



# 5 SECONDS

An API-first solution



Over the years, the total number of scam cases in Singapore has continued to rise, with the total amount lost to scam cases in 2023 being **SGD \$651.8 MILLION**




In 2023, 73% of scam victims were aged below 50, falling prey to E-commerce, job and phishing scams.



In particular, digital natives are comfortable online and may have an “it won’t happen to me” mindset, which put them at risk.

*Deputy Director,  
Scam Public Education Office Operations Department,  
Singapore Police Force*





Order Confirmation

Hello,

Thank you for shopping with us. You ordered "Apple Iphone 6, Silver, 16 GB (Unlocked)".

We'll send a confirmation when your items ship.

Details

Your credit card has been successfully charged for the total amount.  
Please find attached the billing confirmation receipt.

Guaranteed delivery date: <a href="#">October 10.</a>	Order Status : Confirmed Total Before Tax: \$638.00 Estimated Tax: \$4.12 Order Total: \$642.00
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We hope to see you again soon.  
[Amazon.com](#)

No Sender  
Your suspension notification  
To: me



### Your suspension notification

Hi [REDACTED]

We were unable to validate your billing information for the next billing cycle of your subscription therefore we'll suspend your membership if we do not receive a response from you within 48hours.

Obviously we'd love to have you back, simply click [restart your membership](#) to update your details and continue to enjoy all the best TV shows & movies without interruption.

RESTART MEMBERSHIP

We're here to help if you need it. Visit the [Help Center](#) for more info or [contact us](#).

—The Netflix Team

Phishing training is  
no match for clever  
thieves



# Existing Solutions



Mobile App

## ScamShield

The ScamShield app blocks and filter calls and SMSes from scammers, check messages, links and phone numbers for scams, and allow users to submit scam reports



Policy & Regulation

## SMS Sender ID Registration

This registration aims to enhance protection against non-registered SMS, which may be associated with online scams. Non-registered SMS are marked as “Likely-SCAM.” This functions similarly to a spam filter and spam bin



