TruthEngine®

The world's first solution to the $150 billion fake review problem

25 August 2022

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The Problem: Fake Reviews

Last year, $3.8 trillion of global e-commerce spend was influenced by **unverified** online reviews [1]

In some sectors, up to 2/3rds of these reviews were fake [2]

This cost consumers $152 billion [1]

The fake review problem is **pervasive** and **growing exponentially**

[1] World Economic Forum: Fake online reviews cost $152 billion
[2] Invespro, Forum: The Importance of Online Reviews

The Problem: Effect on Consumers

Review fakery is endemic, sophisticated and widespread [1, 2, 3]

Awareness of the problem is increasing

There are **no standards** and **no global trustmark**

Consumers have no way to know **which reviews are fake**

[1] Which?: Facebook, Google and Trustpilot fail to filter out fake reviews
[2] Which?: Top-rated Amazon headphones boosted by 'fake reviews' for toys, mugs and umbrellas
[3] Which?: How fake reviews help boost businesses on Facebook

The Problem: Impact on Businesses

Faking reviews has become a commercial imperative

Businesses **have** to fake their reviews to keep up

They fake **reluctantly** and 75% want this to change [1]

Genuine businesses don't enjoy a level playing field

[1] ImpactSense study, commissioned by TruthEngine in 2021, available on request

The Problem: Governments

Governments worldwide know there is a problem

Legislation is currently passing through both UK and EU parliaments [1, 2]

Businesses caught faking reviews will be liable for substantial fines [3]

Regulators **currently have no tools** to detect fake reviews

[1] Reuters: EU lawmakers pass landmark tech rules, but enforcement a worry
[2] The Guardian: UK to make fake reviews illegal and tackle 'subscription traps'
[3] BBC: Fake reviews to be illegal under new rules

The Solution: TruthEngine®

TruthEngine® is a fully-functioning A.I. system that detects fake reviews

It allows **businesses** to prove their reviews are accurate and legitimate

It shows **consumers** which reviews and which businesses they can trust

It allows **governments** to successfully regulate the space

TruthEngine® Business Model

We charge businesses to **authenticate their reviews**

These businesses display a **prominent TrustMark**

Loyalty, trust and sales are **higher** for these businesses

The likelihood of regulatory scrutiny and fines is **lower**

Independent Review Authentication

These reviews have been **independently audited**. Shop here **with confidence!**

