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HEADFADE

AI-Presumed Video Hosting

"Can you tell the difference?"

HEADFADE INC. | PRE-SEED 2026

AI video is now indistinguishable from reality.

- Deepfakes manipulate elections, markets, and public trust.
- Existing detection tools are reactive, academic, and inaccessible to consumers.
- The average person has no way to verify what they're watching.

ALL video is AI-presumed guilty until proven human.

- **Gamified detection:** Users vote real vs AI on every video.
- **HeadFade AI analysis:** Google Video Intelligence + Vision AI + SynthID watermark detection.
- The world's first "AI-first" video platform — built for the post-trust era.

The tailwinds are massive.

- **Veo 3.1 (Google):** Photo-real video generation in seconds.
- **Sora, Runway, Kling:** Consumer AI video market exploding.
- **U.S. AI Transparency Act (2026):** Mandates AI content labeling.
- **EU AI Act:** Requires provenance tracking for synthetic media.
- HeadFade is the compliance layer the industry needs.

A \$22B intersection by 2030.

\$4.1B →

\$22B

AI Video Market (2026–2030)

\$12B

Content Moderation SaaS

\$8.5B

Media Verification

\$150B

Creator Economy

TikTok meets authenticity science.



Feed

TikTok-style vertical scroll



Voting

Swipe to vote Human or AI
— earn points



Authenticity Analysis

Frame-by-frame AI
analysis dashboard



Leaderboard

Competitive ranking for
best detectors



Creator Tools

Upload and monetize AI
video content

Built on Google Cloud AI.

Veo 3.1

Video generation pipeline

Video Intelligence API

Temporal analysis, object tracking

Vision AI

Frame classification, manipulation
detection

SynthID

Google watermark detection

Gemini 3.5 Flash

Content understanding & classification

Firebase + Cloud Run

Scalable serverless infrastructure

BUSINESS MODEL

Freemium + Enterprise SaaS.

FREE

\$0

Vote & browse (ad-supported)

CREATOR PRO

\$149/mo

Unlimited authenticity analysis

ENTERPRISE

\$20,000/mo

API access, bulk analysis

B2B LICENSE

Custom

White-label detection engine

85%+ gross margins – API costs minimal per analysis

Viral by design.

- 1 **Phase 1:** Seed content with Veo 3.1 videos (DONE — 12 videos live)
 - 2 **Phase 2:** Creator program — invite AI artists to publish
 - 3 **Phase 3:** Gamified challenges — "Can you beat the AI?"
 - 4 **Phase 4:** Enterprise partnerships — news orgs, social platforms
- **Viral loop:** Every vote = shared content = organic growth

COMPETITION

The only consumer + proactive player.

	CONSUMER	ENTERPRISE
REACTIVE	TikTok, YouTube No detection / basic labels	Deepware, Sensity AI B2B only, expensive
PROACTIVE	HEADFADE Gamified + Verified	<i>Empty</i> HeadFade Enterprise fills this

Five unfair advantages.

- 1 AI-Presumed Architecture — every video is guilty until proven human
- 2 Google AI Stack — Veo 3.1 + Video Intelligence + Vision AI + SynthID + Gemini
- 3 Gamification Moat — users train the model while having fun
- 4 Network Effects — more voters = better detection = more creators
- 5 Regulatory Tailwind — EU AI Act + US AI Transparency Act mandate this

FINANCIAL PROJECTIONS

Path to \$15M ARR.

Year 1

50K users · \$500K ARR

Year 2

500K users · \$4M ARR

Year 3

2M users · \$15M ARR

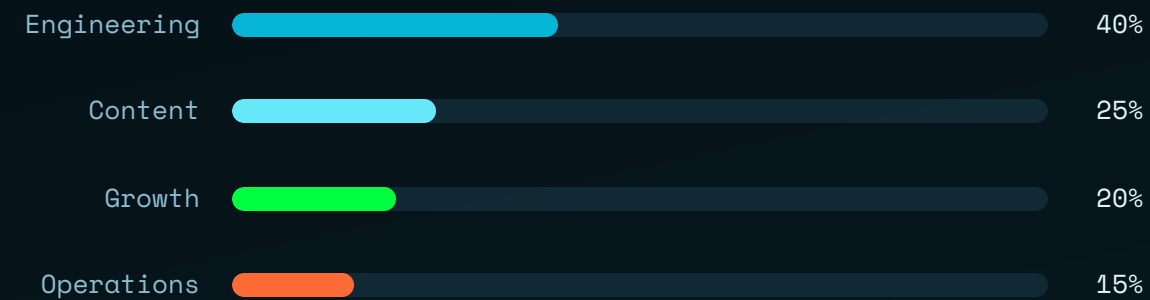
85% Gross Margins

Breakeven: Month 18

THE ASK

Pre-Seed: \$750K at \$8M cap.

USE OF FUNDS



First customers: Day 1 — platform is [LIVE at headfade.com](https://headfade.com)

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TEAM

The new standard of truth.



Erik L. Hancock, JD

Founder & CEO

HeadFade Inc.

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*"In a world where seeing is no longer believing,
HeadFade is the new standard of truth."*