It's AI
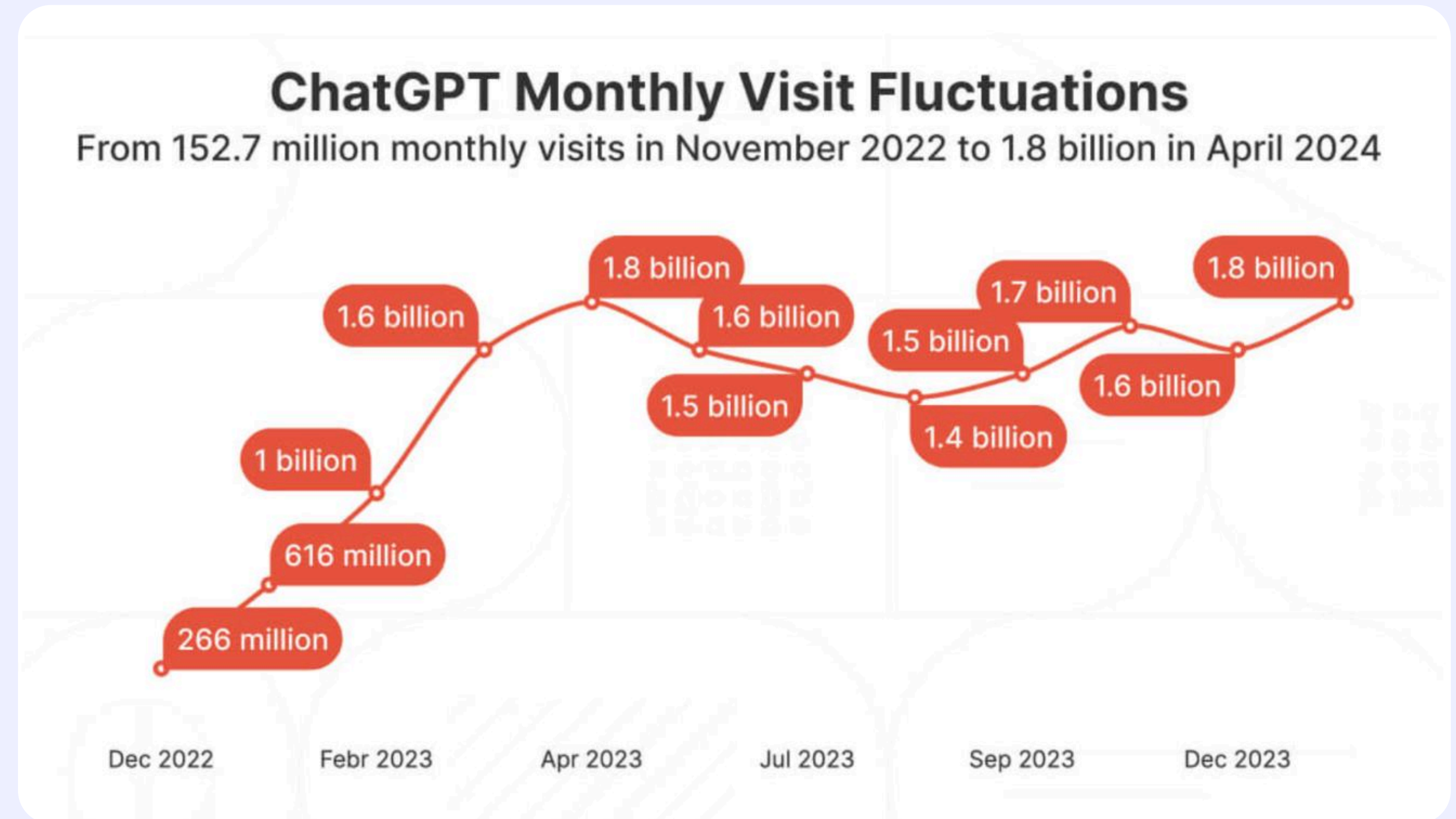