

# ClaimCrush

**Professional-grade claim verification that works from evidence, not AI memory.**

ClaimCrush extracts claims from **text, images, video, audio, livestreams, and calls**, then verifies them against real-world sources. When evidence is insufficient, it says "**couldn't verify**" instead of hallucinating certainty.

Start using ClaimCrush today:

Web version at [www.claimcrush.com](http://www.claimcrush.com) • Chrome Extension • On Google Play • App Store (coming soon)

**We're after a \$200Bn Market opportunity**



# The World Has A Fact-Checking Problem.

## Problem 1

### **Don't Fact-Check Before Sharing**

The speed of sharing outpaces the ability to verify.

60%

of content creators skip fact-checking before posting

UNESCO Survey, 2024

This applies to **small creators, large influencers, and broadcast media** alike.

## Problem 2

### **Professionals Can't Trust AI Tools**

Customer interviews with journalists highlighted a consistent concern: current AI tools are **not trusted in high-stakes editorial workflows** because accuracy requirements are extremely high.

This feedback included conversations with an **award-winning news producer formerly at CNN**, who described the challenge of verifying information in an environment where even **small factual errors can have serious consequences**. Despite expressing skepticism toward current AI tools, **she stated that ClaimCrush was a strong idea** because it addresses a **real and growing need**: helping professionals verify information faster without requiring them to **trust AI-generated answers blindly**.

This feedback reinforced our belief that the market does not need another AI chatbot. It needs a system that **extracts claims, verifies them against real sources**, and clearly identifies **what can and cannot be verified**.

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## The Gap

What the world needs: a tool that **extracts claims** from **articles, videos, interviews, broadcasts, and other content** in seconds — **without making anything up**.

# How We Handle Sources

Most fact-checkers either trust everything they find or only trust a tiny allowlist. We do something better — every source is rated, and **only the credible ones decide the verdict.**

## 01 — Search the Web

For every claim, we query the live web through Brave Search to pull the most relevant, up-to-date results — not stale snippets from cached training data.

## 03 — Read What They Actually Say

We extract real quotes and snippets from each result — not just headlines. The fact-checker weighs the actual reporting against your claim, with full context.

### High Credibility (75+)

Peer-reviewed journals, wire services, government agencies, top broadcasters.

### Medium Credibility (50–74)

Specialized or mixed-reliability outlets.

### Low Credibility (<50)

Tabloids, forums, propaganda. Shown to you, ignored by the verdict.

## 02 — Filter & Rank Every Source

Each domain is scored **0–100**. Curated outlets like **Reuters, AP, BBC, Nature**, and government agencies are pre-rated. Unknown domains get rated by an AI media analyst. Tabloids, social media, and known misinformation outlets are flagged automatically.

## 04 — Cite Only What Counts

Verdicts are anchored only in high-credibility sources. Low-credibility results are shown separately so you can see them — but they **never drive the verdict.**

# Claim Intelligence Infrastructure

A structured system that **extracts, verifies, organizes, and tracks** claims across public content — and turns them into **queryable data**.



## Narrative Momentum Score

Which claims are accelerating fastest?



## Stance Consistency Score

Does this public figure contradict themselves?



## Claim Timeline

Pick any month and year to see the most common claims people were making at that time.

**For Creators, Journalists and Researchers**

# Fact-Check Anything Online

Napoleon's height was approximately 5 foot 6 to 5 foot 7 in English measurements.

**MOSTLY SUPPORTED**

(sources: thoughtco.com 'Napoleon's Height Revealed In 1802 Napoleon's doctor Jean-Nicolas Corvisart-Desmarets (1755-1821) said Napoleon was "5 foot 2 inches b...')

Napoleon was recorded at 5 foot 2 in French feet.

**SUPPORTED**

(sources: history.com 'Three French sources—his valet Constant, General Gourgaud, and his personal physician Fran...'s height was just over '5 pieds 2 pouces' (5'2").')

