



It's AI

SN32. Powered by Bittensor.



Supporting Document

It's AI - Subnet 32 on Bittensor

1. Overview

It's AI is Subnet 32 on Bittensor.

Its mission is simple and highly focused: **AI-generated text detection**.

Using advanced language models and decentralized algorithms, miners in Subnet 32 identify:

- Whether a text is AI-generated
- Which exact sentences are likely AI-written
- The proportion of AI, mixed, and human-written content within a document

2025 has been a watershed year for generative AI. Text generation tools have reached a level of fluency and accessibility that makes AI-written content widespread across education, publishing, and business. As generation improves, **reliable detection becomes essential**, not optional.

2. Accuracy & Benchmark Performance

It's AI is currently the most accurate AI detector for text.

According to the **MGTD benchmark (ICAIE paper, 2025)** - the largest and most robust evaluation framework for AI text detectors - It's AI:

- Outperforms other detectors, including commercial solutions
- Achieves **over 98% accuracy**

- Maintains **less than 1% false positive rate (FPR)**
- Is evaluated across **15 independent datasets**

This benchmark is considered the gold standard for AI detector evaluation - <https://mgtd-bench.com/>

More detailed accuracy studies and methodology are available here: <https://its-ai.org/en/accuracy>

3. Platform Demonstration

Website: <https://its-ai.org>

App: <https://app.its-ai.org>

Demo Preparation

To enable a full demonstration:

- Send an email to **sergeyvolnov@its-ai.org**
- Subject line: **“Premium for SN32 video”**
- Include the email used to register on the website
This grants a premium subscription for demo purposes.

Demo Flow

- Scan multiple texts using **Deep Scan Mode**
 - Minimum requirement: 200 characters
 - Recommended: 400+ characters for best results
- If available, use texts that contain both human-written and AI-generated sections to demonstrate segmentation

What to Show

- Overall AI probability score
- **Per-sentence segmentation**, labeling content as:
 - AI-generated
 - Mixed
 - Human-written
- Percentage breakdown of AI-generated content

Explainability Features

- **AI word and phrase highlights**
- Explanation of which words and phrases most influenced the AI score
- Position this as critical for:
 - Teachers validating assignments

- Writers improving authenticity
- Providing evidence in academic or professional settings

Additional Platform Features

- Document upload
- Scan history
- API access tab

Integrations

- Google Chrome Extension
- API
- Zapier integration
- Moodle integration

(All integrations are listed on the its-ai.org website)

4. Market Size & Opportunity

Core Focus: Education

Education is currently the largest and most immediate market for AI text detection.

United States market overview:

- ~4,000 universities and colleges
- ~130,000 K-12 schools
- ~20 million higher education students

Universities typically spend **\$8–12 per student per year** on academic integrity tools.

This implies:

- ~\$200M TAM in higher education alone
- Including K-12 and publishing expands total TAM to **\$250–300M**

Serviceable Available Market (SAM):

- Estimated at ~\$125M

Capturing just **2–3% of SAM within two years** results in:

- **\$3–5M in potential ARR in the U.S. alone**
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5. Business & Revenue

It's AI is not just a subnet.

It is a **fully operating company based in Dubai.**

Customer Segments

- **B2C**
 - Teachers
 - Students
 - Writers
 - Social media managers
 - Professionals managing AI presence in their work
- **B2B (Primary Focus)**
 - Schools
 - Universities
 - Online education platforms
 - EdTech providers

Real-World Adoption

- Integrated into multiple EdTech services
- Recently agreed on pilot programs with two enterprise education clients:
 - **JESS Dubai School** - top 15 schools in the Middle East
 - **Shining Star School** - tier-1 school in Abu Dhabi

These pilots are scheduled for January and have been publicly shared on X, allowing visual confirmation during the video.

6. Evolution, Incentives & Team

AI detection is one of the domains where **Bittensor's incentive mechanism fits perfectly.**

New state-of-the-art language models appear almost monthly. Detection systems must:

- Continuously adapt
- Rapidly benchmark against new generators
- Evolve faster than centralized competitors

Subnet 32 is designed for this reality.

The team understands that **only subnets that generate revenue will survive long-term**, which is why monetisation is a core focus, not an afterthought.

Founder

The founder of It's AI is **Sergey Volnov**.

- 4+ years of experience in machine learning, focused on NLP
- Former head of ML at Saola in Singapore

More background is available here:

<https://x.com/sergak0/status/1904294025693118888>

Additional information:

Website: <https://its-ai.org/en>

X: https://x.com/ai_detection