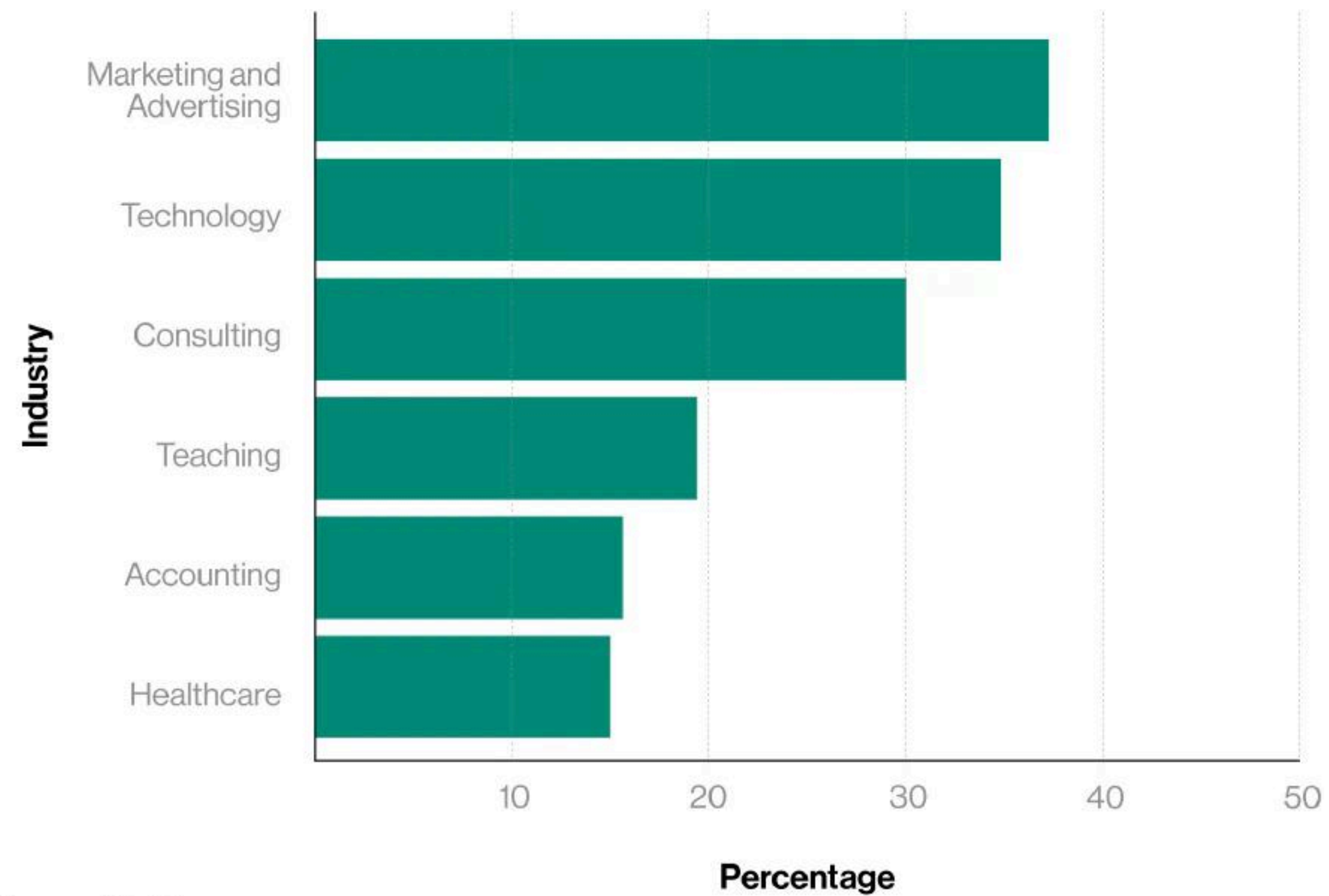
SN32 on bittensor

