

Spider Network Verification System

AI + Community Verification That Turns Raw Citizen Reports Into Priced, Trusted Information

\$500K

Raising — Idea / Pre-Seed

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Five Global Shifts Make This The Right Moment

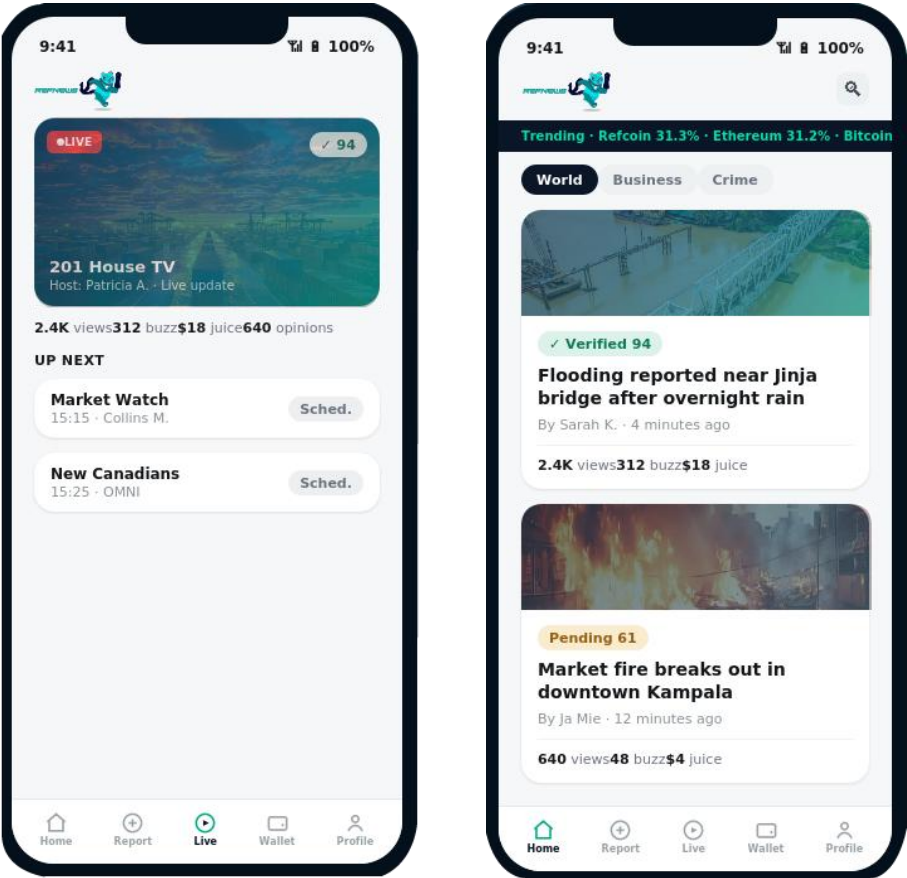
Shift	Opportunity
AI-Generated Misinformation	Deep fakes and synthetic media now require dedicated verification infrastructure. <i>Global Fact-Checking AI Market: \$1.2B → \$7.4B by 2034</i>
Creator Economy Explosion	Millions of creators need fairer, more direct monetization systems.
Declining Institutional Trust	People increasingly trust peer networks over traditional gatekeepers.
Smartphone Penetration	6B+ mobile users globally — a newsroom in every pocket.
Verifiable Reward Models	Contribution can now be tracked and rewarded transparently at scale.

"Identity has infrastructure.

Payments have infrastructure.

Trust does not — yet."

