

# puir.ᵉ

## The open provenance layer for verifiable digital media

Tamper-evident origin, anchored at the source - so provenance evidence survives common redistribution workflows.

Digital provenance is becoming mandatory infrastructure - but today's solutions fail once media leaves the original platform.

Bridge round 2026

# Synthetic media is breaking trust — and the law now requires a fix



## Society & Democracy

Disinformation distorts elections and courts — manipulated files have already reached international tribunals.



## Culture & Heritage

Museums and archives risk the authenticity of millions of digitised records; forgery and IP misattribution rising.



## Economy & Security

Impersonation and scams create systemic risk. Deepfake fraud attempts in financial institutions rose over 2,137% in three years.

## Why it breaks today

- › Missing AI labels vanish after internal transfer — downstream checks fail.
- › Europeana alone hosts 60M+ digitised records vulnerable to forgery.
- › Deepfakes can spread to hundreds of thousands within hours of release.

## Why now

Gartner lists Digital Provenance as a Top 10 Strategic Technology Trend for 2026 and predicts sanction risks in the billions by 2029 for organisations that fail to invest. AI Act, DSA, NIS2 and eIDAS2 are turning provenance from optional trust layer into compliance infrastructure. Metadata and labels fail after redistribution.



## Create & Anchor

An imperceptible UID is embedded at the moment of creation.



## Share & Transform

The evidence carrier persists through common compression, reposting and redistribution workflows.



## Verify

Independent, confidence-graded verification of authorship and origin — anywhere.

## pu.it.is secures origin evidence at the source

- › **Prevention, not detection**  
Origin evidence secured before content ever spreads.
- › **Privacy-by-design**  
No content exposure — only UID-derived commitments anchored.
- › **Open-core & interoperable**  
Planned open verifier/kernel for adoption and knowledge transfer.
- › **Rights & opt-out**  
Machine-readable “do not train” / “licence only” rights signals.



## pu.it.is anchors authorship, not truth

— proving where media came from, not deciding what people should believe.

## Validated, defensible, and ahead of detection-only approaches

**99.5%**

Perfect extraction rate  
(post-ECC)

**98.5%**

UID recovery after  
WhatsApp transfer

**>40 dB**

Imperceptibility  
(avg PSNR)

**160K+**

Controlled  
transformation tests

## The technical moat

- Survivable provenance is hard — proven under common real-world distribution and recompression, not just lab conditions.
- Large-scale validation: >12K unique images, 160K+ transformation tests,  $\leq 4.5s$  end-to-end embed/detect.
- 985 / 1,000 baseline-perfect items; confidence-graded UID recovery.
- IIF-compatible integration demonstrated; TRL6 today, ready for TRL7 scale-up.

**Honest boundary:** under aggressive geometric attack, UID recovery can degrade. puit.is handles this as controlled, confidence-graded non-recovery, while the public anchor still proves prior origin. **This turns provenance from a fragile label into recoverable infrastructure.**

- › **Controlled robustness**
- › **Confidence-graded recovery**
- › **Ready for TRL7 scale-up**

## Why current approaches break after redistribution

Capability	Detection-only	Proprietary watermark	C2PA / metadata	puit.is
Embedded at creation	✗	✓	⚠	✓
Metadata-independent recovery	✗	⚠	✗	✓
Provenance survives redistribution	✗	✗	✗	✓
Open / reproducible verifier	✗	✗	⚠	✓
Privacy-by-design	✗	✗	✗	✓
EU regulation fit	⚠	⚠	⚠	✓

- › puit.is complements C2PA and detection by preserving recoverable origin evidence where metadata, labels and platform controls fail.

## Commercial pull is forming

### Strategic co-investment interest

Megalon Group AG

Signed LOI indicating interest in the €250K bridge round, dependent on further project development, integration progress and due diligence. Additional bridge investors welcome.

## Pipeline, by stage

- **Strategic interest:**  
Megalon LOI — conditional co-investment interest.
- **Pilot in preparation:**  
Newsroom end-to-end test, Q3 2026.
- **Technical evaluation:**  
Platform integrations under assessment.
- **Institutional conversations:**  
UNESCO, IIF, Europeana, BSI, TÜV SÜD.