LLMs are a new industrial fuel

- ChatGPT alone has 1.8b monthly visits with more than 10m daily queries [1]

- 40% of working hours across industries can be impacted by LLMs [2]

- By 2025, it's estimated that there will be 750 million apps using LLMs [3]

ChatGPT Monthly Visit Fluctuations
From 152.7 million monthly visits in November 2022 to 1.8 billion in April 2024

266 million · 616 million · 1 billion · 1.6 billion · 1.8 billion · 1.5 billion · 1.6 billion · 1.4 billion · 1.5 billion · 1.7 billion · 1.6 billion · 1.8 billion

Dec 2022 · Febr 2023 · Apr 2023 · Jul 2023 · Sep 2023 · Dec 2023

It's AI

2025

And people **love** using them

What industries are adopting AI in the workplace?

AIPRM

Industry
- Marketing and Advertising
- Technology
- Consulting
- Teaching
- Accounting
- Healthcare

Percentage: 10, 20, 30, 40, 50

Source: Statista

It's AI

2025

But they don't want others to know about it

Academic Integrity

Students are using AI tools to generate essays, assignments, and research papers, raising concerns about plagiarism and originality.

Journalistic Standards

Readers and publishers want to ensure that articles, news pieces, and reports maintain human editorial oversight.

Brand Reputation Risks

AI-generated content can undermine credibility if exposed, especially for high-stakes industries like legal, academic, or healthcare.

Detecting and managing this risks is critical.

Meet It's AI —
a new generation
of AI-detectors

🌐 Website: **its-ai.org**.

🗔 App: **app.its-ai.org**.

It's AI

Most accurate AI-detector

It's AI is currently the most accurate AI-detector according to RAID benchmark (ACL paper 2024), which outperforms even commercial detectors like GPTZero, Winston, Originality etc. Overall we became a new SOTA (state of the art) solution on all three considered benchmarks (RAID, GRiD and CUDRT). You can find our benchmark report here.

	Open-Source				Closed-Source				Average
	Chat Models		Non-Chat Models		Chat Models		Non-Chat Models		
	greedy	sampling	greedy	sampling	greedy	sampling	greedy	sampling	
Rep. Penalty?	✗ / ✓	✗ / ✓	✗ / ✓	✗ / ✓	✗	✗	✗	✗	-
R-B GPT2	84.1 / 52.3	77.9 / 26.2	98.6 / 44.1	60.5 / 35.4	70.9	41.7	65.1	52.5	59.1
R-L GPT2	79.7 / 41.1	71.4 / 19.5	98.5 / 43.0	67.2 / 53.4	61.4	34.7	61.1	48.6	56.6
R-B CGPT	80.2 / 63.3	75.0 / 39.3	53.3 / 26.4	14.9 / 1.7	59.1	38.1	46.5	39.0	44.7
RADAR	88.8 / 77.4	85.6 / 66.4	91.8 / 63.8	48.3 / 31.8	81.6	75.3	72.2	67.7	70.9
E5-small (#)	99.5 / 98.7	99.1 / 96.5	98.3 / 96.0	85.2 / 89.6	96.3	**94.3**	85.1	79.7	93.2
GLTR	89.8 / 67.5	83.9 / 38.3	99.6 / 56.9	75.6 / 63.7	80.7	54.3	75.6	63.7	70.8
F-DetectGPT	98.6 / 74.5	96.2 / 40.5	97.8 / 56.1	79.7 / 0.6	96.0	74.1	93.8	86.3	74.5
LLMDet	55.5 / 30.2	47.5 / 16.5	74.8 / 27.0	38.4 / 3.7	35.8	18.5	40.0	32.9	35.1
Binoculars	**99.9** / 86.6	**99.7** / 60.6	**99.9** / 62.3	72.4 / 0.6	**99.2**	92.1	**99.0**	**95.0**	80.6
GPTZero	98.8 / 93.7	98.4 / 82.5	74.7 / 34.6	60.6 / 9.4	92.3	88.5	60.6	53.4	70.6
Originality	98.6 / 86.3	97.7 / 72.5	**99.9** / 64.1	**89.0** / 51.2	96.8	89.0	91.7	85.4	85.2
Winston	97.2 / 90.1	96.6 / 78.3	68.2 / 49.0	73.2 / 29.5	96.1	**93.7**	73.2	68.1	76.1
ZeroGPT(*)	95.4 / 80.7	90.5 / 54.9	85.1 / 57.2	83.4 / 16.0	92.1	65.8	83.4	72.7	73.1
Desklib	99.8 / 99.8	99.3 / 99.2	99.3 / 99.0	59.1 / 97.6	95.9	89.7	85.2	76.5	91.7
It's AI (sept 2024)	99.7 / 99.7	99.2 / 99.0	99.6 / **99.5**	54.1 / 96.4	95.1	87.5	87.5	79.8	91.4
It's AI	**99.9** / **99.9**	99.6 / **99.7**	99.8 / **99.5**	76.4 / **98.7**	96.5	93.5	87.8	79.7	**94.2**

It's AI

More than a classifier

Make your texts natural with our deep scan functionality.

It's AI goes beyond providing an overall probability of a text being AI-generated. It highlights specific sections that appear artificial, allowing you to refine and edit them for a more natural and human-like tone.

Constant improving

Thanks to the Bittensor ecosystem and the ongoing competition among miners, It's AI is constantly evolving, improving its quality, and staying up-to-date with the latest advancements in LLMs.

Here is our progress on RAID benchmark over the past four months.

