

Knowhere Launches with \$1.8M in Funding to Deliver Unbiased News Coverage with Machine Learning

Journalists and Stanford AI engineers partner to combat proliferation of biased narratives, misinformation and echo-chambers

April 4th, 2018 – San Francisco, CA and London, UK – [Knowhere](#), a San Francisco and London-based news publication that uses machine learning to write unbiased coverage of the day's biggest stories, today launched from stealth with \$1.8M in seed funding. Investors include CrunchFund, Day One Ventures, Danhua Capital, Struck Capital and Abstract Ventures.

Knowhere's technology scours the internet, evaluating narratives, factual claims and bias in reporting, by outlets as varied as the New York Times and Breitbart, to inform three "spins" of every controversial story: left, impartial, and right, or positive, impartial and negative. The technology can write stories in anywhere from 60 seconds to 15 minutes, depending on the amount of controversy among the sources. Once article drafts are complete, human journalists review the piece, which in turn trains the machine learning algorithm.

Co-founder, CEO and Editor-in-Chief, Nathaniel Barling, was inspired by his father, a former BBC investigative journalist who would bring home three papers every day – The Guardian, The Times, and The Telegraph – and make sure Nathaniel read them all to appreciate a range of different perspectives. Barling partnered with co-founders Alexandre Elkrief and Dylan Rhodes, both Stanford-trained data scientists, to bring his father's equation to the digital age, using a combination of machine and human intelligence.

Knowhere is a response to today's proliferation of biased narratives, misinformation, and echo-chambers. With the support of Knowhere's machine learning technology, the company's distributed editorial team is free to uncover and dive into the factual elements and nuanced narratives of a story, without the house spin of traditional publications, and to do so with unprecedented cost-effectiveness. Knowhere's stories are written to be trustworthy for every audience, regardless of race, religion, nationality, politics, gender or orientation, seeking to put the agency of how we interpret our world back in the hands of readers, rather than the over-curated systems and predictable editorial lines that embed our cognitive biases.

"The technology we've built empowers our editorial team to spend the vast majority of their time engaged in the nuanced, complex questions at the heart of our information crisis," said Barling. "We are practicing a form of journalism that overcomes information overload and its resulting silos, attempting to reconcile the many different narratives spun out of every story, and taking our first steps towards a truly comprehensive and comprehensible source of record for all."

"Knowhere has set out to transform how news content is created, distributed, and consumed, with the ultimate goal of rebuilding civic trust in the news media," said Prashant Fonseca at CrunchFund. "It's an extraordinarily bold and important vision, but they are uniquely positioned to pull it off with their combined expertise in machine learning and journalism."

Knowhere has been developing its technology in stealth for nearly three years. It is currently a part of the StartX accelerator for Stanford-affiliated founders and was previously part of the Cardinal Ventures program for Stanford student entrepreneurs.

About Knowhere

Knowhere is a news publication that uses machine learning to write unbiased coverage of the day's biggest stories. The technology evaluates narratives and bias in reporting, by outlets as varied as the NYT and Breitbart, to inform their three 'spins' of every controversial story: left, impartial, and right, or positive, impartial and negative. Knowhere is a response to today's proliferation of biased narratives, misinformation, and echo-chambers. With the support of Knowhere's machine learning technology, the company's editorial team is free to uncover and dive into the factual elements of a story without the house spin of traditional publications, and to do so with unprecedented cost-effectiveness.