Read sources

Copy All

● **Reliable sources**

2

**Napoleon's Height Revealed**

75

thoughtco.com · ThoughtCo is an educational website that provides articles and resources on a variety of subjects, including history and science.

**Was Napoleon Short? Origins of the 'Napoleon Complex' | HISTORY**

75

history.com · History.com is the official website of the History Channel, providing articles and videos on historical events and figures.

● **Medium credibility**

3

**The true history of Napoleon's height | Chucktown Tours**

50

chucktowntours.com · Chucktown Tours is a local tour company website that offers guided tours in Charleston, South Carolina.

**How tall (short) was Napoleon Bonaparte? - Margaret Rodenberg**

50

mrodenberg.com · Unrecognized domain; insufficient information.

**Everyone Seems To Think Napoleon Was Short, Yet He Was Actually Taller Than The...**

50

factinate.com · Factinate is an entertainment website that publishes lists and trivia, often focusing on pop culture and historical facts.



## Fact Check Any Format

Videos, images, posts, and live streams



## Works Everywhere

Discord, YouTube Live, Twitch, and more



## One-Click Analysis

Extracts the argument, checks live sources, and provides quotes

# Early Traction Shows Strong Engagement and Organic Growth.

Launched September 18 with zero paid acquisition and purely organic and cold outreach (founder and test users excluded from all metrics)

Early adopters include **small to large content creators** and **researchers** — validating demand across both casual and professional use cases.

2000+

Total Analyses

120+

Total User

50%

MAU Rate

50%

MoM Retention Rate

34.8%

Store Conversion

Listing to install

20-40%

Cold DM Conversion

Outreach effectiveness

3

Creators Onboarded

100K+ Follower Creators

*Via cold DM outreach*

25-30%

3-Month Retention Rate

Rate

Long-term user engagement

**Key insight (October):** ~0.6 new users converting daily from **cold DMs** at **\$0 CAC** demonstrates strong **product-market-fit potential** and **efficient early growth mechanics**.

# Feature Comparison

Feature	ClaimCrush	PolitiFact / Snopes	Google Reverse Image / TinEye	Enterprise Verification Platforms
Text claim verification	✔ Yes	✔ Yes	✘ No	⚠ Limited
Video claim verification	✔ Yes	✘ No	✘ No	⚠ Some
Spoken claim extraction from video/audio	✔ Yes	✘ No	✘ No	⚠ Some
Image verification	✔ Yes	✘ No	✔ Yes	✔ Yes
Livestream claim verification	✔ Yes	✘ No	✘ No	⚠ Limited
Audio & call claim verification	✔ Yes	✘ No	✘ No	⚠ Limited
Source ranking & credibility analysis	✔ Yes	✘ No	✘ No	⚠ Limited
Multi-format verification in one workflow	✔ Yes	✘ No	✘ No	⚠ Rare
Consumer access	✔ Yes	✔ Yes	✔ Yes	✘ No
Team & Enterprise access	✔ Yes	⚠ Limited	✘ No	✔ Yes

## Market Gap

Today, people consume information through **articles, videos, podcasts, interviews, livestreams, broadcasts, and social media.**

Yet verifying information remains **slow, manual, and fragmented.**

Fact-checking websites verify only a tiny fraction of claims. Search engines require users to research claims one at a time. Most AI tools generate answers from model memory and can **confidently present inaccurate information.**

## What The World Needs

A tool that can **extract claims** from articles, videos, interviews, broadcasts, livestreams, calls, and other content in seconds — **without making anything up.**

Users shouldn't have to manually identify claims, search for sources, compare evidence, and determine what's true. The process should be **automatic.**

