

The image features a dark, textured background resembling the lunar surface, with various shades of grey and black. In the center, the word "moonshot" is written in a clean, white, lowercase sans-serif font. To the right of the text is a circular logo consisting of a dashed white line forming a circle, with a solid yellow dot positioned at the top right of the circle's circumference.

moonshot



The **Problem**

Online harms are spreading

Violent extremism, state sponsored disinformation, and public health infodemics are destabilising governments, killing thousands, and wreaking economic and ecological damage. Governments lack the technology to adequately respond, and the tech industry lacks the specialist subject-matter expertise.



The **Solution**



The **Solution**

Moonshot

is the first company of its kind to combine:

Specialist expertise on online harms

Custom-made technology

We've developed **technology to:**

Find

We find individuals and communities at-risk of terrorism online.

Understand

We analyse and process insights on these audiences to better understand their behaviours.

Intervene

We deliver services to disrupt these groups and change their paths.



The **Founders**



Our Founders



**Vidhya
Ramalingam**

Vidhya is one of the world's leading experts on terrorism. A pioneer in the sector, she has headlined SXSW and TED, and was featured last year by Fortune's Most Powerful Women. She regularly advises the FBI, Department of Defense, and has testified before the US Congress. She was appointed to establish and lead the EU's counter far-right terrorism programme launched by the EU Commissioner for Home Affairs. She has been a Fellow at the University of Oxford, and appointed an Obama Leader by the Obama Foundation.



**Ross
Frenett**

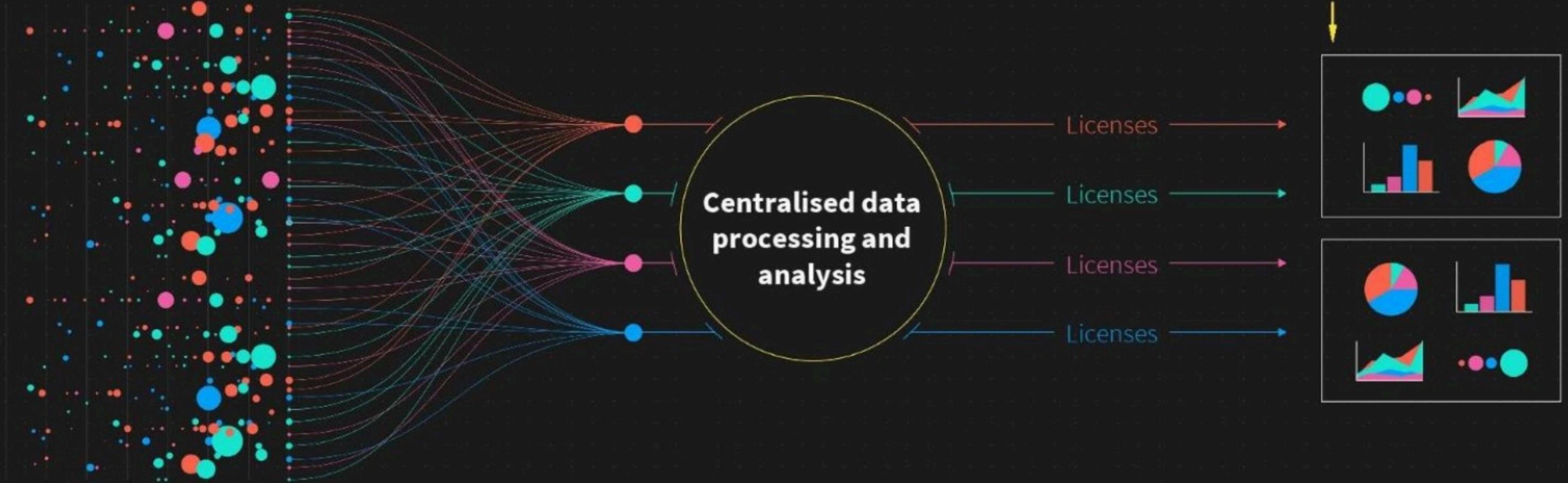
Ross has been a recognised leader of digital innovation in counter-terrorism for over a decade. Called on regularly to advise the CIA, the White House and the United Nations, he led the creation of the first open-source counter-terrorism methodology. With Google financing, he established the world's first global network of former terrorists. He is a former member of the Irish Defence Forces and the Technology Consulting practice at Deloitte.



