

A picture can tell a
thousand lies.



Media needs citizen contributions.

Global cost of fake news is \$78 Billion – and increasing exponentially

Fact checking requires time

0,5 – 48 hours for proper fact checking

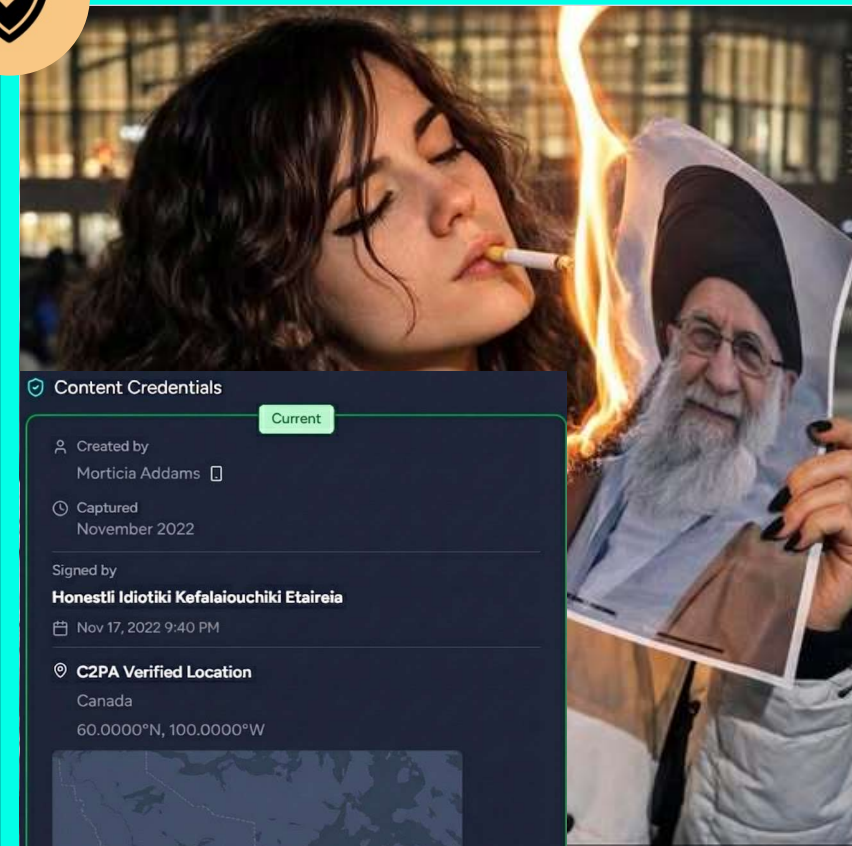
News rooms have less than 5 minutes




Fact-checking visual content in seconds.

Metadata is key to handling content safely and securely.

With Honestli's **platform** and **app**, content is captured, stamped and locked using c2pa and blockchain, ensuring immutability, transparency, universal approval and adoption.




Content Credentials Current


Created by
Morticia Addams 

Captured
November 2022

Signed by
Honestli Idiotiki Kefalaiouchiki Etaireia
Nov 17, 2022 9:40 PM

C2PA Verified Location
Canada
60.0000°N, 100.0000°W





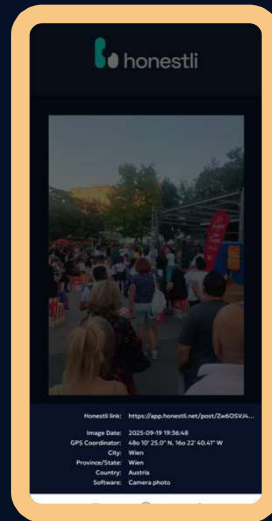
HOW IT WORKS

We beat the lack of credibility and the clock.



Upload

Creators upload to our portal and receive a link that tracks authenticity.



Secure

Origin, location and time are stamped and locked using c2pa & blockchain.



Verify

Altered metadata or images are detected and not accepted onto the platform.