## How ClaimCrush Fills The Gap

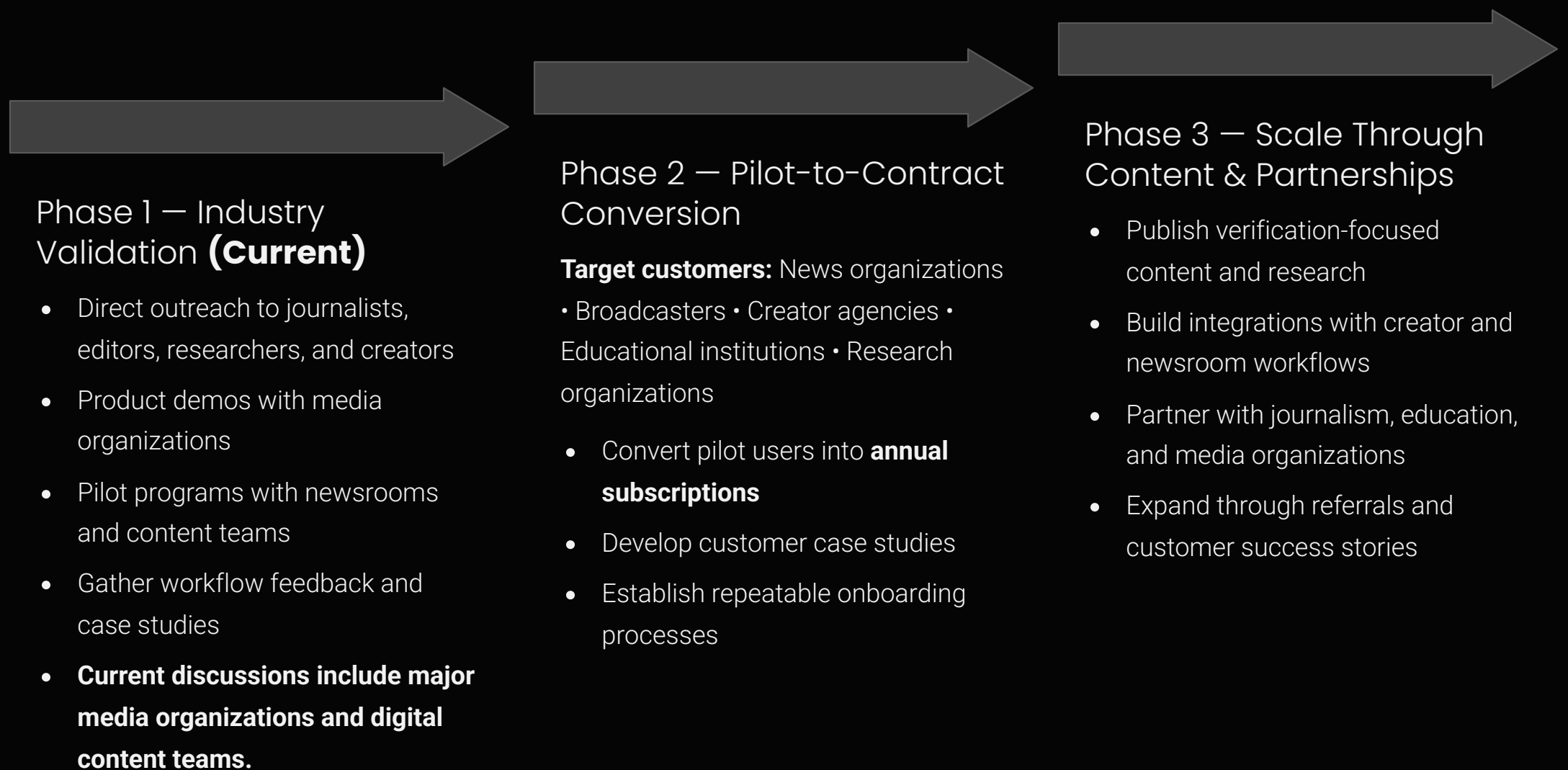
ClaimCrush automatically:

- Extracts claims from text, images, videos, audio, livestreams, and calls
- Searches the web for relevant evidence
- Ranks sources by credibility and relevance
- Generates evidence-backed verdicts
- Flags claims that cannot be confidently verified

Instead of relying on AI memory, ClaimCrush works from **real sources** and prioritizes **transparency over speculation.**

The result is a single platform that helps **creators, journalists, researchers, educators, and everyday users** verify information at scale.