Business **Model**



Hidden data from the darkest corners of the internet





Success

We have secured a diverse client base for our product line in Counter-Terrorism.

FACEBOOK

Google

 Jigsaw


Ministry
of Defence


Foreign &
Commonwealth
Office

 Home Office



 Auswärtiges Amt


Australian Government
Department of Home Affairs


Australian Government
Department of Foreign Affairs and Trade


VICTORIA
State
Government


الائتلاف العالمي
GLOBAL COALITION

 United
Nations

 Public Safety
Canada



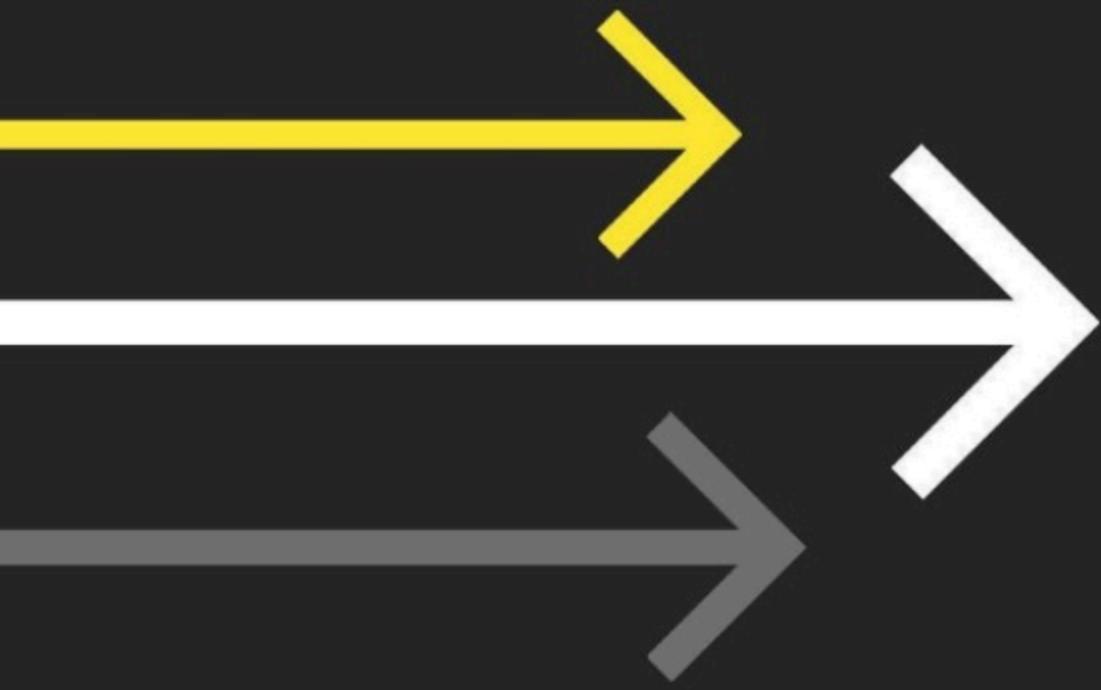
What's next

We'll leverage our existing product to develop new products in markets where there is a demand for our services. We have proof of concept in these three markets.