Detector	Aggregate						Generator Model					
		chatgpt	gpt4	gpt3	gpt2	mistral	mistral-chat	cohere	cohere-chat	llama-chat	mpt	mpt-chat
e5-small-lora	**0.939**	0.992	**0.993**	0.909	0.941	**0.888**	0.983	0.740	0.876	0.994	**0.940**	0.978
Desklib	0.924	0.996	0.939	0.934	0.933	0.858	**0.994**	0.685	0.850	**0.998**	0.872	**0.994**
It's AI	0.919	0.993	0.892	0.936	0.875	0.881	0.993	0.738	0.854	0.997	0.868	0.993
Binoculars	0.790	**0.997**	0.907	**0.989**	0.678	0.610	0.914	**0.935**	**0.943**	0.973	0.447	0.707

Sep, 2024

↓

Detector	Aggregate						Generator Model					
		chatgpt	gpt4	gpt3	gpt2	mistral	mistral-chat	cohere	cohere-chat	llama-chat	mpt	mpt-chat
It's AI	**0.949**	**0.998**	0.984	0.952	**0.960**	**0.926**	**0.997**	0.723	0.868	**1.000**	0.923	**0.998**
e5-small-lora	0.939	0.992	**0.993**	0.909	0.941	0.888	0.983	0.740	0.876	0.994	**0.940**	0.978
Desklib	0.924	0.996	0.939	0.934	0.933	0.858	0.994	0.685	0.850	0.998	0.872	0.994
Binoculars	0.790	0.997	0.907	**0.989**	0.678	0.610	0.914	**0.935**	**0.943**	0.973	0.447	0.707

Jan, 2025

🪄 **Britishizer** (special for UK users)

Today up to 80% of all Large Language Models (including ChatGPT) write answers in American english.
With It's AI Britishizer you can rewrite them into British english in just one click.

Original

The deepest part of the ocean is located in the Mariana Trench, which is in the western Pacific Ocean. Within the Mariana Trench, the Challenger Deep is recognized as the deepest point. It descends to more than 36,000 feet (nearly 11,000 meters) below sea level. This depth is so extreme that if Mount Everest, the highest mountain on Earth, were placed at the bottom of the Challenger Deep, its peak would still be more than a mile (about 2 kilometers) underwater. The Mariana Trench, including the Challenger Deep, represents the most extreme depths of the Earth's oceans and is a site of ongoing scientific exploration. Despite the high pressure, darkness, and cold temperatures found at such depths, various organisms have been discovered living in and around the trench, showcasing the adaptability of life in extreme environments.

🪄 Britishized by It's AI

The deepest part of the ocean is situated in the Mariana Trench, which is in the western Pacific Ocean. Within the Mariana Trench, the Challenger Deep is acknowledged as the lowest point. It plummets to more than 36,000 feet (nearly 11,000 metres) below sea level. This depth is so extraordinary that if Mount Everest, the tallest mountain on Earth, were placed at the bottom of the Challenger Deep, its peak would still be more than a mile (about 2 kilometres) underwater. The Mariana Trench, including the Challenger Deep, represents the most profound depths of the Earth's oceans and is a site of ongoing scientific exploration. Despite the high pressure, darkness, and low temperatures found at such depths, various organisms have been discovered living in and around the trench, showcasing the adaptability of life in extreme environments.

It's AI

2025

Use It's AI in the way **you want**

🌐 WebApp

Try full experience in our app

Open app

🪄 Britishizer

Rewrite american english into british

Open Britishizer

🖥 Browser extension

Check your text instantly without leaving a page - just highlight it and get an answer

