IdentifAI Raises €5M led by United Ventures to Tackle the Rise of Deepfakes with AI-Driven Detection Platform

- *Company to expand into several European markets and the USA*
- *AI market expected to surge 25x to $4.8tn by 2033, in urgent need of deepfake detection tech*

Milan, July 24th 2025 – IdentifAI, the fast-growing startup tackling the threat of AI-generated disinformation, has raised a €5 million funding round led by United Ventures. This new investment follows a €2.2 million seed round less than a year ago, and will fuel IdentifAI's international expansion in Europe and into the US, as well as its continued development of a proprietary deepfake detection technology.

Founded by cybersecurity experts Marco Ramilli and Marco Castaldo, IdentifAI has built an advanced AI platform that can determine — with a high degree of confidence and accuracy — whether a piece of content (image, video, or voice recording) was created or manipulated using generative AI, or whether it is a genuine human creation.

"*We've built a system that evolves in real time, allowing us to respond rapidly as new generative models enter the market. With AI's exponential growth, we're working against the clock and this new funding round couldn't come at a better time*" said **Marco Castaldo**, co-founder of IdentifAI."*Our background in cybersecurity is a key differentiator*, *because it means we understand the inherent danger of a tech, or risks associated with potential deviant uses of it.*"

The new funding will support IdentifAI's entry into key European and US markets, where the company already counts a team of high-caliber AI and security specialists. The round will also help accelerate R&D efforts to continuously perfect the accuracy and performance of IdentifAI's detection models.

"*From the very beginning, our goal has been to build a global company — because truth is a universal value, and it needs to be protected on a global scale,*" added founder **Marco Ramilli**.

As generative AI becomes increasingly embedded in our digital infrastructure, the need for tools like IdentifAI is rapidly growing. According to a recent report by UNCTAD, the global AI market is expected to surge from $189 billion in 2023 to $4.8 trillion by 2033 — a 25x increase in just ten years. During that time, AI is projected to rise from 7% to 29% of the frontier technology market. Public concern is growing as well. A recent Deloitte study found that nearly **70%** of respondents familiar with generative AI worry that synthetic content could be used to deceive or manipulate them. Nearly **60%** said they struggle to distinguish between AI-generated and human-created media, and a striking **84%** believe synthetic content should be clearly labeled.

“*IdentifAI is building technology to address one of the most pressing challenges created by the rapid advancement of AI itself: distinguishing what’s real from what’s not. This is a foundational issue for the future of AI*,” said **Massimiliano Magrini**, Managing Partner and co-founder of United Ventures. *“The team has demonstrated exceptional vision, execution, and international ambition — positioning IdentifAI as one of Europe’s most promising players in the fight against disinformation.*”

The company has recently made some strategic senior hires to consolidate its international presence with Kate Burns as VP of EMEA, James Cashmore as Commercial Director and Justin Cooke and Jean-Pierre Levieux coming on as Advisors. IdentifAI is already in discussions with leading industry partners globally, to validate and scale the adoption of its technology. The company’s mission — captured in its motto *We Stand For Truth* — is to preserve the authenticity of human expression and empower people to navigate a digital world where the line between real and artificial is increasingly blurred.

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About IdentifAI
IdentifAI is an Italian deeptech startup that has developed a proprietary AI-driven platform capable of detecting whether images, videos, or audio content have been generated or altered by artificial intelligence. The platform aims to raise user awareness, support digital security, and fight disinformation by verifying visual and auditory media. Learn more at www.identifai.net

About United Ventures
United Ventures is a venture capital firm that supports visionary entrepreneurs on their journey to transform industries through technology. With a successful track record, which includes Moneyfarm, FaceIT, Fiscozen, and Musixmatch, United Ventures provides the strategic guidance, collaboration, and expertise that fast-growing companies need to scale responsibly while maximizing long-term value creation. For further information, please visit www.unitedventures.com

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