Every Day, Billions Consume News They Can't Verify

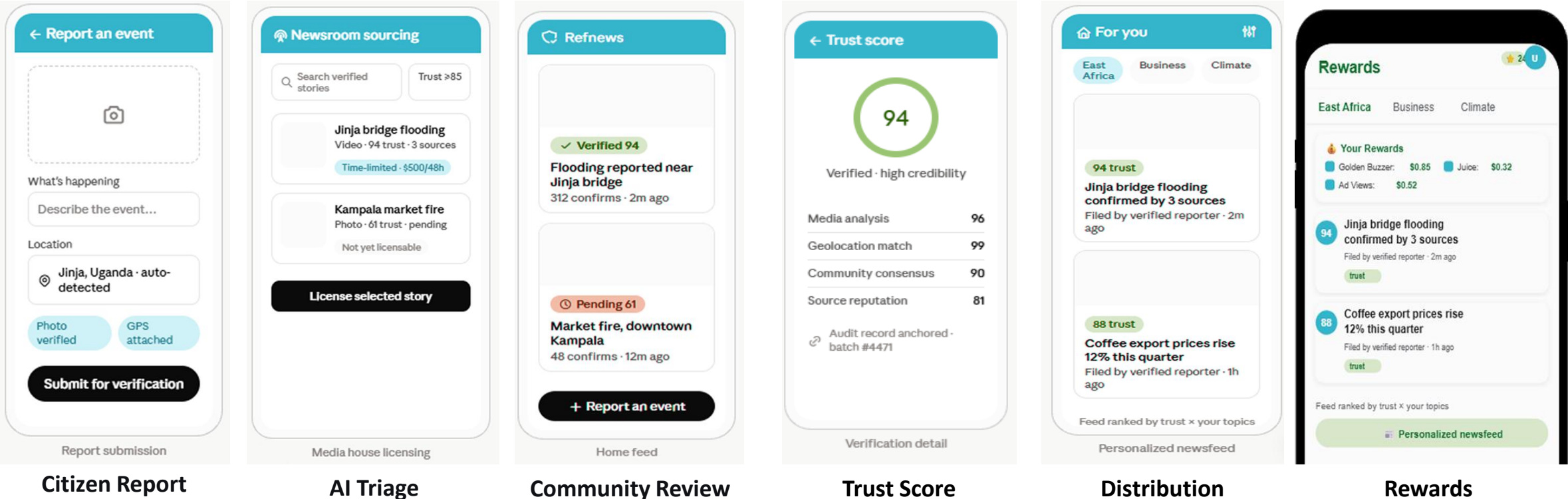


- Billions consume news through social platforms optimized for engagement, not accuracy.
- Traditional media has lost public trust, and its reporters can't be everywhere.
- Citizen journalists create valuable content but receive little reward for it.

STAKEHOLDER TABLE		
CITIZENS	JOURNALISTS & CREATORS	MEDIA COMPANIES & ADVERTISERS
Cannot easily verify what's true	Poor monetization for real reporting	Rising content-acquisition costs
Information overload	No portable reputation	Unsafe, low-credibility environments

The world needs a reliable information marketplace — one where credibility is measured, not assumed.