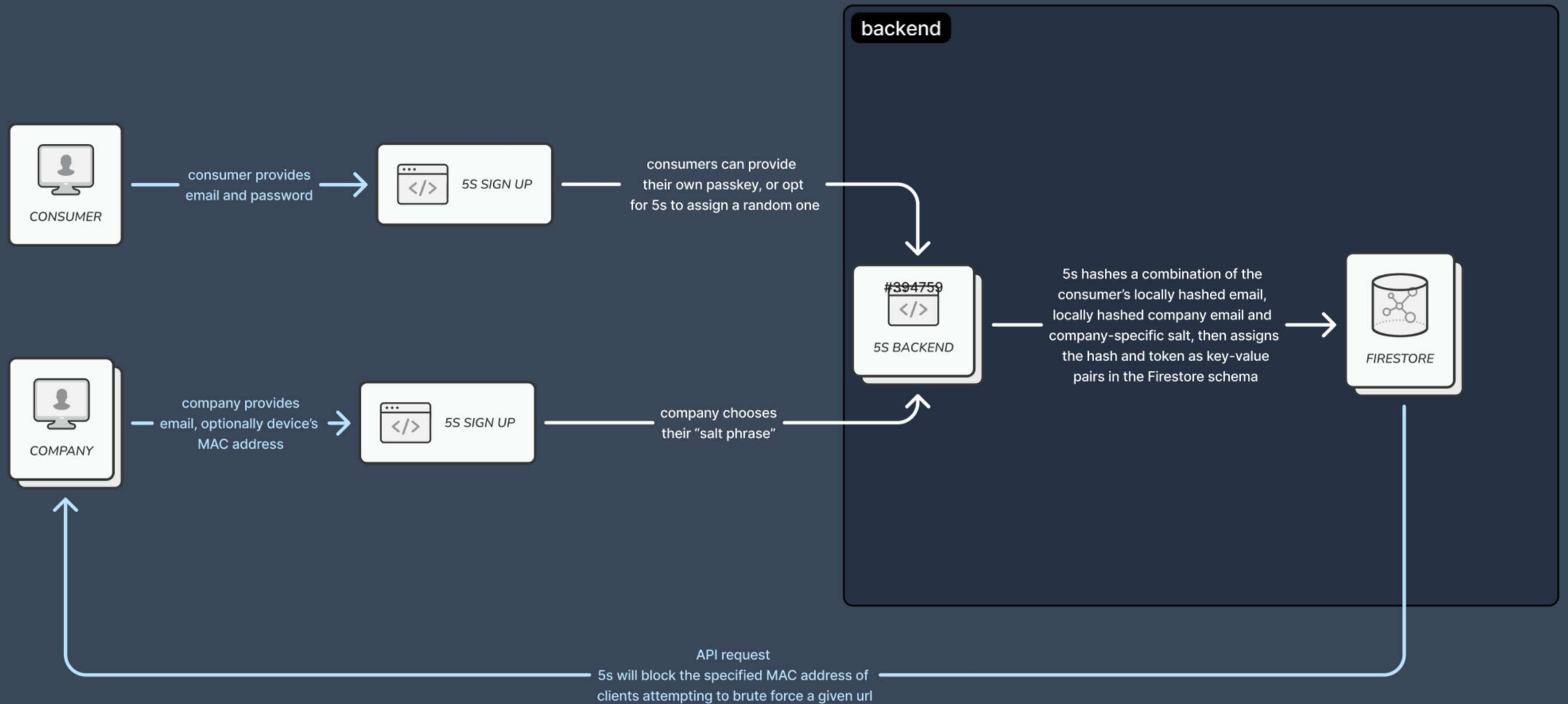
Education

## Scam Alert Web

A one-stop platform for all matters relating to scam. The websites provides for the most updated new regarding current scam trends, a platform for the public to share their own experiences, and steps taken to spot scams.