Get extension

🔌 API

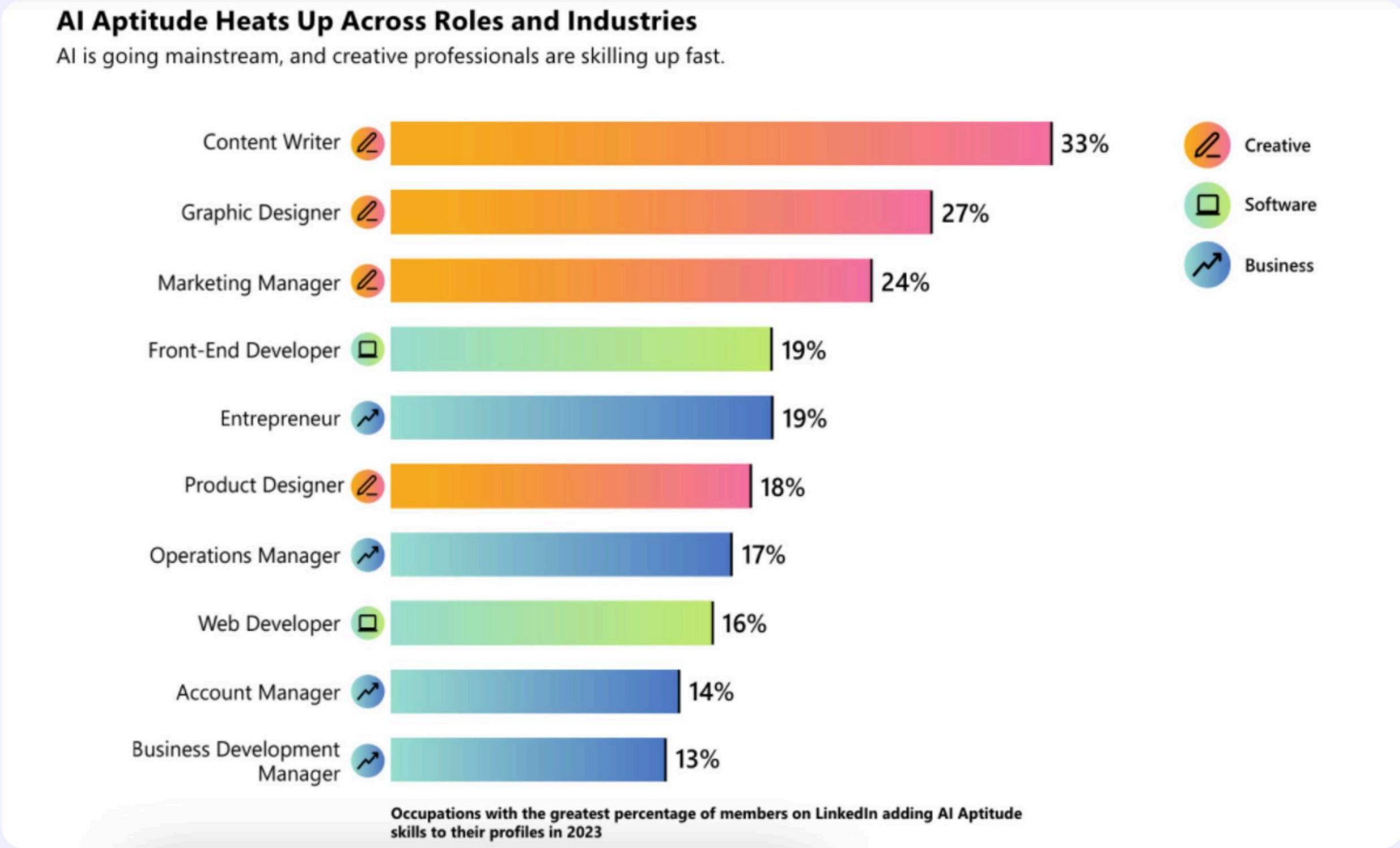Integrate It's AI in your services with our API

Get API

It's (AI)

Market size and target audience

PRO–employees using AI at work

Employees who frequently work with texts and use AI for it need ai–detectors to make sure texts looks natural and nobody doubts the originality of their work.

It's AI

Marketing, creative fields, management, and **programmers** are the focus areas for AI usage

AI Aptitude Heats Up Across Roles and Industries
AI is going mainstream, and creative professionals are skilling up fast.

Role	Percentage
Content Writer	33%
Graphic Designer	27%
Marketing Manager	24%
Front-End Developer	19%
Entrepreneur	19%
Product Designer	18%
Operations Manager	17%
Web Developer	16%
Account Manager	14%
Business Development Manager	13%

- Creative
- Software
- Business

Occupations with the greatest percentage of members on LinkedIn adding AI Aptitude skills to their profiles in 2023

AI Aptitude Heats Up Across Roles and Industries
AI is going mainstream, and creative professionals are skilling up fast.