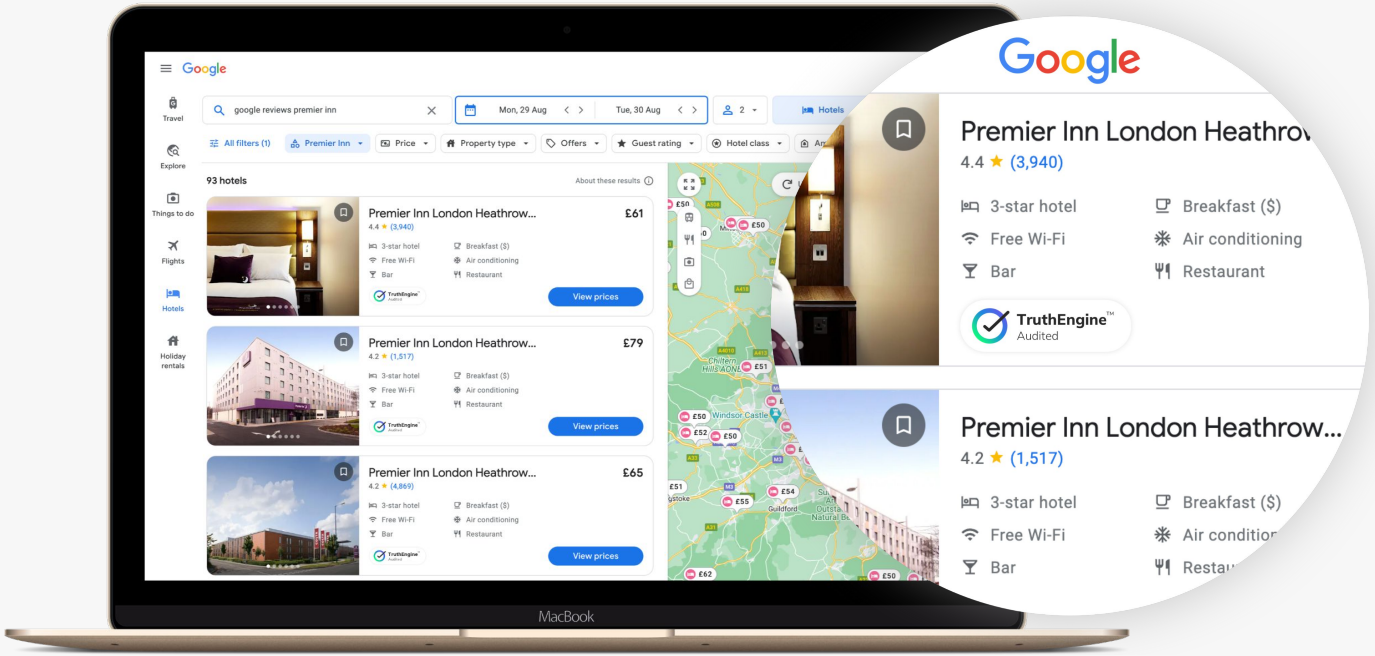
TruthEngine™
Audited

TruthEngine™
Audited

TrustMark | Review Authentication for Businesses

Artist's Impression | Brand-Level Review Authentication in use by Premier Inn

TrustMark | Authentication for Platforms



Artist's Impression | Platform-Level Review Authentication in use by Google

Path to Adoption

Increase Awareness	Early Adopters	Early Majority	Laggards
1 Press Dramatically increase awareness of review fakery via our app, the press & advertising	**2 Awareness** Seed the TruthEngine Trustmark to early adopters with high ESG credentials	**3 Adoption** Growing adoption, awareness and laws make review fakery deeply unacceptable	**4 Ubiquity** Businesses whose reviews aren't TE authenticated become rapidly disadvantaged

The Team

Proven expertise across the board

Proven CEO

+25 years' digital experience and 4 exits: Swiftkey to Microsoft, CPDcast to Informa, Search Works to Tradedoubler & Overture to Yahoo!.

High-performing Team

High-performing and cohesive London-based tech team with deep domain expertise.

Working together for +10 years.

Extensive Network

Enviable access to a broad set of industry contacts, investors and government departments.

In-House Capabilities

Extensive and proven in-house software engineering, A.I., big data and machine learning expertise.

Raise

We’re looking for £6 million of new equity to:

- Increase our sector coverage
- Grow our Business Development & Sales functions
- Scale infrastructure to meet global demand
- Expand into the USA

Be Part of a Seismic Shift

Fake reviews are a **substantial and unaddressed** worldwide problem

We've built a **fully operational system** that's analysed **millions of reviews**

It successfully **detects fake reviews on Amazon**, Trustpilot, TripAdvisor & Google

We have a **proven team**, a **scalable algorithm** and a **profitable business model**

TruthEngine®

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Appendix I

Review fakery explained

What is Review Fakery?

Review Fakery (n.) Any action taken by a business to artificially increase the rating of their business or negatively affect the rating of a competitor.

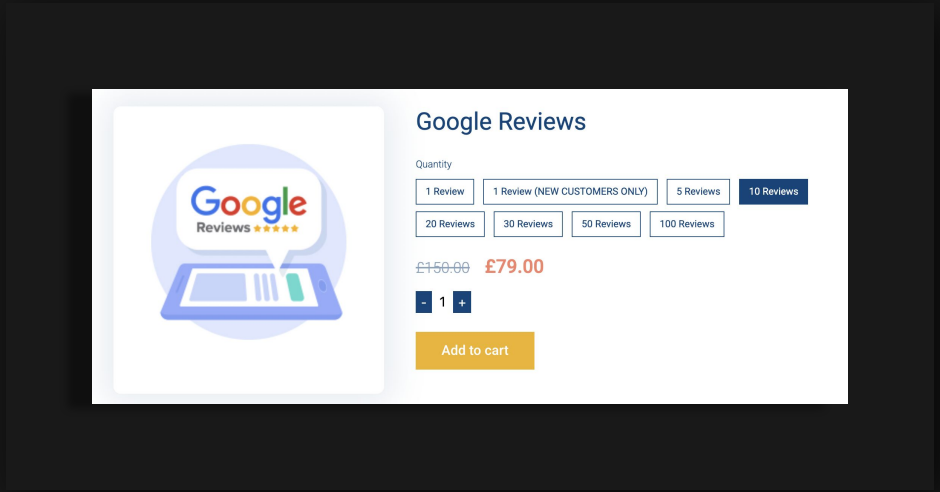
Types of Review Fakery

The five classes of review fakery:

- Direct manipulation
- Incentivised reviews
- Switched reviews
- Review ‘gating’
- Review ‘flagging’