# ARCHITECTURE DIAGRAM



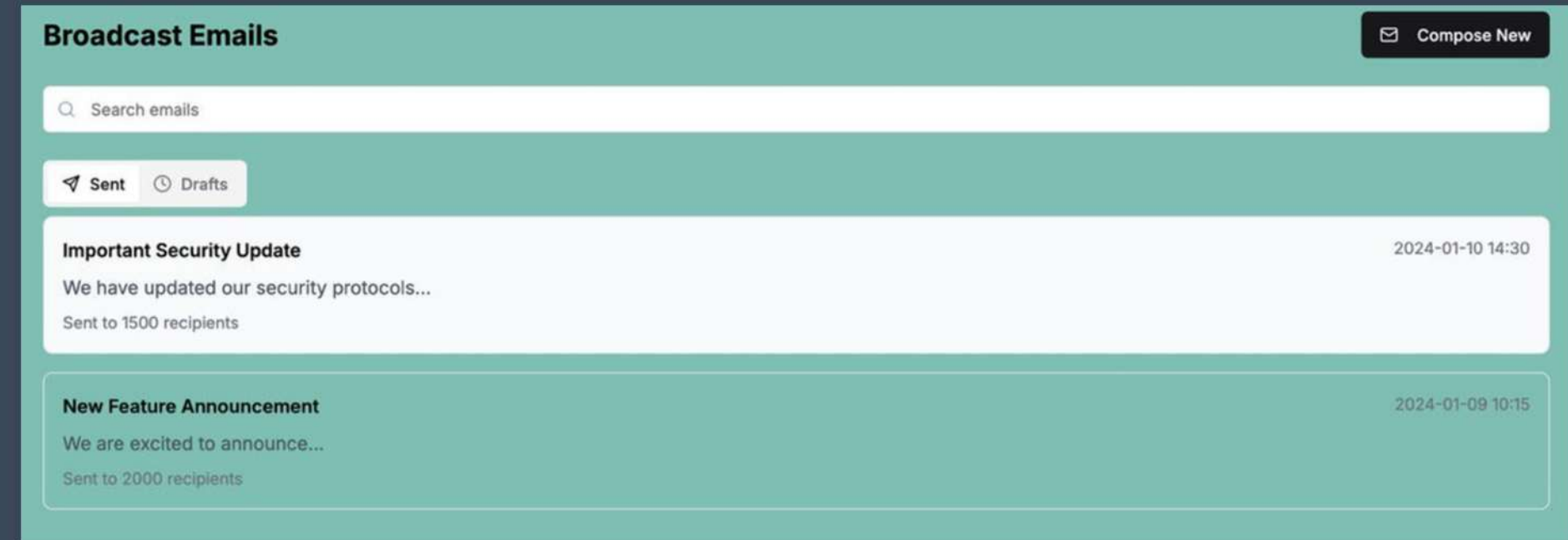


# 5SECONDS DESKTOP APP

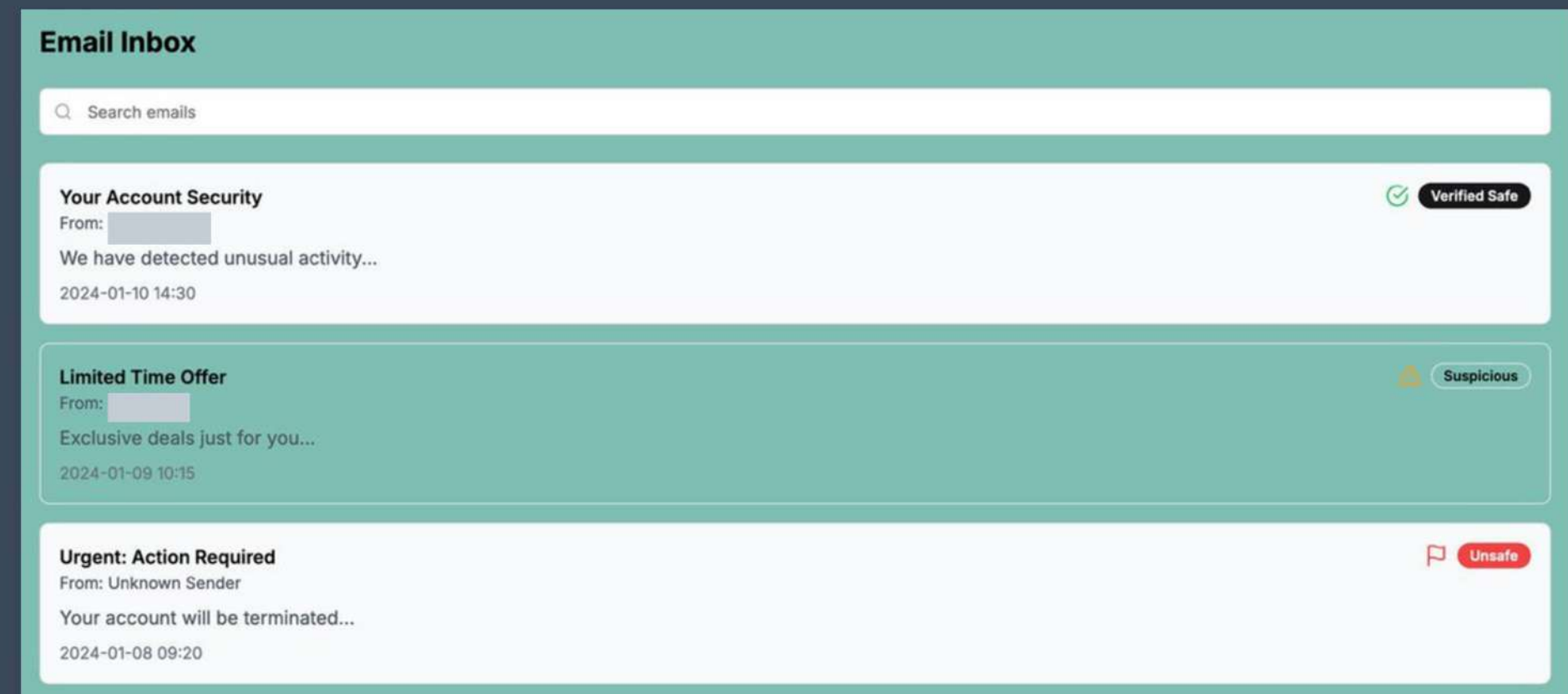
Singular communication platform within which Companies and Consumers can broadcast and access 5Seconds-authenticated emails.



## Company view



## Client view



## UNDER THE HOOD

1. 5Seconds hashes a company's salt phrase, company email and user email into one hash.