#	Role	#	Role
1	Project Manager	11	Sales Manager
2	Product Manager	12	Writer
3	Program Manager	13	Administrative Assistant
4	General Manager	14	Human Resources Manager
5	Architect	15	Marketing Specialist
6	Graphic Designer	16	Financial Analyst
7	Account Manager	17	Account Executive
8	Operations Manager	18	User Experience Designer
9	Marketing Manager	19	Business Consultant
10	Accountant	20	Operational Specialist

- Management and Consulting
- Creative, Design, and Marketing
- Business Development, Product Development, and Sales
- Human Resources, Administration, and Operations
- Finance

Top non-technical occupations using LinkedIn Learning to build AI aptitude

It's AI

Rough **segment volume**

№	Criteria	UK	US	Canada
1	Legislative framework for working with AI	Enacted	In the stage of discussion and adoption of legislation, partially	In the stage of discussion and adoption of legislation.
2	Workers using AI at work (%)	30%	30%	30%
3	Amount of managers rough volume	9.7m	16.4m	2.1m
4	Volume of managers using AI at work rough volume	2.9m	4.9m	0.6m

It's AI

2025

EdTech (universities, teachers, students)

Students who want to make sure their works won't be suspended and teachers aiming to address issues of cheating and dishonesty among students.

It's AI

56% of College Students Have Used AI on Assignments or Exams

Student Responses on the Use of AI

- Yes
- No
- Prefer Not to Say/I Don't Know

	Yes	No	Prefer Not to Say/I Don't Know
I use or have used AI tools to help complete assignments or exams.	56%	41%	4%
I have had coursework that requires me to use AI as part of an assignment	53%	45%	2%
I have had at least one instructor discuss the use or ethics of AI in the classroom.	79%	19%	2%
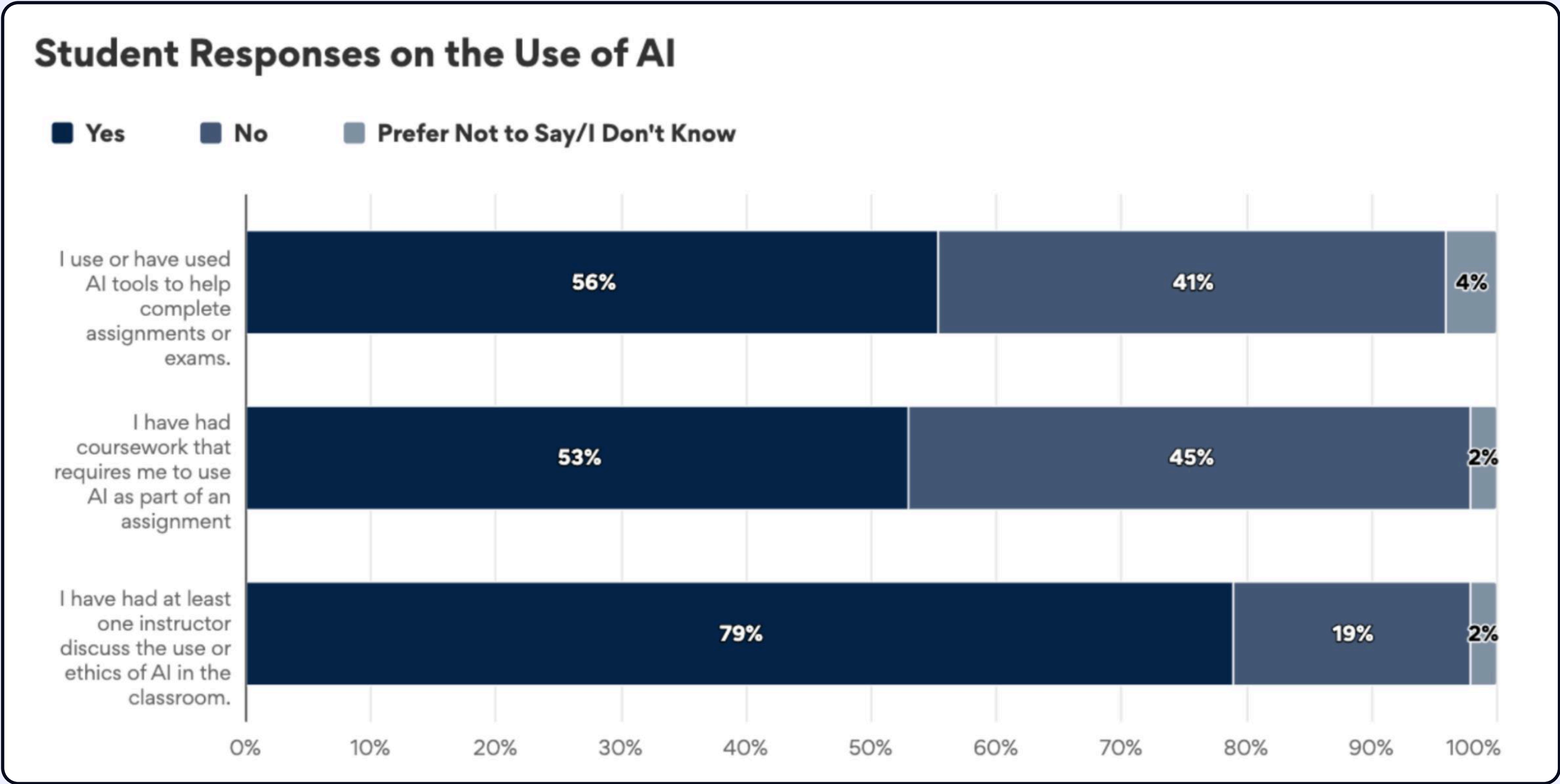
Rough **segment volume**