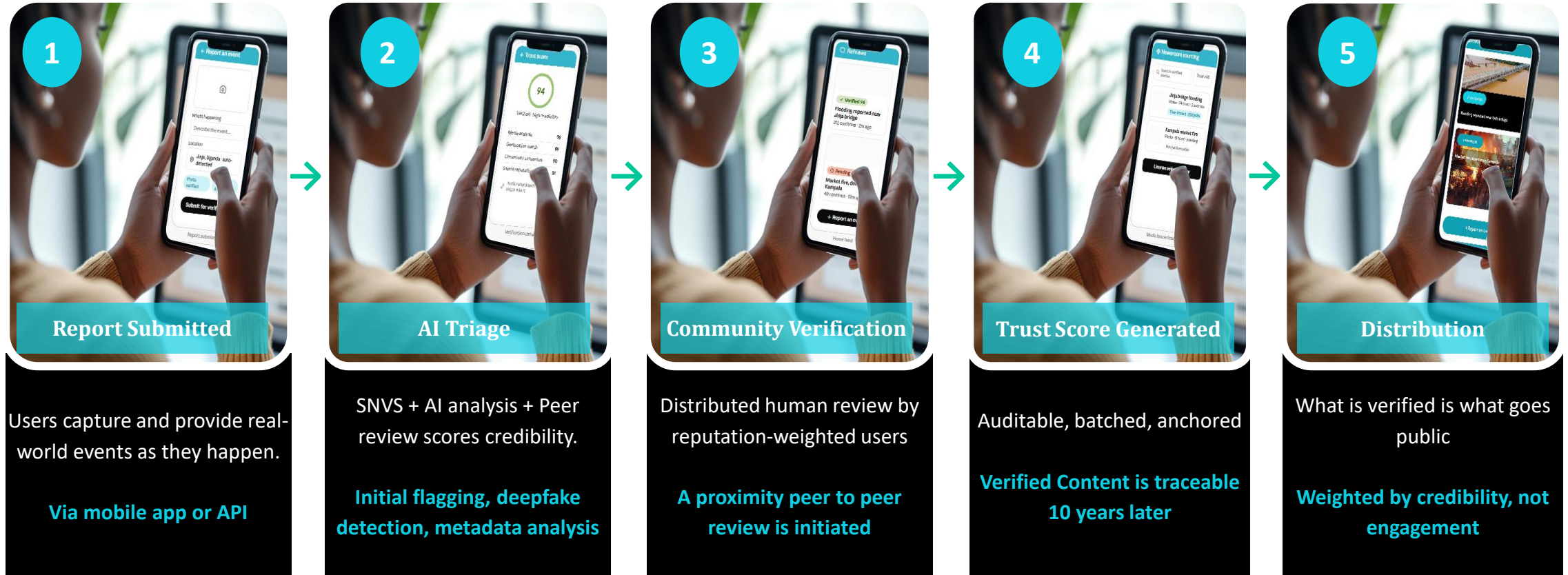
Report. Verify. Distribute. Earn.



Verification happens BEFORE economic amplification, not after.

Refnews converts ordinary citizens into a global, incentive-aligned reporting network.

The SNVS Verification Pipeline



- Every score is auditable — any verification can be independently checked later
- Reputation compounds — costly to fake, hard to replicate
- Model-agnostic — as better detection models emerge, SNVS upgrades without changing the pipeline

A \$33.6B+ TAM — We're Capturing the High-Trust Segment

TAM (Total Addressable Market): \$33.6B+

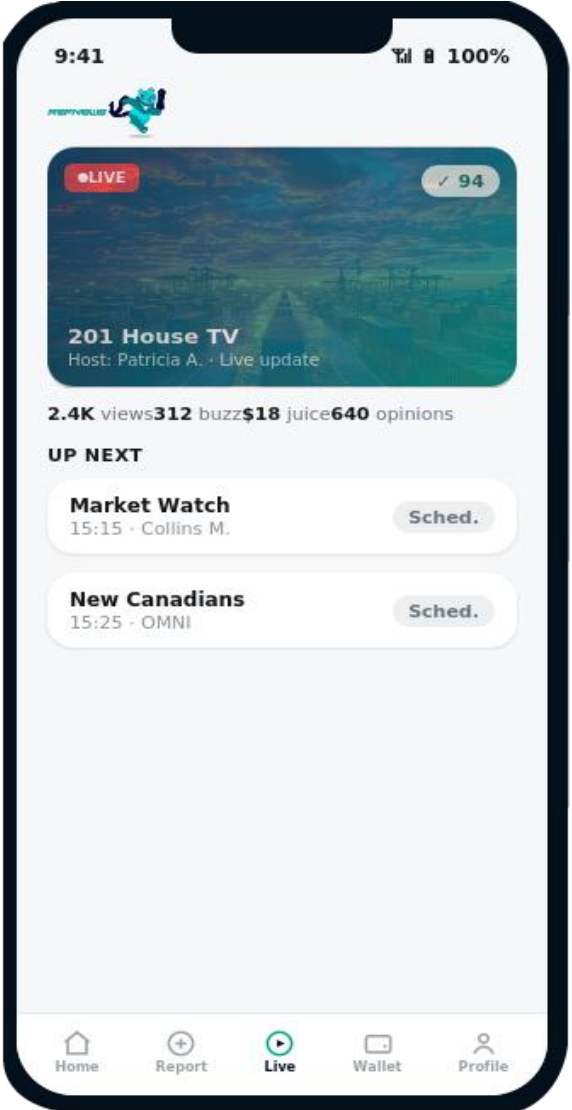
Market	Size	Source
Hyperlocal News Platforms	\$4.8B (2025) → \$22.4B (2032)	Statistics MRC
Fact-Checking AI Market	\$1.2B (2025) → \$7.4B (2034)	MarketIntel
Content Detection Market	\$16.9B (2024) → \$54.3B (2032)	Data Bridge
Total TAM	~\$33.6B+	