2. To retrieve securely stored passphrases via the 5Seconds API, an identical salted hash must be produced.

3. Passphrase is automatically embedded in outgoing broadcast emails.

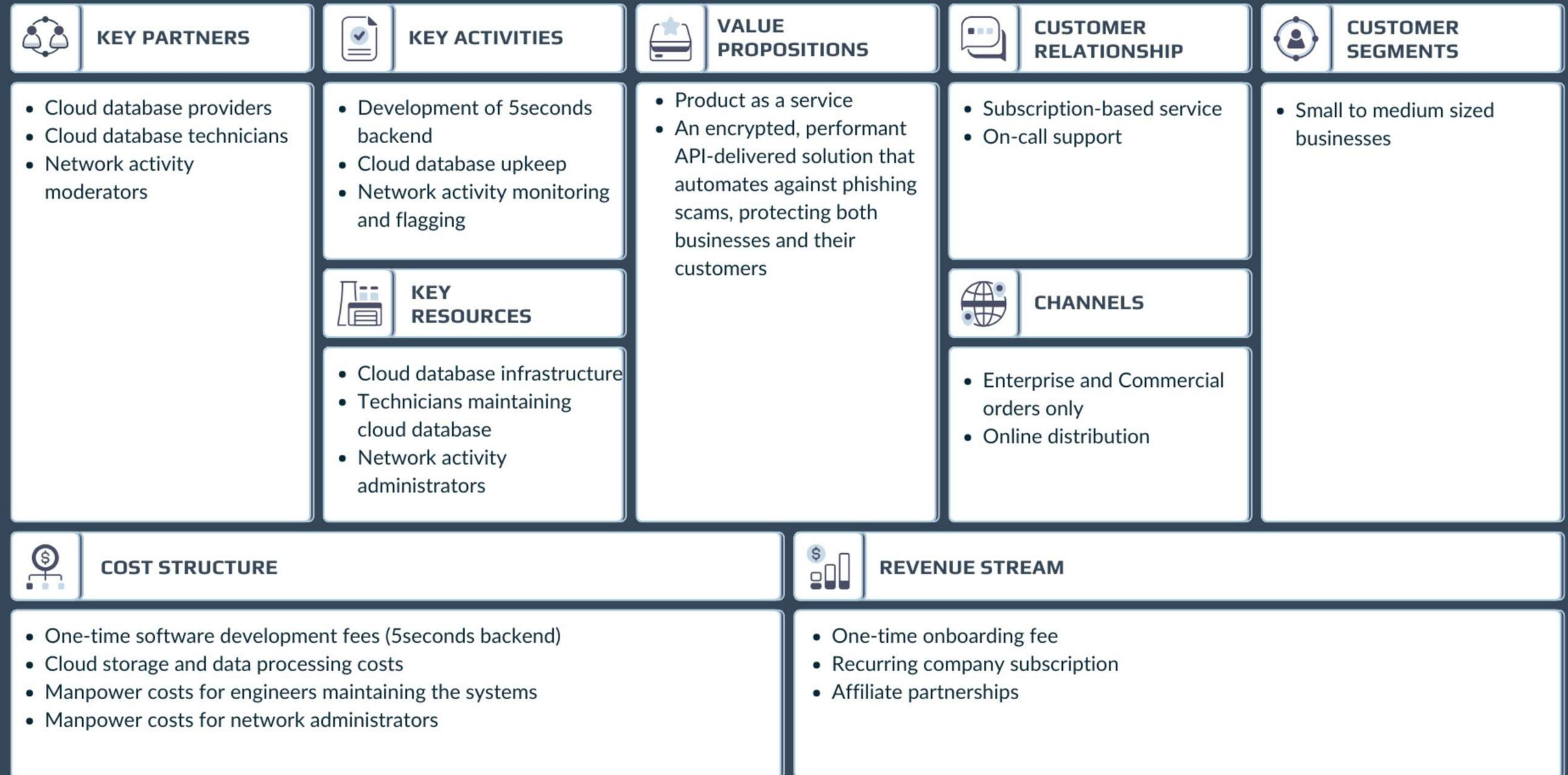
4. Token presence and validity is checked consumer-side.



**This passphrase authentication system can be embedded into any existing communication solutions (plug-and-play).**



# BUSINESS MODEL CANVAS



# Welcome to 5seconds.

5Seconds is an API-first solution providing encrypted passphrases that secure client-business interactions in text-based communications, such as email, SMS and other similar channels.

[sign in](#)