Direct Manipulation

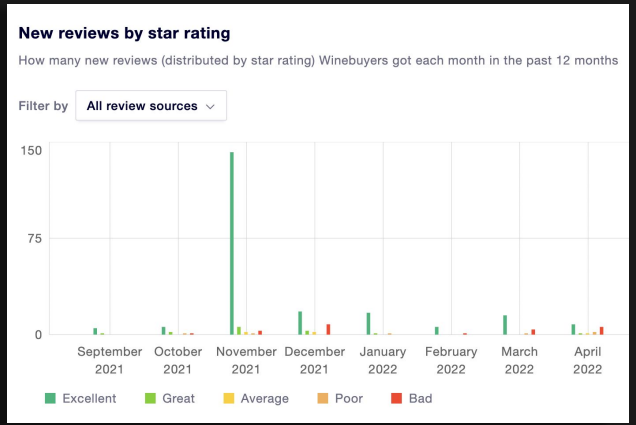
Bulk purchase of reviews through fake review brokers or by instructing friends, family or staff to post fake reviews directly.



You can bulk purchase online reviews, like this package from “Gold Star Marketing”

Incentivised Reviews

Businesses asking customers to leave a positive review in return for a discount or an upgrade or employees being strongly incentivised to push customers for reviews in return for cash bonuses or perks.



A massive spike of positive reviews

In November, if you left a positive review you got a free crate of wine.

Switched Reviews

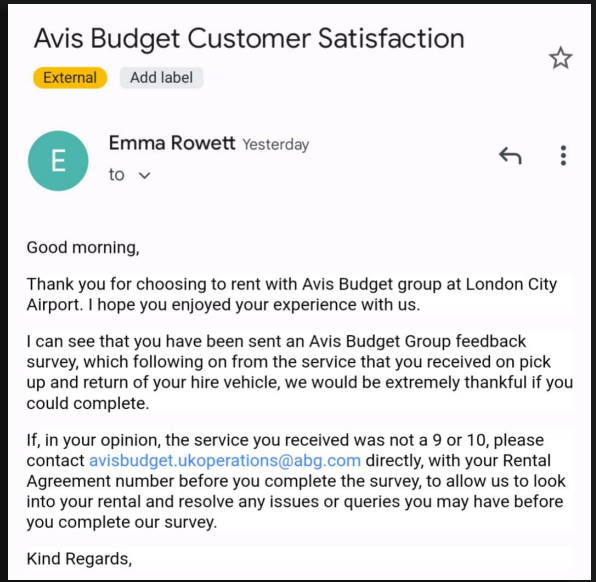
Changing the listing of a product or service whilst keeping its previous reviews

Reviews for a culinary torch switched for an iPhone charger listing

Review ‘Gating’

Businesses asking for reviews from customers they know to be satisfied.

This introduces sampling bias to their review data, improving their score.

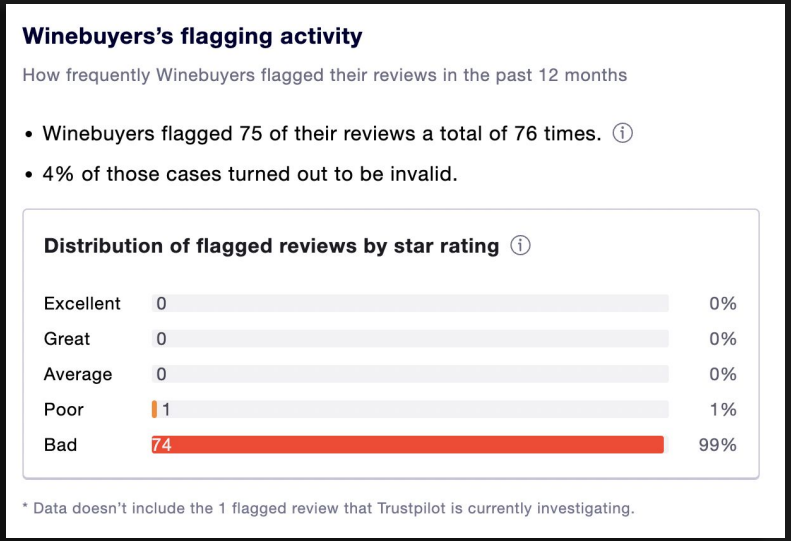


Review ‘Flagging’

Several leading review platforms allow businesses to ‘flag’ specific reviews.

Businesses exploit this loophole to have some or all of their negative reviews removed.

Only the positive reviews remain which inflates the score and customers get misled.



Flagged and removed reviews

To see a demonstration of the TruthEngine or
to find out more, please get in touch.