SAM (Serviceable Addressable Market): \$4.5B

→ U.S. digital advertising + media verification spend

SOM (Serviceable Obtainable Market): \$150M (Year 4)

- → 75M users × \$3.55 ARPU × 55-60% capture = ~\$150M
- → 3.3% of SAM — conservative, credible, bottom-up



- "B2B companies typically target 5-15% of SAM.
- At 3.3%, we are grounded and conservatively ambitious."

We Monetize Trust Across Four Revenue Lines

Revenue Pipeline



Trust Advertising Network

Advertisers pay for placement in verification-safe environments.



Daily/event campaigns, geo-targeting, brand safety



Verification Subscriptions

Individuals \$25/mo ·
Institutions \$300/mo ·
Media organizations \$900/mo



Dashboards, analytics, workflow integration



Engagement Tools

30% platform fee on boost purchases



Peer-to-peer reward and promotion features



Content Auctions

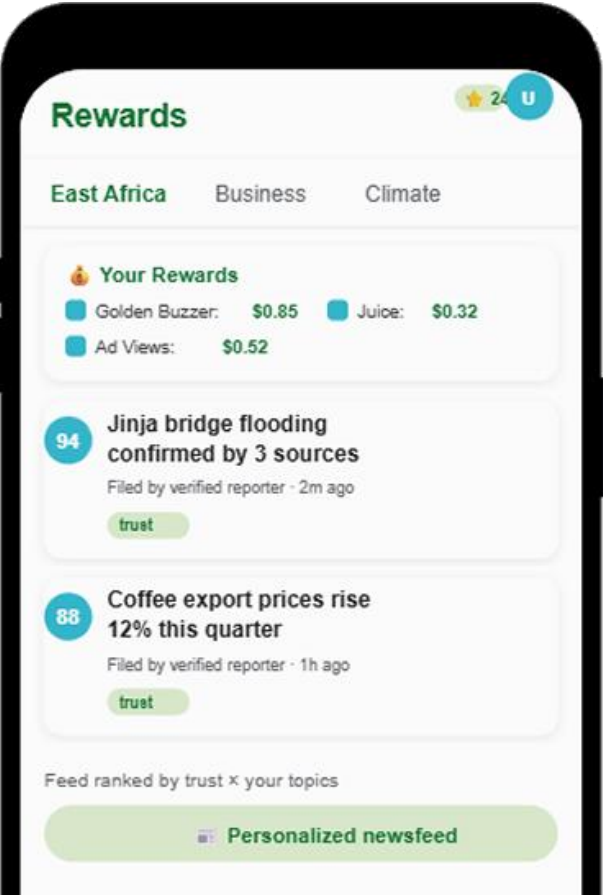
Exclusive/non-exclusive licensing of verified content



Variable pricing

"We don't sell engagement. We sell trust."

