PROBLEM

Trust in online media is at an all-time low. Bots, trolls and low-quality comments are obstructing media platforms to maintain a high-quality engagement with readers and have even forced publishers to either close their comment sections or spend a significant budget on moderation costs to filter the comment bombardments by bots and trolls.

SOLUTION

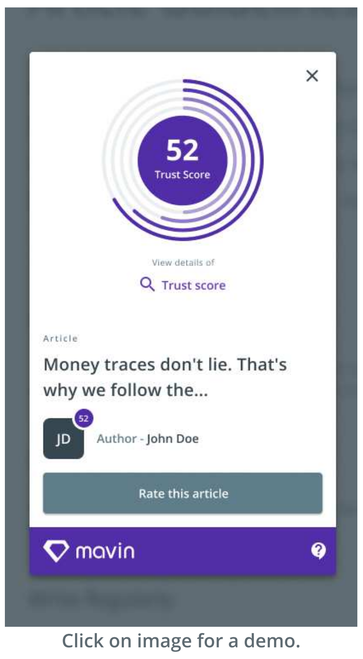
Mavin is a self-moderating commenting tool that uses AI and crowd-sourced ratings to supply publishers with real-time insights dashboards on how their articles, themes, authors and ultimately their overall publication are being perceived by its audience. Mavin's ecosystem of earned reputation, tokenization and KYC process will stop bots and trolls from polluting the platform any longer. It also facilitates a higher quality engagement and it will reduce moderation costs by 75%.

HOW DOES IT WORK?

A Mavin Trust Score icon with every article via the publisher widget, the browser plugin, the app or the Mavin Search engine.

Users can instantly recognise whether they can trust an article (our AI filters articles on 9 open source parameters) and they can leave a rating on 4 parameters. Only after a rating a comment may be posted, ensuring better comments.

Your individual reputation defines your influence in the overall Trust score and the ranking of your comment under the article.



Click on image for a demo.

Q4 2020

Pilot Follow the Money + Mavin insights dashboards + Commenting tool integration + Pilot Datafloq.com + MavinSearch engine + Mavin browser plugin relaunch

Q1 2021

Pilot BDU and UA-magazine.com. Private smart contracts/Mavin personal data wallets + Mavin Reputation Token + Mavin blockchain (Polkadot)

Q2 2021

Launch Mavin App for iOS and Android, including personalised feed and recommendation engine

Q3 2021

Mavin feed - Mavin Foundation - MVN token

BUSINESS PRINCIPLES

- Consumers can use Mavin's app, browser plugin or search engine free of charge
- Publishers are being charged a pay per use model: €5 per 10.000 API calls, with first 100.000
- API calls per month free of charge. A large publisher with 100 million page views p/m would pay €7500 p/m.

TRACTION

4 browser plugins operational, 300+ users, 1 search engine (with XXX users and XXX queries), four pilots (FTM.nl and Datafloq.com lanched and BDU and UA-maginze coming), three accelerators, and €90K in grants from the Dutch government.

PUBLISHER'S BENEFITS

- 24/7 access to an extensive and real-time insights dashboard, tailored to their needs
- Higher and more qualitative engagement = more traffic = more revenue
- All articles, comments, ratings and comments are time-stamped, secured and stored on chain
- No more bots or trolls polluting your platform

OUR USP

We take into consideration a user's reputation and relevant expertise to determine the level of influence and to hold them accountable, even if they choose to publish anonymously to protect themselves. We call this anonymous accountability, protecting freedom of speech while storing their reputation immutably.

THE FOUNDERS

CEO

Dr Mark van Rijmenam

PhD, keynote speaker and author of 3 boooks on big data, blockchain and AI

CMO

Patrick Joore

Marketing, design and advertising executive with 25+ years experience

CTO

Thomas Modeneis

15+ years of experience as a core developer of a.o Ethereum

CDO

George Visniuc

Senior Data Engineer, Machine learning and AI expert

OUR COMPETITORS

FACTMATA · Coral BY VOXMEDIA · NewsGuard · our.news

mavin
Content. Integrity. Movement.

The Ask

€500K, which can be jointly financed by one or more investors.

We offer a convertible note, with terms negotiable.