Share

Simple 2-tap step allows sharing on social media through our app in seconds.

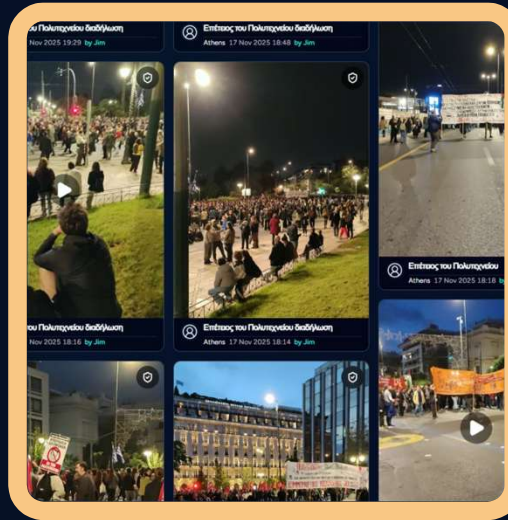


FEATURES FOR JOURNALISTS



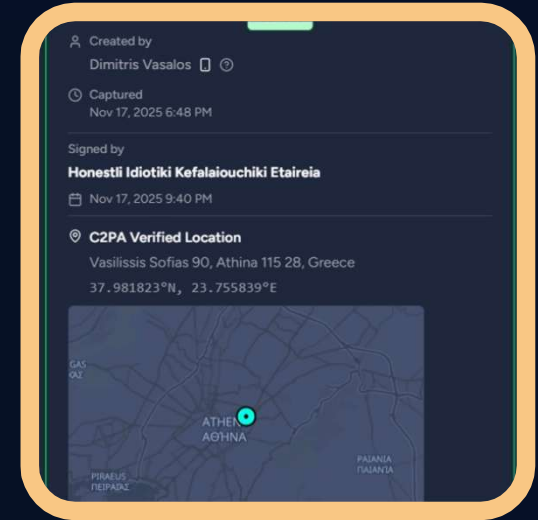
Heatmap

Displays the availability of citizen-uploaded content in real time.



Library

Images are searchable by place, time, description, or hashtags.



Security

All metadata is visible to guarantee no modification or AI generation.