Every Verified User Generates Compounding Revenue



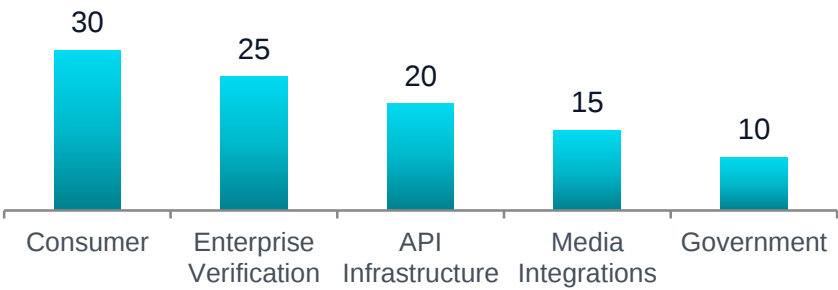
Revenue Per User (ARPU):

Revenue source	Annual ARPU
Advertising	\$1.80
Premium subscription	\$0.80
Engagement tools	\$0.55
Juicer / peer rewards	\$0.20
Content sales/auctions	\$5.00
Total consumer ARPU	≈ \$3.55/yr

Customer Acquisition Cost (CAC):

Channel	CAC
Referral program	\$0.50
Creator communities	\$0.60
Organic/PR	\$0.33
TOTAL CAC	\$0.89

Long-Run Revenue Mix (Year 5+ target, %)



Enterprise ARPU is materially higher: institutions ≈ \$3,600/yr, media organizations ≈ \$10,800/yr, government contracts \$50K–500K+/yr — these customers carry the long-term margin.

Every Existing Platform Optimizes Engagement — We Optimize Trust

**VERIFICATION-FIRST
ARCHITECTURE**

Information is evaluated before it becomes economically amplified, not after.

**REPUTATION-BASED
CREDIBILITY**

Contributors build persistent trust histories, unlike anonymous engagement metrics.

**POST-VERIFICATION
GOVERNANCE**

SNVS’s dedicated algorithm handles stories that fail or wrongly pass verification, preserving auditability.

Platform	Core objective
Facebook	Engagement
X	Real-time conversation
TikTok	Discovery
Reddit	Community discussion
Traditional media	Editorial publishing
Refnews	Verified trust, before amplification

ECONOMIC ALIGNMENT

Truthful contribution is rewarded; misinformation is structurally disadvantaged.

We Launch in the U.S., Where Demand Is Highest Today

Acquisition channels



100% Product-led growth. Creator-powered. Partner-backed. Earned-media driven.\$0 paid acquisition Ads.

Model	How It Works
Ad Inventory	All ads run through the Refnews platform (just like X/Twitter)
Ad Distribution	Refnews distributes these ads to other media entities (news sites, partner platforms, etc.)
Revenue Model	Refnews becomes an ad network — selling verified, brand-safe ad inventory across multiple media properties
Value Proposition	Advertisers pay a premium for trust-verified environments — ads appear alongside verified content, not misinformation

Independent Ads Infrastructure

Refnews is not using ad acquisition. Instead, we’re operating our own ads mechanism and infrastructure in-house we call the Refnews Trust Advertisement Network (RTAN).

Our Path From MVP to Global Trust Infrastructure

2026

Foundation

- Mobile app development
- Spider verification engine
- Reputation graph & basic reward economy

2027

Network Scale

- 5M users · verification hubs
- Institutional dashboards & trust analytics
- API beta program

2028

Infrastructure Layer

- 50M users · enterprise integrations
- Government verification partnerships
- Global trust graph deployment

2030 Vision

Refnews becomes a universal trust layer capable of validating information across media, commerce, civic communication, and AI-generated content ecosystems.

Conservative & Optimistic Cases — Both Grounded in Bottom-Up Math

Conservative Case (Year 4):

Metric	Value
Users	25M
ARPU	\$3.55
Gross potential	\$88.75M
Realized capture	55%
REVENUE	~\$49M

Key assumptions

- U.S.-first launch, creator-led acquisition, viral trust sharing
- 2–4% consumer conversion to premium tools
- CAC via referrals & community: \$0.89/user
- LTV:CAC = 20:1
- Enterprise/API/government revenue is UPSIDE ON TOP

Target Case (Year 4):

Number of Users	75M
REVENUE	~\$150M

Year 4 math Target Case

75M users × \$3.55 ARPU ≈ \$266M gross potential; at 55–60% realized capture ≈ \$150M.
Enterprise revenue is additional upside

Demand Is Validated — Now We Build to Meet It

Pre-product, pre-revenue — but demand is real.

