S.No:	Parameter:	Description:
1.	Problem statement (Problem to be solved)	❖ Data and Assets may be stolen or damaged. ❖ Customers might be unable to access online services. ❖ Malicious statement steals the login credentials or financial information like credit card numbers.
2.	Idea / Solution description	❖ Identify the suspicious keyboard. ❖ Two step verification process.
3.	Novelty / Uniqueness	❖ URL is the first thing to analyse a website to design whether it is a phishing or not. ❖ Indication in web browsers.
4.	Social Impact / Customer Satisfaction	❖ It will help the customers to take precautionary steps to minimize the losses and consider technological solutions to improve their security measures.
5.	Business Model (Revenue Model)	❖ Providing Technological solution. ❖ Collaboration with Cyber security.
6.	Scalability of the solution	❖ It identifies the suspicious phishing mails and enhance the security software to establish the predicted outcomes.