

Blackbird.AI grabs \$10M to help brands counter disinformation | TechCrunch

By Natasha Lomas

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New York-based Blackbird.AI has closed a \$10 million Series A as it prepares to launch the next version of its disinformation intelligence platform this fall.

The Series A is led by Dorilton Ventures, along with new investors including Generation Ventures, Trousdale Ventures, StartFast Ventures and Richard Clarke, former chief counter-terrorism advisor for the National Security Council. Existing investor NetX also participated.

Blackbird says the funding will be used to scale up to meet demand in new and existing markets, including by expanding its team and spending more on product dev.

The 2017-founded startup sells software as a service targeted at brands and enterprises managing risks related to malicious and manipulative information — touting the notion of defending the “authenticity” of corporate marketing.

It’s applying a range of AI technologies to tackle the challenge of filtering and interpreting emergent narratives from across the internet to identify disinformation risks targeting its customers. (And, for the record, this Blackbird is no relation to an earlier NLP startup, called Blackbird, which was acquired by Etsy back in 2016.)

[...]

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