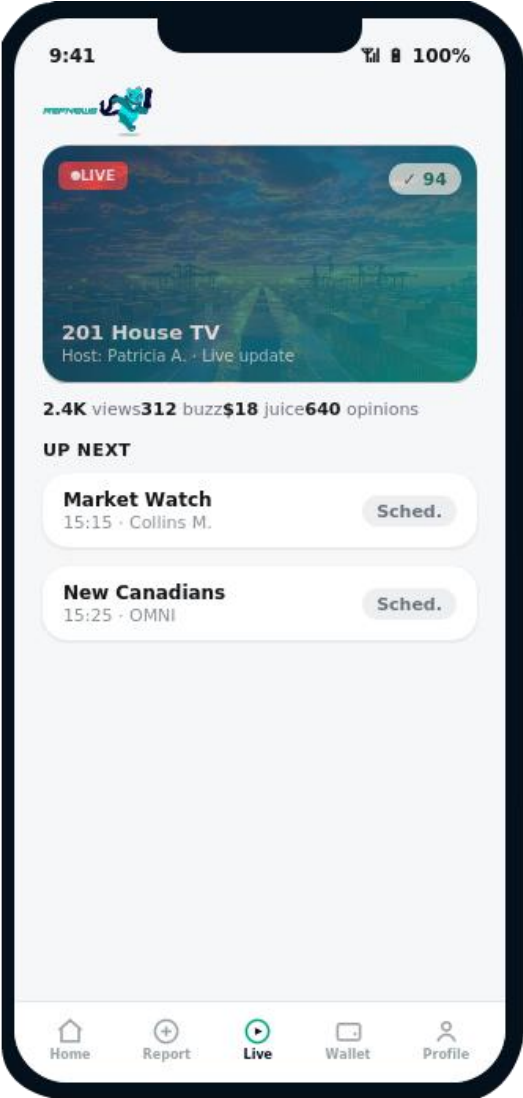
Validation in Progress:

BENCHMARK INITIATIVE	CURRENT STAGE	PIPELINE ACHIEVEMENT PROGRESS	EVIDENCE OF TRACTION / NEXT STEP
LOIs (Media, Universities, NGOs)	Active negotiations; proposals delivered	3 out of 5 signed expressions of Interest Acquired.	Formal follow-ups scheduled; high-interest discovery calls completed.
API Pilot Partnerships	Pre-launch technical onboarding	6 out of 10 media companies approached ready to test API when ready.	Integration docs shared; sandbox access being provisioned to early adopters.
Expert Endorsements	Introductory & value-proposition discussions	3 out of 5 journalists, fact-checkers, executives approached and on board for procedural consultancy.	Warm introductions made; draft testimonial requests pending review.
Waitlist Acquisition	Soft-launch marketing campaigns	120 out of 500+ media entities are verified initial signups when system is ready	Proof of Concept and Benefits and targeted acquisition ads driving daily registrations.
Advisory Board	Shortlisting & vetting phase	2 out of 3 credible industry advisors	Confidential term sheets drafted; final interviews underway.

Early Market Validation!

" We are actively engaging media organizations, institutions, journalists, and media executives to secure Letters of Intent (LOIs) from prospective pilot partners. These commitments will demonstrate validated demand and readiness to adopt Refnews upon launch.