№	Criteria	US	Canada
1	Legislative framework for working with AI	In the stage of discussion and adoption of legislation, partially enacted.	In the stage of discussion and adoption of legislation.
2	Amount of students, high school/undergrad	18m	2.2m
3	Students using AI for writing assesments/essays (%)	56%	56%
4	Volume of the segment rough	10.4m	1.2m
	TOP countries for segment education	**1**	**2**

It's AI

2025

Potential market size in $USD

PRO-employees using AI at work

8.5M

people

Students using AI for education

11.5M

people

Colleges and universities

5000

institutions

Considering **$15** monthly subscription (average by market) for B2C and **$5k** for B2B, overall market size is **$3.3 billion per year** in just english-speaking countries.

While there is a B2B and B2C market in this field, firstly we're going to **focus only on B2C** to get brand awareness and reputation, because these things are necessary for B2B.

It's AI

Market Growth potential

LLM Market

The global LLM market is projected to grow from $1,590 million in 2023 to $259,8 million in 2030. During the 2023–2030 period, the CAGR will be at **79,80%.** [1]

Percent of people using AI at work

In 2025, **50%** of digital work is estimated to be automated through apps using these language models [2]

Number of students

The University and Colleges Admissions Service (UCAS) projects that by 2030, there could be **30% more** higher education applicants relative to 2022, with a potential range of 19.5% to 41% increase.

It's AI

2025

Business

Competitors

Still wondering if there is a big market?
Check out our biggest competitors outside from bittensor.

