



Block Rocking Beats

A Trust Infrastructure
for the Future of Media

Trust in Digital Media is Collapsing

- **Deepfake detection gap**
1 in 4 people fail to detect deepfakes
- **\$1T piracy crisis**
Counterfeiting & digital piracy cost global economy hundreds of billions
- **Verification void**
No real-time authenticity tools



No simple, scalable verification exists.

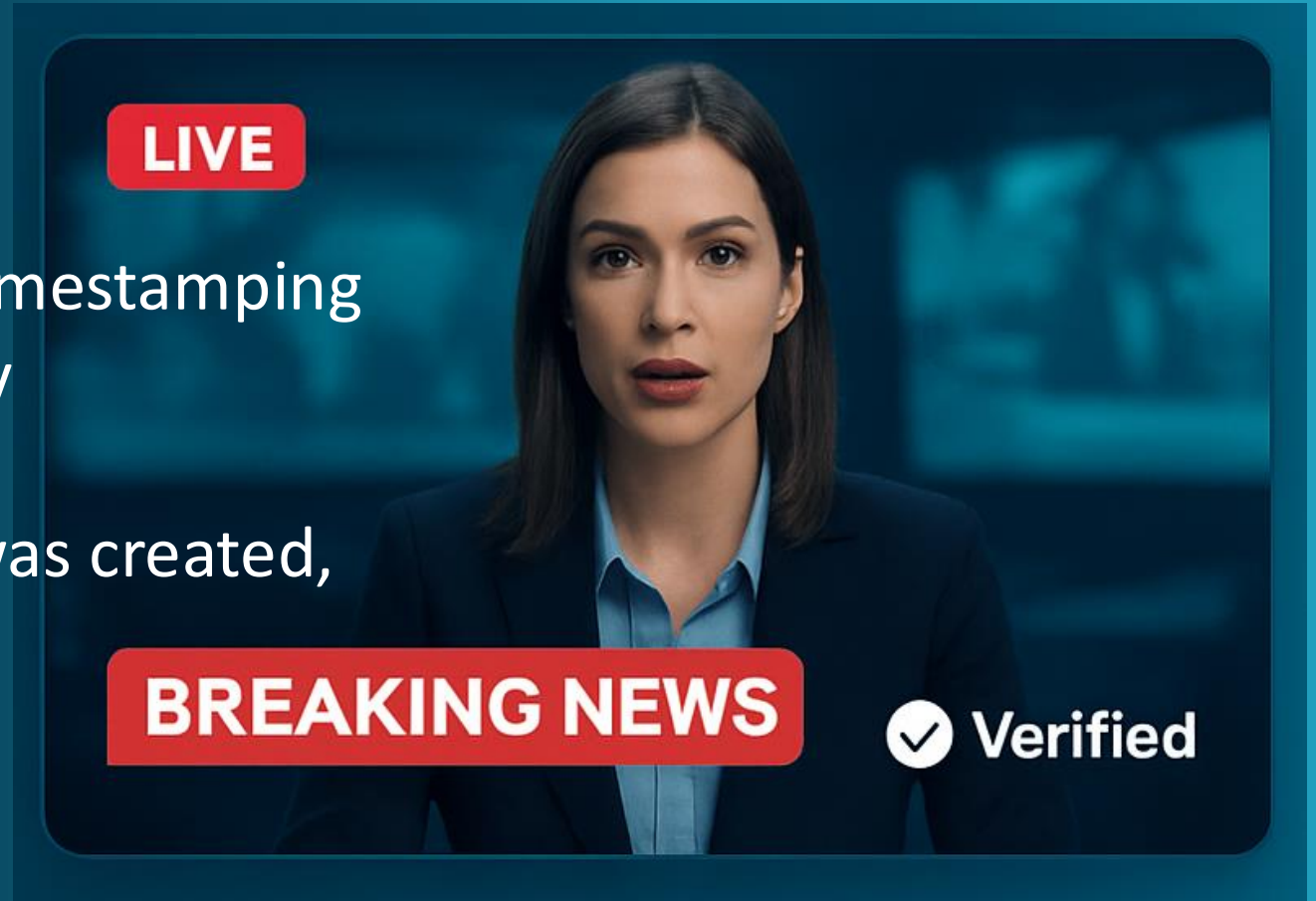


Truth at the speed of breaking news.

Stage 1 — Verify

Real-time watermarking and timestamping
for instant content authenticity

→ Prove what's real, when it was created,
and by whom



Truth at the speed of breaking news.

Built for:

Newsrooms and journalists

Publishers, broadcasters, and platforms.