# Go-To-Market Strategy



## Market Entry Focus

### PRIMARY

#### B2C — Individual Creators & Researchers

- Small to large content creators, journalists, and independent researchers
- Low friction, self-serve onboarding via web, Chrome Extension, and mobile app
- Drives volume, brand awareness, and organic word-of-mouth
- Validates product-market fit at scale

This is where we are today — growing organically with zero paid acquisition.

### B2B — LONG-TERM

#### B2B — Newsrooms, Broadcasters & Organizations

- News organizations, broadcasters, creator agencies, research institutions
- Higher contract value: \$299–\$1,400+ MRR per account
- Requires pilot validation, case studies, and enterprise onboarding
- Active discussions underway with major media organizations

B2B is the long-term revenue driver — we convert after proving value at the consumer level.

## Long-Term Vision

Become the **trusted verification layer** for organizations that need to evaluate information at scale.

From a single article to a **livestream, interview, broadcast, or call**, ClaimCrush helps teams verify information **faster and more reliably**.

# We Are Raising **\$350K** to Validate B2B Demand and Reach **\$20K+** MRR Within **18 Months**

## Deal Terms

**\$350,000**

Pre-Seed Round

**SAFE**

Instrument

**\$4M**

Valuation Cap

**18 Months**

Target Runway

## Key Milestones

- Convert pilot discussions into active newsroom and media pilots
- Secure the first cohort of **paying B2B customers**
- Validate enterprise workflows across media, research, and education
- Reach **\$20K+** MRR through B2B subscriptions and self-serve plans
- Establish repeatable customer acquisition and onboarding processes

## What Success Looks Like

ClaimCrush becomes the **trusted verification platform** for organizations that need to evaluate information at scale — with validated demand from **newsrooms, broadcasters, creator agencies, researchers, and educational institutions.**

# This Funding Provides 18 Months of Runway to Scale the Team and Product.



## Engineering — \$85,000 (24%)

- Scale infrastructure & AI agents
- Reduce latency & API costs
- Ensure B2B reliability



## Technical Lead — \$45,000 (13%)

- Frontend architecture
- Performance optimization
- Rapid feature development



## Growth & Marketing — \$90,000 (26%)

- Growth Marketer hire
- Creative & influencer partnerships
- Paid campaigns & analytics



## Design & UX — \$25,000 (7%)

- Onboarding redesign & audit
- App Store assets



## AI & Cloud Infrastructure — \$40,000 (11%)

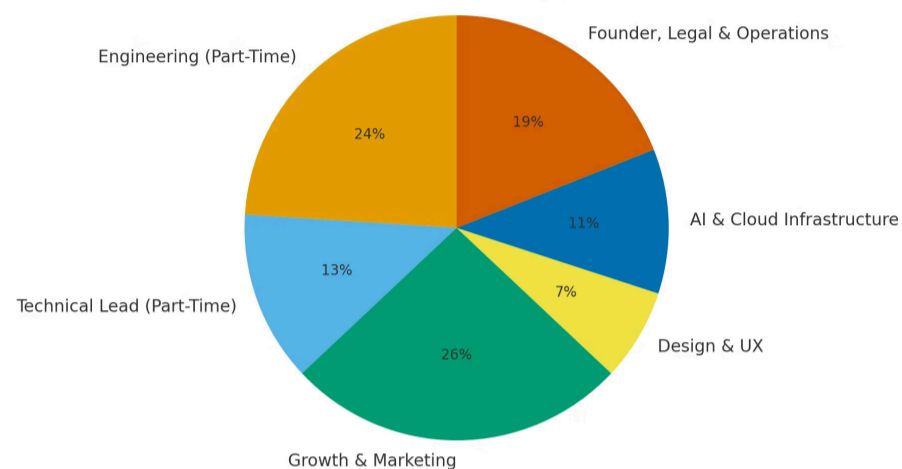
- LLM & AWS infrastructure
- Video, image & text processing
- Scales with MAU growth