Organised crime

Disinformation

Private security services



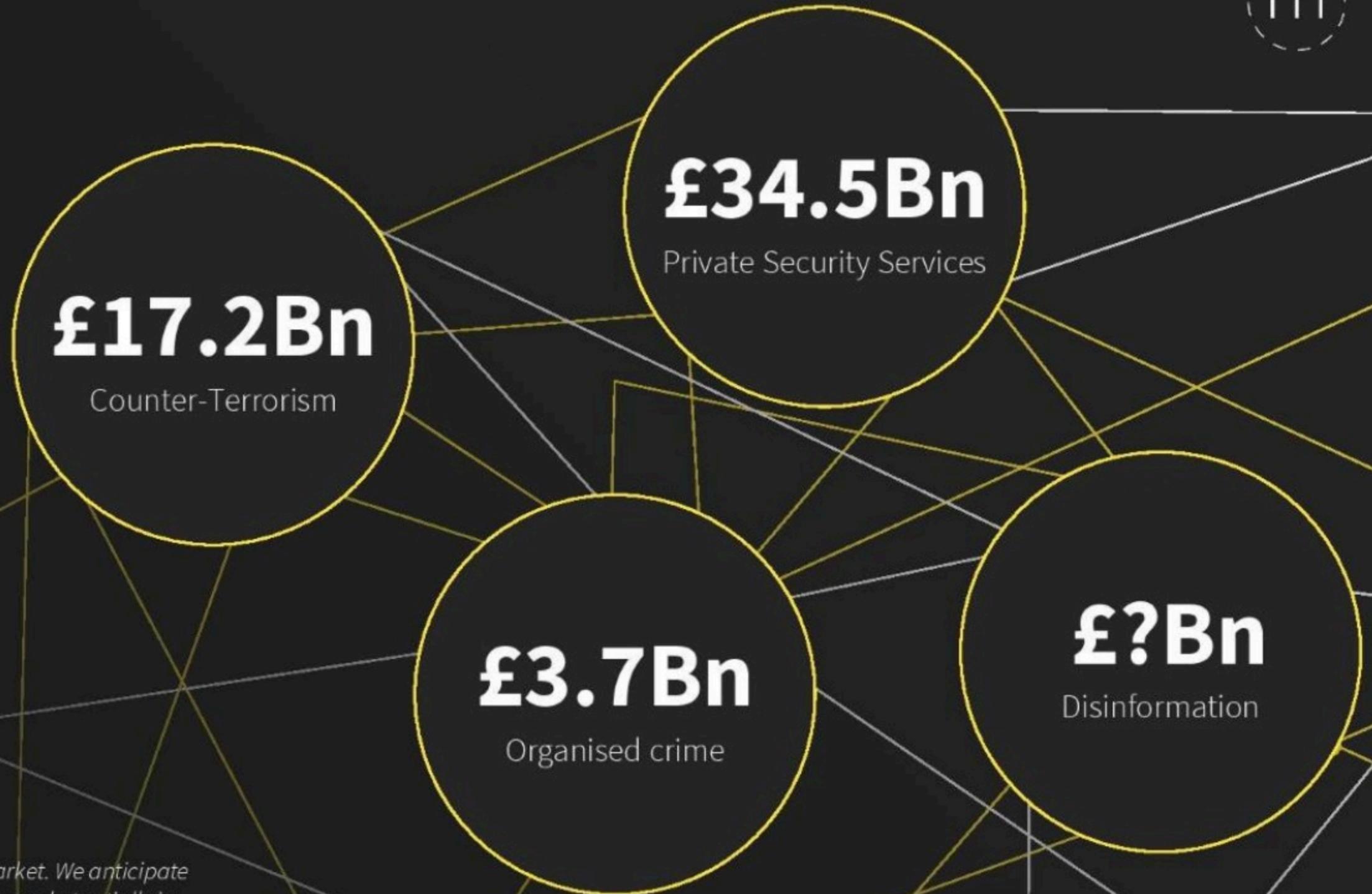
Market





Accessible market

We are a values driven company. We have estimated our accessible market based on the client base that is likely to meet our high ethical standards.



**Disinformation is a new and emerging market. We anticipate governments and the tech industry investing substantially in counter-disinformation efforts over the coming years.*



**Your investment
will be used to:**

**Enhance
technology to
scale licensing
model**

**Accelerate
transition to
new markets**