A global market demanding trust

Digital content is exploding

- 500M+ new images, videos, and posts created every day
- \$500B+ creator economy by 2027 (Source: Goldman Sachs / Stripe)
- AI-generated content growing 10 x faster than human content

More content = more confusion, risk, and need for trust

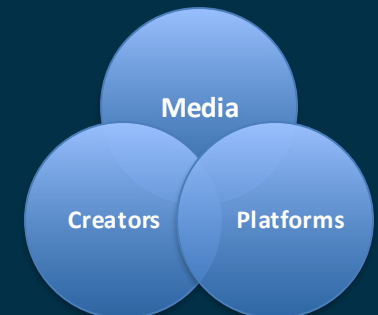
No real-time trust layer

- Platforms lack built-in authenticity verification
- Media companies face legal / reputation risks from fakes
- Creators can't track or control reuse

The infrastructure gap is wide open

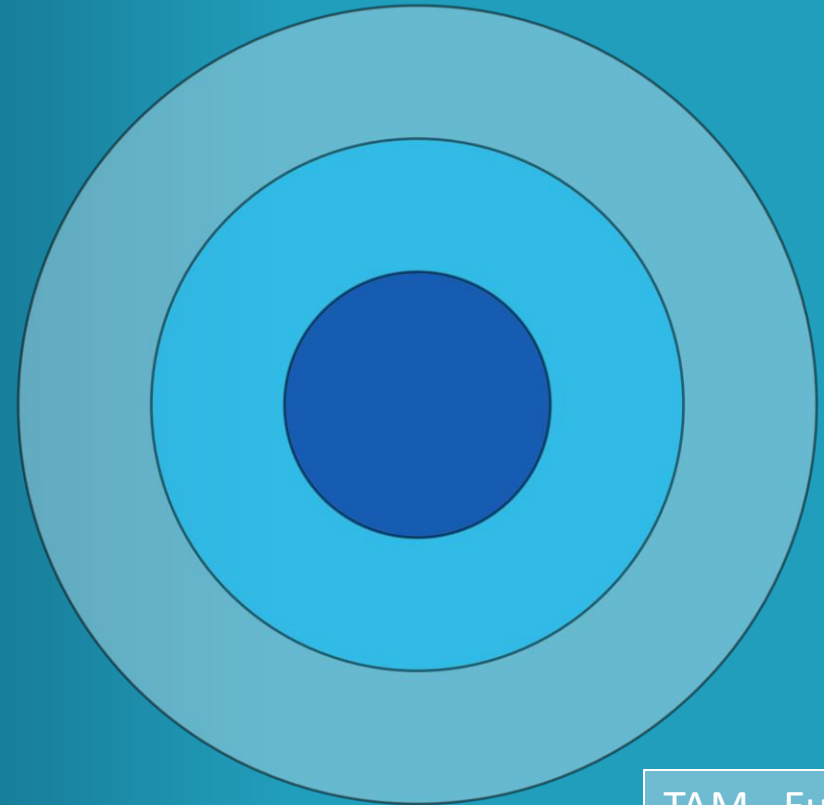
Target markets

- Media & broadcasters
ZDF, BBC, AP
- Publishers, broadcasters, and platforms



A global market demanding trust

- Total creator economy in Europe
~\$100B by 2027.
- Germany's share ~\$30B.
- Serviceable Obtainable Market
~ €200–300M market
(estimated 1% of German market)



TAM - Europe

SAM - GER

SOM - BRB

Our Business Model: Trust That Pays

Phase 1 - SaaS Verification Platform

- B2B subscription model for media companies, platforms, and public sector
- Tiered pricing based on signing speed and volume of verified content
- Pilot-ready with breaking news use cases