BUSINESS MODEL

€0

Citizens

Free app
Incentives to use

€50
/Month

Journalists

Monthly Subscription
Expected cost

€1000+
/Month

News agencies

Monthly Subscription
Expected cost



MARKET SIZE AND TRENDS

US\$ 151Bn

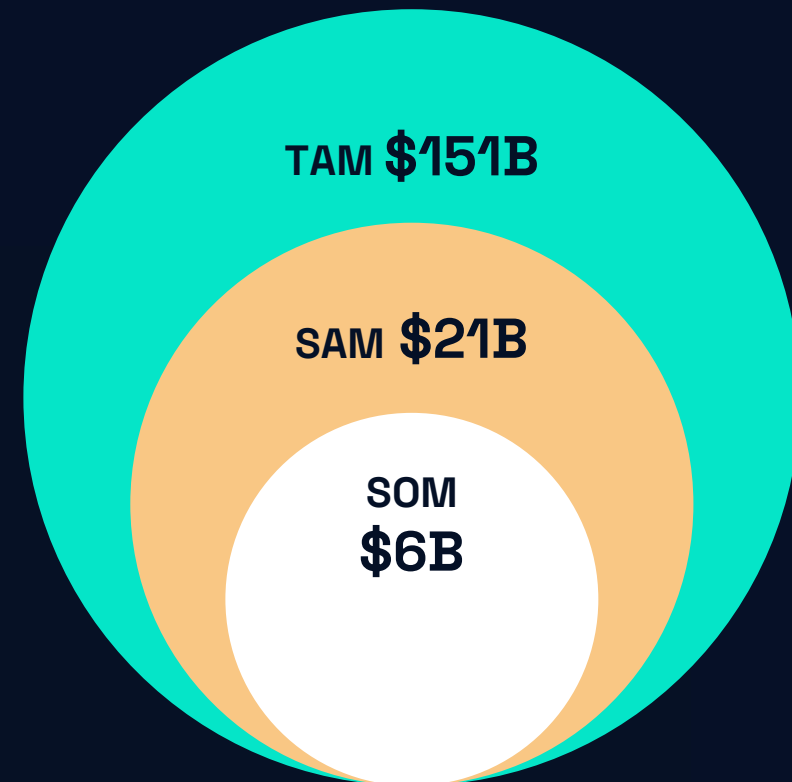
Worldwide News industry market

US\$ 21Bn

News apps and tech solutions

US\$ 6Bn

European news apps and tech solutions



<https://www.statista.com/outlook/amo/media/newspapers-magazines/worldwide>

<https://www.statista.com/outlook/amo/app/worldwide>

<https://www.statista.com/outlook/amo/media/newspapers-magazines/europe>

COMPETITION



	honestli	Numbers	inkan	ProofMode	REUTERS
Blockchain	✓	✓	✓	✓	✓
For Media outlets	✓				✓
Crowdsourcing	✓	✓	✓	✓	
For Journalists	✓				✓
C2PA Compliant	✓	✓		✓	✓
NFTs	✓	✓	✓		
Citizens + Journalists	✓				