GptZero

7.4M visits/month
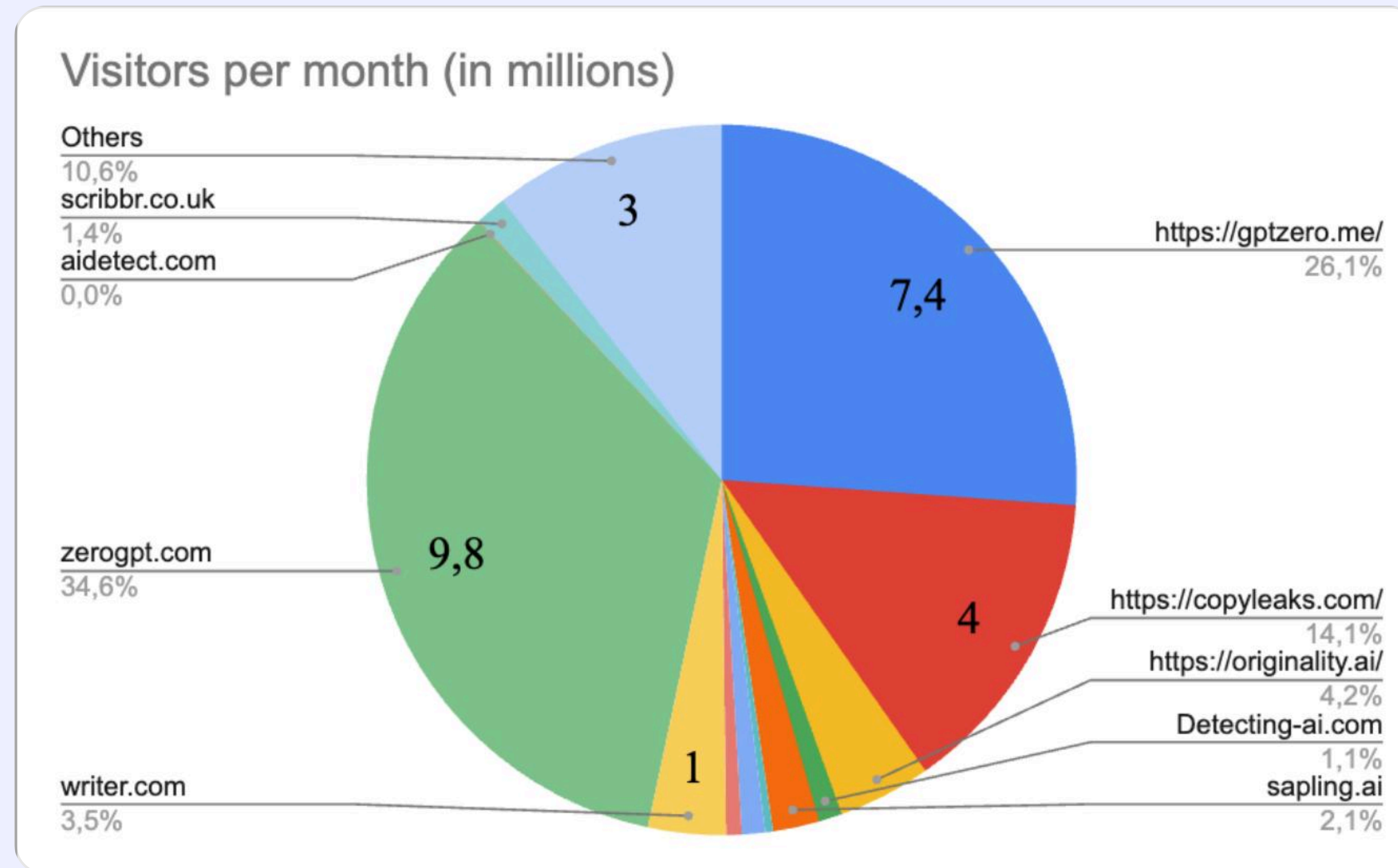
$13.5M raised total

$50M valuation

CopyLeaks

4M visits/month

$4.5M annual revenue

ZeroGpt

9.8M visits/month

Market distribution among competitors

Visitors per month (in millions)

Others
10,6%
scribbr.co.uk
1,4%
aidetect.com
0,0%

https://gptzero.me/
26,1%

7,4

3

zerogpt.com
34,6%

9,8

https://copyleaks.com/
14,1%
https://originality.ai/
4,2%
Detecting-ai.com
1,1%
sapling.ai
2,1%

4

1

writer.com
3,5%

It's AI

2025

Monetization model

Customers will pay for a subscription according to amount
of words they need to process per month
(individual plans for B2B).

Basic

Free

- ✓ 10k scan words limit
- ✓ Up to 1k deep scan words
- ✓ 1k words on Britishizer
- ✓ Extension usage

Get started

⚡ Popular Premium

$15

- ✓ 300k scan words limit
- ✓ Up to 300k deep scan words
- ✓ 50k words on Britishizer
- ✓ Extension usage
- ✓ ChatGPT Plugin

Get started

Mission

Our mission is to create
a **number one platform for working with ai–generated texts**,
that will save valuable time of our users and
increase their efficiency at work

Roadmap

Q1   Q2   Q3   Q4

15+ premium users

Setting up company in Dubai, first paid traffic in Google

150+ premium users

Working on SEO optimization, talking with early users, finding product market fit

750+ premium users

Adjusting google ads, setting up social media ads, improve sales funnel

2000+ premium users

Exploring new advertising channels, integration with articles, writing own content

Tech Dev Plan

App | On-boarding | Billing page and payment processing | Sales funnel improvement | AI-detector reports

Landing | New premium plans | Blog section | Articles writing | SEO optimization

Monitoring | Resource monitoring in Graphana | Set up Amplitude for user interaction analytics

New apps & Integrations | ChatGpt plugin | Zapier integration | Moodle integration

Subnet Dev (ML) | Use bigger models (up to 70b LLMs) | Working on adversarial attacks resistant | Multilingual support | New benchmarks metrics

It's AI

2025

Meet the Team

Sergey Volnov
Founder & CEO

More than 4 years experience in ML
with focus on NLP, on the last place
was leading ML department at Saola
in Singapore

Nikita Chervov
Senior Data Scientist

Data Scientist with 4+ years of
experience, winner of several national
and international olympiads in
Computer Science

Huy Nghiem & James Nguyen
Investors

Huy: Founder Finhay, Forbes 30u30 Asia
James: Founder HCM Partners, owner
Kooltek68 validator

Boris Novichkov
Backend Dev

Ilya Vasilenko
Frontend Dev

Veronika Ovchinnikova
Marketer

Vlad Fotianov
Designer

Slump
Kooltek68 Dev

Vote for SN32 and become a part of AI-detectors revolution 🚀