## Institutional engagement



**UNESCO**

Digital Heritage  
context



**IIF**

Compatible  
integration demo



**Europeana**

60M+ record  
dataset tests



**Summit 2026**

Live presence &  
exploration

# From compliance wedge to venture-scale infrastructure

## Bottoms-up

300M+ provenance-relevant EU assets/year, expanding through regulation and platform integrations.

## Trajectory

€1.2M (2028) → €3.5M (2029) → ~€54M ARR (2032); margins ~15% → ~36% on an open-core kernel.

## Hub leverage

One newsroom, DAM or IIIF integration can propagate provenance across downstream workflows  
- scaling without linear sales.

## TAM

€2.5–3.0B provenance opportunity by 2030, anchored in digital watermarking growth, AI watermarking growth and migration from detection-only spend.

## SAM

€0.7–1.2B European serviceable market by 2030 across media, heritage, brands, platforms and regulated operators.

## SOM/ ARR-path

Beachhead SOM: €2–4M ARR in Europe by 2028.  
Expansion SOM: €8–20M ARR in EU + North America by 2030.  
Platform scale case: ~€50M ARR by 2032.

## Business model: from free tier to platform licensing



### Free (capped)

Capped monthly volume for NGOs, individuals and small institutions.



### Professional

€250–500 / month for evidence maps and forensic review tools.



### Enterprise

From €50K+ / year including services and SLAs.



### Platform / node

Licensing for operators running anchoring or verification nodes — custom annual and volume-based contracts.

## The investment logic

Initial buyers: media, archive, DAM, IIF and platform operators.

Budget owners: compliance, digital infrastructure, content operations, cybersecurity and AI governance.

Entry motion: paid provenance pilot → annual licence, API or node contract.

Revenue engine: managed anchoring, evidence APIs, reporting, SLAs, integrations and node licensing.

# Team & ecosystem

## Founders & core

- **Thomas Howert**  
Project Lead, repeat founder
- **Jean Safar**  
Chief Architect, repeat founder
- **Core team of 6 + research**  
90+ combined senior years
- **Built to TRL6**  
with a lean founder-led team;  
bridge round funds TRL7  
scale-up and commercial  
conversion.
- **Research grounding: TU Wien**  
human-centered tech & visual  
computing

## Advisory & legal

- **Lydia Kostopoulos**  
AI ethics; NATO & UN advisor
- **Sara Polak**  
media & heritage  
technologist
- **Cultural heritage network**  
UNESCO Digital Heritage  
context
- **JUN legal team**  
— IP/ownership & OSS  
licensing compliance

## Early ecosystem pull

- Ongoing engagement with  
BSI, IIF, TÜV SÜD and  
Woodblock following initial  
pitches and 2026 follow-ups
- Digital Heritage Summit  
2026 presence in UNESCO /  
Europeana context
- **Hiring focus:** legal,  
integrations/partnerships  
and infrastructure/UX as  
pilots move to production

## €250K bridge round

### Structure

convertible loan / SAFE, terms available on request

### Purpose

TRL7 validation, paid pilot conversion and seed-readiness

### Non-dilutive leverage

live EIC Accelerator track (€2.4M grant path) extends runway alongside the equity — upside, not the headline.

## What the bridge unlocks

- Public verifier v1 live
- Two-node shared-provenance MVP operational
- Megalon integration test completed
- 2–3 pilots converted into paid deployments or signed commercial next steps
- Seed round package prepared

## Use of funds

- 40% Product & engineering  
Verifier v1, two-node MVP, robustness hardening
- 25% Integrations & pilots  
Newsroom, heritage and platform tests
- 15% Infrastructure  
Anchoring backend, monitoring, eIDAS-aligned timestamping
- 10% Legal / compliance  
OSS, IP, data protection and procurement readiness
- 10% Commercial conversion  
Partner onboarding and seed preparation



puit.is — the verification layer the AI era now requires.