizabeth Davis**

Leverages marketing analytics and social media research skills, with pro-bono research expertise focusing on understanding abusive content targeting women.



**Tim Gavin**

Several years experience in Trust and Safety including the Meta Child Safety team and the Integrity Institute, a social media governance nonprofit.



# Projected Cash Flow Breakdown

Even when accounting for pilot partnerships with early customers and promotional trials, Verif.AI is projected to produce a positive operating cash flow by the end of year 1

## The Ask

Our team is asking for \$200,000 in financing, which will accelerate the development of our product, recruit top-tier talent, and obtain market share through high ROI marketing

## Forward Looking Cap Table

**Sebastien Issa**  
Co-Founder, 18%

**Elizabeth Davis**  
Co-Founder, 18%

**Melina Azzouz**  
Co-Founder, 18%

**Tim Gavin**  
Co-Founder, 18%

**Logan McGowan**  
Co-Founder, 18%

**Early Stage Investors (You)**  
10%



# Appendix

