BLACKBIRD.AI

Protecting organizations from cyber threats and narrative attacks

'Narrative attacks' are a new threat vector organizations must contend with. We define narrative as 'any assertion that shapes perception about a person, place or thing in the information ecosystem.' The risk comes when narrative attacks scale and turn harmful, impacting corporations, governments, and other organizations, spanning financial, reputational, and societal harm. For example, Bud Light, Silicon Valley Bank, Target, Costco, ATT, and others.

- Breaches
- Insider threat
- Supply chain risk
- Critical manufacturing
- Critical Infrastructure
- Vulnerability management
- Brand Risk
- Due diligence / M&A / Corporate intelligence
- ESG
- Executive attacks
- Physical security
- Mis/Disinformation

$78B lost each year to private firms due to disinformation[1]

88% of investors consider disinformation attacks on corporations a serious issue[2]

53% of US respondents: "CEOs & business leaders should do whatever they can to stop the spread of misinformation."[3]

25% of respondents thought business leaders were currently doing enough[4]

Blackbird.AI's Constellation Narrative Intelligence Platform

The only purpose-built platform that redefines how organizations detect, measure, gain context, and prioritize narrative risk for critical decision-making when you need it most. Analyze risk in text, images, and memes across the dark web, social media, and news in 25 native languages.

- **NARRATIVES** *are created to surface storylines that form around a topic or organization.*
- **NETWORKS** *reveal information flow patterns between users, the concepts they share, and how narratives propagate.*
- **COHORTS** *are like-minded communities segmented to understand how online tribes interact with key narratives across a sector, industry or topic.*
- **ANOMALOUS** *includes inorganic behavior and manipulation that amplify or dampen a narrative and it's spread.*
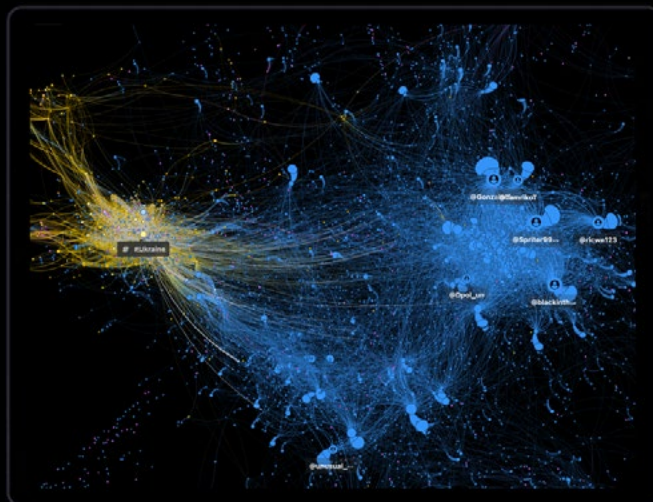- **INFLUENCE** *measures the impact of harmful actors and trusted voices that drive narratives.*

1 Michelle Castillo, Exclusive: Fake News Is Costing the World $78 Billion a Year, CHEDDAR (Nov. 18, 2019, 11:53 AM), https://cheddar.com/media/exclusive-fake-news-is-costing-the-world-billion-a-year.
2 Robert Moran, Preston Golson, and Antonio Ortolani, Enter the Imposter, BRUNSWICK REV. (Sept. 18, 2019), https://www.brunswickgroup.com/disinformation-attacks-insight-research-integrity-i12018/.
3 Preston Golson, The Disinformation Wildfire, BRUNSWICK REV. (May 5, 2021), https://www.brunswickgroup.com/disinformation-wildfire-i18810/.
4 Golson, The Disinformation Wildfire.

Blackbird.AI's Constellation Dashboard

Discover emergent threats and get ahead of narrative attacks.

Narrative Intelligence
Automatically surface emerging narratives that drive online conversations and how they spread and grow.

Actor Intelligence
Identify and map the most influential actors, coalitions and their networks as well as their intent and motives.

Threat Intelligence
The Blackbird.AI Risk Index scores threats related to toxicity, polarization, automated networked activity, sexism, hate speech, and manipulation.

Impact Intelligence
Understand and predict the impact of ongoing harmful activity across the information landscape while measuring the success of mitigative efforts.

Blackbird.AI Is in a Unique Position to Protect Your Organization from Narrative Attacks

Platform benefits include:

See Across Multiple Platforms
High speed engine ingests and analyzes conversational data and maps information flow across networks from social media, dark web, fringe websites, and news.

AI powered Narrative Discovery
Scans hundreds of millions posts and groups them into nodes of related conversations to see what's being said.

Uncover Hidden Threats & Risks
Emergent threats are discovered with customizable risk profiles that score automated activity, toxicity, generative AI and risk.

Enable Strategic Decision Making
Rapidly detect threats with actionable intelligence to respond and counter message with greater confidence and precision.

"Blackbird.AI is transforming our reactive crisis management business to a proactive resilience practice." ~ Chris Perry, CIO Weber-Shandwick

"We've never met with a group that posed the 'disinformation analytics problem' in as complete a fashion as Blackbird.AI, and you have the only approach that could work." ~ US Army

ABOUT ⬥ BLACKBIRD.AI

BLACKBIRD.AI protects organizations from narrative attacks that cause financial, reputational, and societal harm. Powered by our AI-driven narrative intelligence platform, organizations can proactively understand narrative threats as they scale and become harmful for better strategic decision-making when you need it most. Blackbird.AI was founded by a diverse team of AI experts, threat intelligence analysts, and national security professionals with a mission to defend information integrity and fight a new class of narrative threats. Learn more at **Blackbird.AI.**