



AI-powered Platform That Detects, Verifies, And Protects Digital Content

fighting misinformation worldwide.

Founders & Advisory Board

Founders

10+ years in
Computer
Vision & AI



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The Problem

THE WORLD IS FLOODED WITH MISINFORMATION

- The company was born from **a real need** during the Gaza conflict when a news channel **struggled to verify content** with a surge of fake media. They turned to us to develop a fast, reliable content verification solution.
- **Global Spread & Amplification:** Fake and AI-generated media spreads worldwide in seconds via social media, unintentionally amplified by news outlets.
- **IP Violations:** Creators and brands struggle to protect their work with a constant flood of content published every second.
- **Economic Impact:** WEF labels **misinformation** the **biggest** global **threat** with **\$78B lost** annually.
- **Rising Prevention Costs:** Gartner projects **\$500B spend** by 2028 on **misinformation prevention**.

The Platform

AI Platform that Detects, Validates, Monitors and protects Media, Text, and Audio

Key Features



AI-Generated Content Detection

Identifies whether text or media was created by AI and provides probability scores, including potential AI tools used.



Similar Content Feed & Monitoring for Changes (Periodic Search)

Identifies the original source of media and tracks its spread across platforms. Automates ongoing media tracking, helping brands see where and how their content is used.



Advanced Forensic Tools

Combines AI analysis and user verification to detect fake content, analyzing metadata, digital signatures, visuals, and audio, while highlighting changes for review.

Traction

Early Customer Acquisition Metrics First 60 Days

6,500 users in first 60 days

Majority of the customers are from North America (30%), UK (15%) and EU countries (19%)

USD 0.8

Cost per
Lead



19.7%

Conversion from
Lead to Freemium



10%

conversion from
Freemium to *Paid
User



\$120 LTV

Expected LTV per
customer

Key customer acquisition channels: Social, Ads SEO

* Started Paid packages on March 20th

Target Groups



Journalists & Researchers

Verify content before publishing to avoid spreading misinformation.



Brands & Enterprises

Monitor media presence, track unauthorized use, and manage DMCA claims.



News Outlets & Media Organizations

Ensure credibility and track content usage across platforms.



Content Creators

Track their content appearance in unauthorized web sites, verifying and fact checking their content.



Anyone

Verify content to ensure what you see or hear is true.

Competition

| Feature/Service | AllLight | Zefr | Videocites | ClaimBuster | Cyabra | Snopes |
|---------------------------------|----------|------|------------|-------------|--------|--------|
| Real-Time AI Moderation | ✓ | ✗ | ✓ | ✗ | ✓ | ✗ |
| Multi-Input Support | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| Scalability & Customization | ✓ | ✓ | ✓ | ✗ | ✓ | ✗ |
| AI + Human Hybrid Model | ✓ | ✗ | ✓ | ✗ | ✓ | ✗ |
| Advanced Video & Audio Analysis | ✓ | ✓ | ✓ | ✗ | ✓ | ✗ |
| Automatic content moderation | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |

THE ONLY **AI** TOOL BUILT TO SUPPORT **ANY TYPE OF INPUT IN REAL-TIME**

Comprehensive AI toolkit that integrates moderation, verification, periodic search and analysis tools.



Raising

WE'RE RAISING 3M USD

**TO FUEL GROWTH AND OPERATIONS OVER AN 18 MONTH RUNWAY, WITH A
PROJECTED BREAK EVEN POINT BY MONTH 16**





Thank You

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