

IdentifAI Raises €2.2 Million Seed Round Led by United Ventures to Develop "De-generative" Technology for Detecting AI-Generated Content

- *The booming generative AI market, valued at **\$45 billion in 2023**,¹ is driving a surge in demand for "de-generative" solutions to combat the spread of fake content. The fake image detection market is projected to explode from \$0.6 billion in 2024 to **\$3.9 billion by 2029**, growing at a CAGR of 41.6%.²*
- *The proliferation of deepfakes poses significant political, economic, and geopolitical threats. IdentifAI, an Italian startup founded by **Marco Ramilli** and **Marco Castaldo**, aims to counter these threats with its innovative deepfake detection technology.*

Milan, 2 September 2024 – [IdentifAI](#), a Milan-based startup specializing in developing and training (de)generative models for identifying content potentially generated by artificial intelligence, has secured €2.2 million in seed funding. The round was led by [United Ventures](#), a venture capital firm focused on investing in technology startups. This investment highlights a shared commitment to developing technologies that combat the malicious use of deepfakes and promote a transparent and secure information environment. Also participating in the round as business angels are **Edoardo Alessandri** of Wellness Holding, **Matteo Fago**, co-founder of Venere.com (now Expedia), and **Umberto Paolucci** of UP Invest.

IdentifAI aims to empower every individual, citizen, consumer, and political or business decision-maker with the ability to clearly distinguish between content created by artificial intelligence and that crafted by human creativity. By doing so, the company seeks to ensure that emerging technologies serve the common good and do not become tools of destabilization, thanks to equally effective technologies capable of mitigating these risks.

"The technological advancements in generative AI will blur the lines between the physical and digital worlds, making them indistinguishable to the human eye. I believe it is our right to be informed, at all times, about what we use to nourish our minds, which in turn shapes our opinions," says **Marco Ramilli**, founder of IdentifAI. He adds, *"This funding will allow us to make further strides in refining our degenerative models, capable of distinguishing between natural and artificial content, often produced by adversarial AI."*

The potential of IdentifAI's technology has attracted the attention of major industry players. Negotiations and preliminary agreements are underway to validate and expand the market reach of its innovative products.

"The investment in IdentifAI aligns with our investment thesis, which focuses on selecting initiatives capable of providing innovative solutions to complex problems, such as mitigating the collateral and potentially negative impacts associated with the advancement of artificial intelligence," states **Massimiliano Magrini**, managing partner & co-founder of United Ventures. *"Distinguishing whether*

¹ [Generative AI Market Size, Share & Industry Analysis](#)

² [Fake Image Detection Market worth \\$3.9 billion by 2029 – MarketsandMarkets](#)

content was created by a human or not is becoming increasingly crucial, and IdentifAI is well-positioned to capitalize on the emerging opportunities in this sector. Marco Ramilli, a second-time entrepreneur, brings a solid track record, technological expertise, and strategic vision, making IdentifAI poised to play a leading role in the deepfake detection industry."

By "**degenerative model**," IdentifAI refers to its proprietary generative model trained to identify artifacts (images, videos, sound, or text) created by artificial intelligence. This system acts as a deconstructor based on the probability of occurrence of each pixel.

****END****

About us

IdentifAI

IdentifAI is an Italian startup that has developed an innovative technological platform based on "degenerative" artificial intelligence, capable of recognizing with high probability whether an image or video was produced by generative AI or a human being. This aims to make the user aware of the nature of the content they are viewing. Through proactive solutions and advanced AI technologies, IdentifAI promotes the integrity of creative expression and offers tools to appreciate the unique contributions of both humans and AI. Additionally, it is designed as a tool to support digital security and combat misinformation through image verification. For more information, please visit www.identifai.net.

United Ventures

United Ventures is a Milan-based venture capital firm that supports visionary entrepreneurs in building global technology companies. With a successful track record that includes Moneyfarm, FaceIT, Fiscozen, and Musixmatch, United Ventures provides the strategic guidance, collaboration, and expertise rapidly growing companies need to scale responsibly while maximizing long-term value creation. For more information, please visit www.unitedventures.com.

Press contact

Giulia Margstahler
gmargstahler@unitedventures.com