



# checkstep

GROWING HEALTHY ONLINE COMMUNITIES

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## User-generated Content is Gold



**Social Strikes Back**  
User content drives revenue

**Need for a unified platform to structure, manage, and monetize user-generated content**

## But Managing User-Generated Content is Costly



### There're many problems

- Direct costs**
  - Human moderation
- Indirect costs**
  - Negatively affects users
  - Attacks on minorities
  - Businesses co-opted by bad actors
  - Existential crisis/deplatform



### And is getting worse

- Regulations**
  - Online Safety Bill
  - Digital Service Act
  - Section 230

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## AI-First Platform-as-a-Service to Manage User-Generated Content



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### Full Content Lifecycle

- Remove unwanted and promote good content
- Policy simulation
- Proactive detection
- Content review prioritization
- Configurable actions, including appeal



### Human In The Loop

- Designed for:
  - Community managers
  - Human curators
- Automatic filters learn from feedback



### Return On Investment

- Flags 80% of breaching content before it is seen
- Reduces moderation cost by 2x



### Compliance With Regulations

- Transparency, fairness and bias reporting
- Reason and explanations for each decision
- Updates, measurements and actions in one place

## Our Product



### Headless Workflow Management

- Integrates easily within any infrastructure
- Monitoring and queue management



### AI Services Marketplace

- The best of: Customer AI, Native Checkstep AI,
- 3rd-party AI Moderator safety features



### Policy Management

- Effective enforcement of T&C, explanations, appeal.
- Local regulations. Just pick the ones that apply.



## Online Harms Automation



### Healthy Conversations

- Hate speech
- Harassment and bullying
- Adult explicit content
- Custom models such as topics filters



### Protection Against Bad Actors

- Terrorist content
- Child pornography
- Spam and phishing
- Custom models such as fraud and webrisk classifiers



### Compliance

- Copyrights
- Personally Identifiable Information (PII)
- Region specific workflow such as German NetzDG

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## They Trust Checkstep

### Large UK Forum

- Enforcing T&C more effectively
- Curators spend more time on growth activities



### Global Streaming Platform

- 2M videos uploads per month
- Manage moderation workflows for 10 policy breaches



### Classified Ad Website

- Influential website for an expat community
- Filtering inappropriate classified ads



### Large European Forum

- 2M active users
- Filtering Hate-speech policy of all flagged content



### Wellbeing Platform

- Communities of women in a large Asian country
- 10K members, fast growing



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