## Founder (Full-Time), Legal & Operations — \$65,000 (19%)

- Founder runway
- Legal & compliance
- Accounting & operations

Use of Funds Breakdown



# Commercial Traction & Pilot Pipeline

## Current Usage

120+

### Registered Users

Small to large content creators  
and researchers

25–30%

### 3-Month Retention

3

### Creators with 100K+ followers

Using ClaimCrush

## Why Pilots Matter

A successful newsroom pilot validates:

- Real-world editorial workflow fit
- Time savings for researchers and producers
- Demand for evidence-based AI tools
- Expansion into larger enterprise contracts

## Near-Term Goal

Convert pilot programs into **annual B2B subscriptions** while continuing to grow **self-serve usage** across creators and researchers.

## Active Pilot Discussions

### Broadcast & News Media

- CNN executive evaluating newsroom use cases
- Keshet Media Group discussions underway

### Target Customers

News organizations •  
Digital publishers •  
Creator agencies •  
Research organizations •  
Educational institutions

# Market Opportunity: Tam/Sam /Som Analysis

\$205B

Total Addressable Market  
(TAM)

Global creator economy, trust & safety tools, content verification, and creator productivity platforms.

Valued at **\$205B in 2024, growing through 2030+**.

\$8-12B

Serviceable Addressable  
Market (SAM)

English-speaking creators, agencies, and media teams (U.S., Europe, Middle East) paying for:

- Creator SaaS & verification tools
- Content analysis platforms
- Brand safety software

\$15-30M

Serviceable Obtainable Market  
(SOM)

3-5 year revenue target (~1-2% market penetration)

**B2C subscriptions:**

~600K users × 5% conversion × \$18 ARPU  
→ **~\$6-7M ARR**

**B2B media & agency contracts:**

~650 contracts × \$1,200-\$1,400 MRR →  
**~\$8-11M ARR**

# The Team



Daniel Tushman —  
Founder & CEO

- Full-time **Full-Stack Engineer at 18** at a U.S.-based startup
- **CTO** — solo-built the entire production application in **6–8 months**
- **Deep background** in economics, philosophy, and politics.
- **Authored an academic paper** in analytical ethics **that received praise from a well-known economist and philosopher**



Rahul Dandamudi –  
Advisor

- Software Engineering **Leader at Meta** (AI / Infra)
- Supporting **AI product strategy and technical direction**
- Deep experience in **AI developer infrastructure and large-scale systems**



Neil Benedict – Leading  
B2B sales

- **Startup and enterprise sales operator** focused on partnerships and growth
- Experience in **outbound GTM, business development, and lead generation**
- Helped support **scalable growth initiatives** for early-stage companies

# Business Model

1

## Starter — **\$15/month**

- 250 credits
- Up to 2-minute videos
- Text, image, and video verification
- Livestream verification
- Call and interview analysis
- Source-backed verdicts

2

## Pro — **\$20/month**

- 400 credits
- Up to 5-minute videos
- Priority processing

3

## Enterprise

Designed for: Newsrooms, Broadcasters, Research organizations, Educational institutions

- Higher usage limits
- Admin controls
- API access
- Priority support
- Custom onboarding

Typical contract value: **\$1,200–\$1,400+ MRR**

## Professional Team — Starting at **\$299–\$499/month**

- Multi-user access
- Shared verification workspace
- Team reporting & collaboration tools
- Custom usage limits

## Why Customers Pay

ClaimCrush helps organizations:

- **Reduce** manual research time
- **Verify** claims faster
- **Minimize** factual errors
- **Scale** fact-checking across large volumes of content
- **Build** trust with audiences

Even saving a newsroom a few hours per week can justify the subscription cost.



# Join Us In Fighting Misinformation

ClaimCrush is building the future of truth verification—combining AI sophistication with human-centered design. With \$350K, we'll scale to 20–30K MAU and \$20K+ MRR in 18 months, positioning for a strong Seed round.

Let's crush false claims together.

Contact: [daniel@claimcrush.com](mailto:daniel@claimcrush.com)