

# Factal Brings Fact-Checking to Real-Time Incidents

Created by the founders of BreakingNews.com and the Breaking News app

SEATTLE – August 14, 2018 – The founders of Breaking News have launched Factal, a new startup that gives companies the facts they need in real time when the unexpected happens.

Global incidents like wildfires, shootings, explosions and floods pose an immediate threat to nearby company employees, facilities and assets. But in those critical early moments, information is scattered on social media with disorienting and often false details.

Factal converts unverified information into trusted, verified data, enabling companies to identify highest-risk incidents and respond faster and more effectively to protect people, avoid disruptions and even drive real-time automation.

"With lives on the line, facts matter more than ever," said Cory Bergman, co-founder and VP of product. "But the spread of mis- and disinformation has made it harder for companies to make sense of what's happening, slowing their response times. At the same time, global incidents are intensifying in scope and scale."

By combining experienced journalists with machine learning, Factal verifies and geolocates global incidents with unprecedented speed and accuracy for a variety of use cases.

"Most attempts to bring machine learning to journalism have tried to factor journalists out of the equation," said Ben Tesch, co-founder and VP of technology. "But by using both in parallel, Factal is able to identify and verify global incidents faster and with more precision than ever before."

A subscription service, Factal has been in private beta for over a year, quietly testing with more than two dozen Fortune 500 companies. The startup will launch 24/7 operations in September.

"The market reception for Factal has been tremendous. We have pre-launch contracts combined with a recent seed round to start operations on a strong financial footing," said Factal CEO Charlie Tillinghast.

Factal is created by the founders of Breaking News (BreakingNews.com and the Breaking News app), which was widely respected as the leader in real-time verification and public safety alerting until it was shut down in late 2016. Former MSNBC Interactive President Charlie Tillinghast, who chartered Breaking News as an internal startup, is now Factal's CEO. Breaking News co-founders Cory Bergman and Ben Tesch head up Factal's product and technology teams respectively.

Factal's Seattle and London newsrooms are led by managing editors Jillian Stampher and David Wyllie with support by Thomas Brew, all veterans of Breaking News and a variety of news organizations including NBC News, BBC News and HuffPost.

Anchored by a code of ethics and a commitment to transparency, Factal is founded on a public service mission to help protect people from harm around the world. The company is actively hiring for a variety of roles.

Factal's seed funding round is led by Seachange Fund in Seattle.

For more information, visit [Factal.com](http://Factal.com). To contact Factal, send an email to [hello@factal.com](mailto:hello@factal.com).