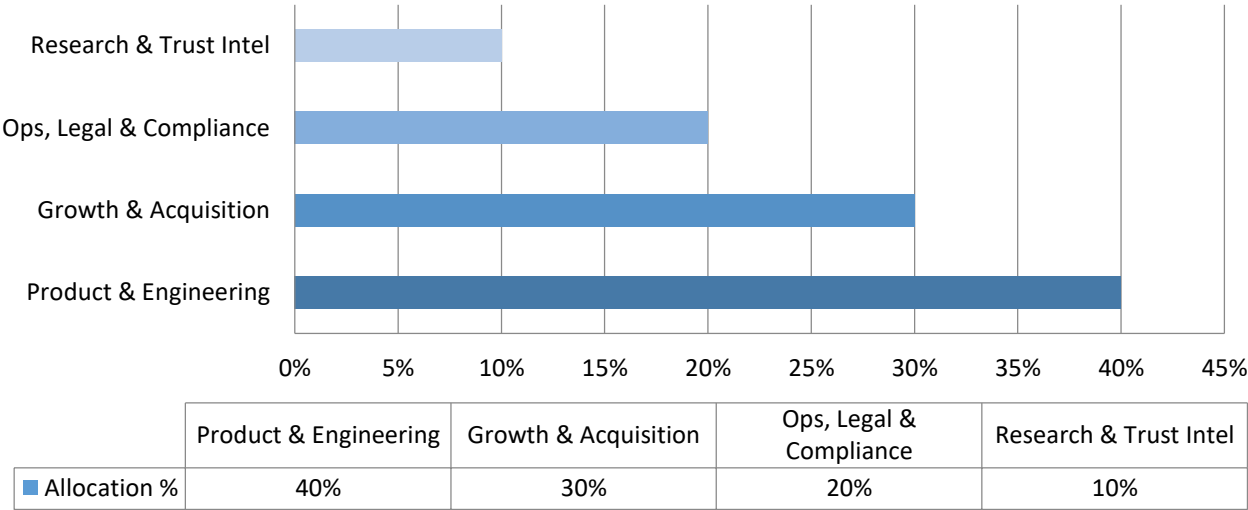
\$500K Pre-Seed — Every Dollar Maps to a Milestone



Funding Allocation

- 40% of the pre-seed funding will be facilitate product development and engineering which covers the core platform, Ai Verification, reputation graph, and governance.
- 30% will be used to facilitate growth and acquisition journalists, universities, creators, verification communities.
- 20% will cover Operations, Legal and Compliance to address regulatory readiness, corporate governance issues, and security
- 10% will cover Research and Trust Intelligence development to establish authoritative AI authenticity, deepfakes analysis and detection, as well as cross-platform analytics.

Funding Allocation Chart



Built by a Team That Spans Engineering, AI, and Business



Joseph Enock Muliki

Founder, CEO & Product Visionary

joenockm@refnews.co

- Founder of Refnews & SNVS
- Product Vision, Strategy, Fundraising
- 14+ years in business leadership
- Commercial strategy, GTM execution & strategic partnerships
- Business, Technology & Risk Management background
- BBA Finance | Diploma in CS & IT



Musodiq Olamide Aderibigbe

Technical Co-Founder

olamiadebridge@refnews.co

- ML Engineer — Japan Government & World Bank trained
- Full-Stack Engineer — .NET, C#, Python, Node.js, TypeScript, React, Next.js
- Built: EMR system, recommendation engines, prediction models, NLP chatbots
- Architectures: Onion, DDD, CQRS, Clean Architecture
- Certifications: FullStack (.NET) | ML (Japan) | AI & ML (World Bank)

“I am the creator of Refnews!

Achieved after identifying the
global trust crisis in digital
information, combining business
leadership with technology to
build a scalable trust
infrastructure.”

Joseph Enock -
Founder/CEO/Product Visionary

CLOSING

Identity Has Infrastructure. Payments Have Infrastructure. Trust Does Not — Yet.

Refnews exists to close that gap. → Verify information. Preserve transparency. Reward credibility. Scale trust globally. → **We are building the universal trust layer for the internet.**

Stakeholders Who Need This

Media Companies | Advertisers | Governments | Citizens | Creators | AI Companies

Join us in building the infrastructure that lets humanity know what's real.