FOUNDING TEAM



Thomas Bountouridis
CEO
Serial Entrepreneur



Markos Vasalos
CTO
Senior Software Engineer



Andreas Koidis
Blockchain Lead
Merklebaum



Aris Avgoustis
Frontend Developer
Software Engineer



Theo Paraskevopoulos
Product Advisor
GrowCreate



Anthology Ventures
Founding Partner
Venture Studio



FINANCIAL PROJECTIONS

REVENUE

€5.5M

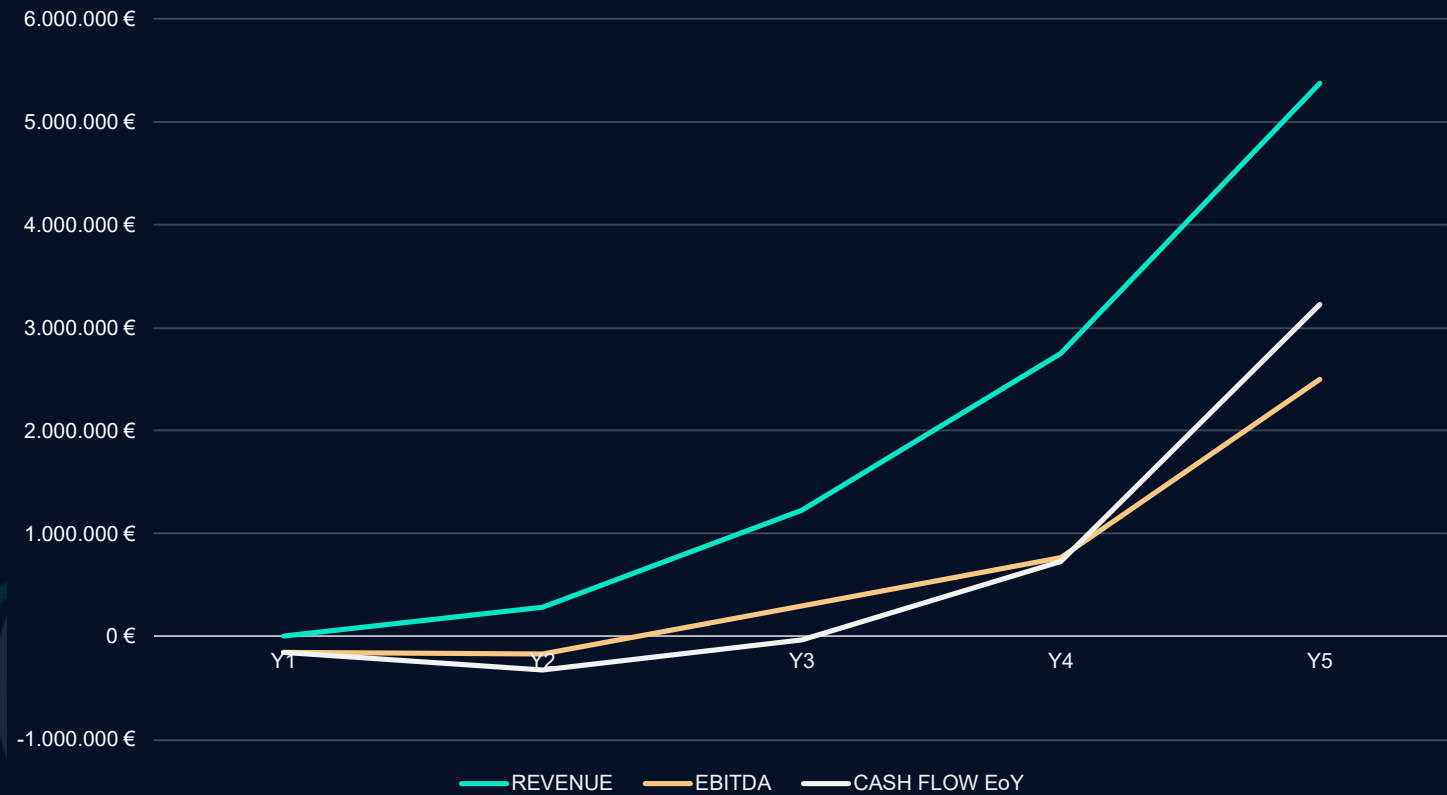
JOURNALISTS

70K

APP USERS

1M

5-year Financial Projections



INVESTMENT

CURRENT ROUND

€500k

€3mil valuation

Objectives

1-year free pilot and MVP Optimization
100 media outlets / 2000 Journalists

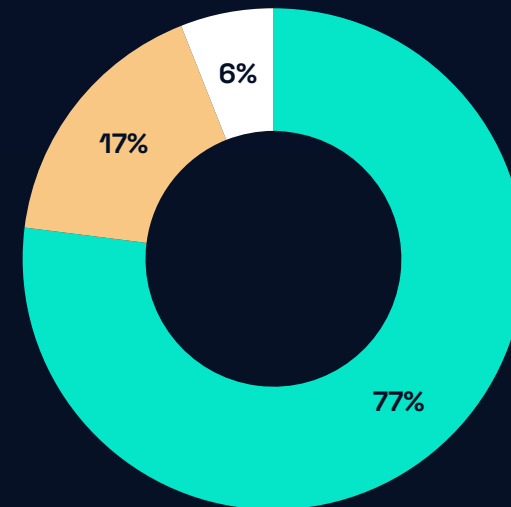
Follow-on round

Q1 2027

Objectives

Web 3.0 features, advanced tools
implementation, new markets.

USE OF FUNDS



■ Product development ■ Marketing ■ Operations



ACHIEVEMENTS

MVP

Signed LOIs (Greece-
Bulgaria - Cyprus)

★ Winner ★
John and Mary
Pappajohn by ACT

EngolveXL 2025

★ Finalist ★
Innovation In Politics
Awards 2025

StartSmart SEE 2025
by MIT

Raised 70k by Angels

Impact investing fund
interested

★ Finalist ★

Top 18 Globally
World Summit Awards
2025

Grants by google

AMCC Testbed

They said about us

“Blockchain +
cryptography
to solve
a REAL problem.
BRILLIANT”

MATEJ GUTMAN
CEO, AionEye



“If you manage to
prove you can do
that, no journalist will
want to be left out of
this platform”

Dimitris Hortargias
President of Union of Editors
Thessaly Greece



“It is so important for
us that I will ask my
viewers to only send
me content through
it”

Hercules Tzaridis
Local Media Owner



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Visit: <https://honestli.net>