

Rebuilding trust in online information.

Everyone deserves reliable information to make decisions.

SimPPL is a 501(c)(3) tech nonprofit working across 8 countries. We build a product, and we run a program around its use, so the journalists, NGOs, and policymakers who defend the information ecosystem have the tools and the training they need.

HOW ARBITER WORKS

01 WE DETECT

Who is driving a narrative, and the reach they achieve, across **50+ languages** and 9 platforms.



02 WE EQUIP

70+ journalists, a national press agency, and regulators, with every finding traced back to its source.



03 THEY ACT

Platforms remove threats (**Meta, X, YouTube**); policymakers get early warning (**Mongolia**).

IMPACT AND OUTCOMES

MONGOLIA · WITH NEST CENTER FOR JOURNALISM

Read a defamation bill's direction in the data **19 days** before an eyewitness named it, while the redraft was still secret.

A warning that journalists could again be jailed for what they publish.

INDONESIA · WITH MIGRASIA

Traced one Facebook page impersonating **16 real manufacturers**, including Indofood, Hyundai, and Yamaha, to recruit workers into scam compounds.

1,025 recruitment ads triaged; 42,496 interactions on one page.

PHILIPPINES · WITH MIGRASIA

Screened **575 ads in two days**; **9 of the 10 riskiest job posts** hid the license workers are told to demand.

Named pages handed to the regulator to act on.

100B

monthly views on the posts we investigate, across 9 platforms

8

countries with newsroom and civil-society partners

Civil society organizations and national press agencies pay a subscription for Arbitr. **That revenue subsidizes access for the independent journalists** who are most often priced out of the tools they need.

CAPACITY BUILDING



We run AI-education programs for newsrooms and students, and we field-test health-literacy tools like **Sakhi** so they work in the languages our partners actually use. The product gives them the evidence; the program gives them the skills to act on it.



Swapneel Mehta, Ph.D.

CO-FOUNDER · EXEC. DIRECTOR

Former postdoc in AI safety at Boston University and MIT Sloan; PhD from NYU. Shipped ML and civic-integrity tools at X, Adobe, Slack, with Meta, and at CERN.



Dhara Mungra

CO-FOUNDER · CTO

Fellow at the University of Mannheim, Germany's top business school; M.S. in Data Science from NYU. Worked with Anthropic's research leadership.

AWARDS AND SUPPORT

Google exploreCSR (two-time) · Ford Foundation · Omidyar Network · Mozilla · Wikimedia · Brown Institute (Columbia/Stanford) · JournalismAI · UNDP AI Trust & Safety · MIT