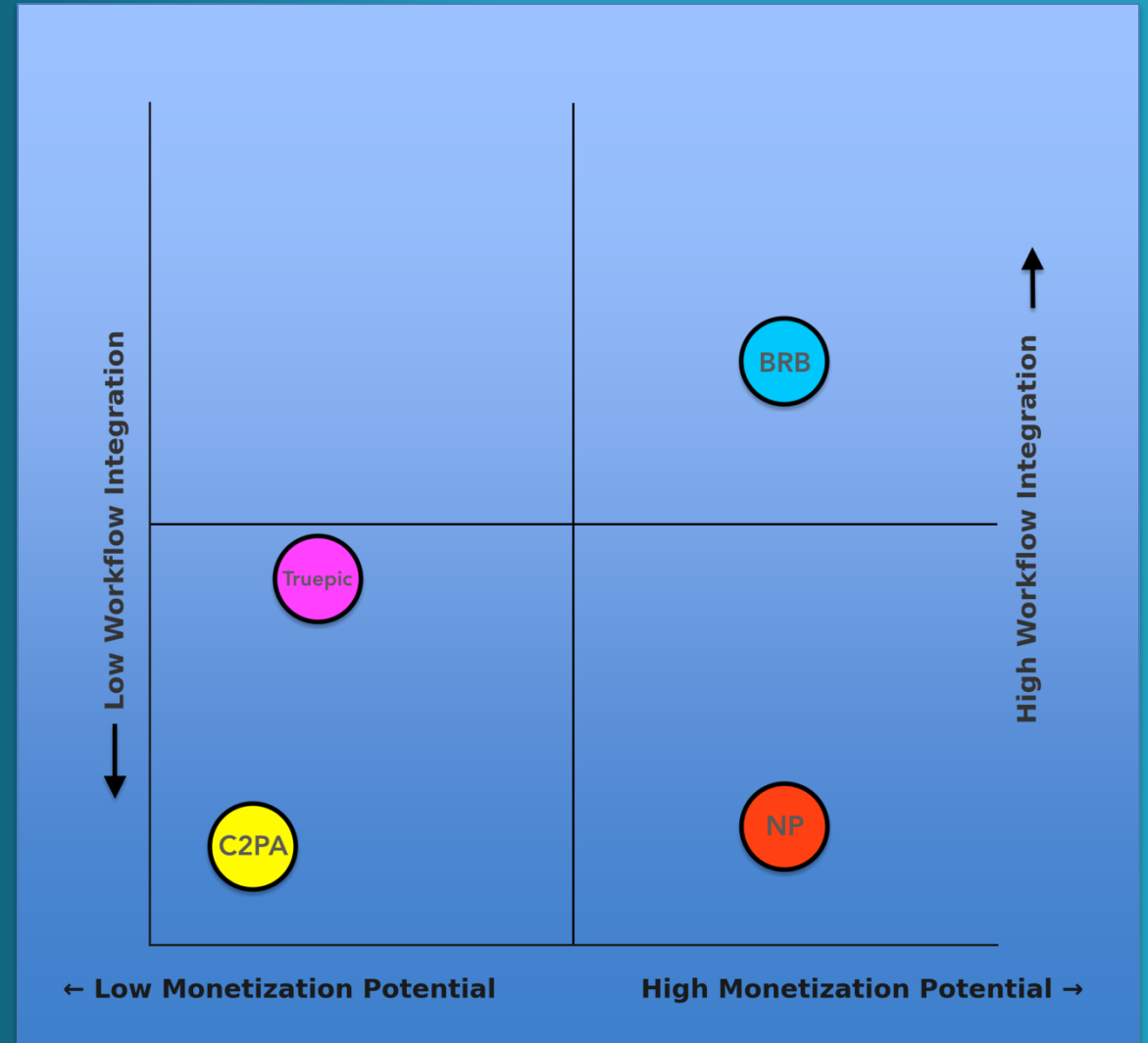
Future - Licensing & Monetization Engine

- Smart licensing fees
- Royalty tracking → transaction fees on payouts
- Platform integrations unlock high-volume, recurring revenue



Why We're Different

- Real-time verification — not after-the-fact
- Built on open, scalable infrastructure
- Multi-layer value: from authenticity to monetization
- Focused on creators + media, not just platforms
- Easy to integrate (via API or toolkits)



Go-to-Market: From Pilot to Platform

Phase 1 - Pilot Projects

- Newsrooms, broadcasters, public sector
- Real-time verification pilots to prove value
- Example: Maldita.es, CBC, IFRC

Phase 2 - Platform Integrations

- Launch API and SDK for platforms and tools
- Target social and content creation apps

Phase 3 - End-to-End Signing & Monetization

- Gain creator and platform adoption
- Verified content becomes the standard

Let's Build the Trust Layer

What We Want from Fraunhofer

- **Validation**
 - Test and refine our trust-hash and workflow approach against Fraunhofer's technical standards.
- **Collaboration**
 - Explore joint projects and pilots in newsroom and media environments, aligned with EU frameworks.
- **Network & Infrastructure Access**
 - Connect with Fraunhofer's partners, labs, and initiatives where trusted content infrastructure is urgently needed.

Roadmap: Building the Trust Layer

Now Q4/25
Build & Test

Q1/26 – Q2/26
Pilot Deployment

Q3/26
Traction & Seed Prep

- Build core MVP (real-time content verification)
- Internal testing + iterate on UX/API
- Engage pilot partners (newsrooms, public info)

- Launch first live pilot
- Collect data, feedback, refine trust layer
- Develop SDK/API for 3rd-party integration
- Secure first platform or licensing partner

- Grow usage with pilot customers
- Expand into creator tooling prototype
- Prepare for €1.5M Seed round (pitch deck, KPIs, leads)



In a future where anything can be faked...
trust becomes priceless.

Block Rocking Beats
Truth. Embedded.