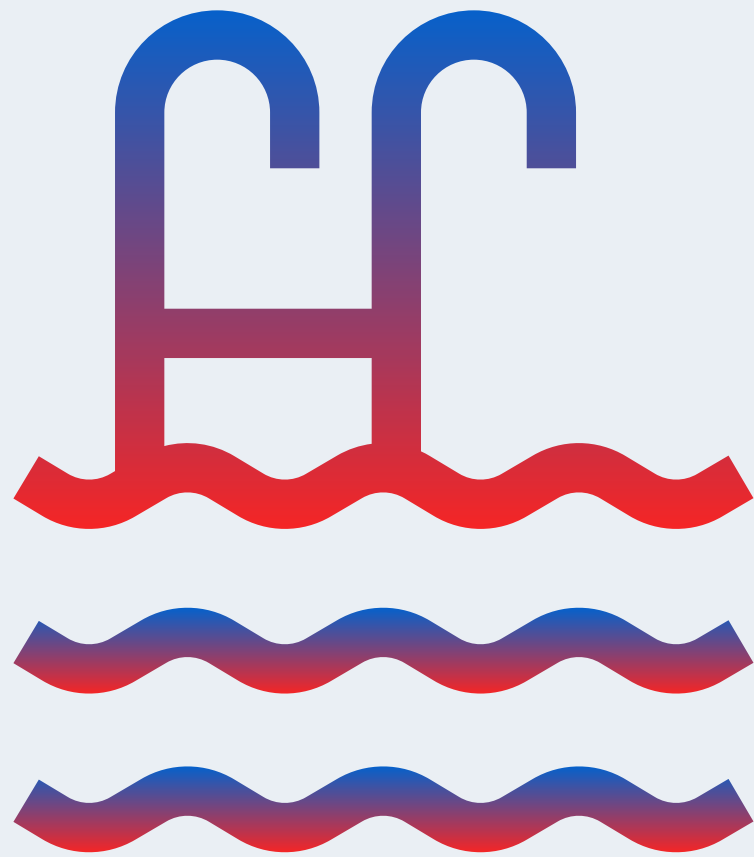


Building risk  
profiles using AI  
analysis



# Problem

Scammers flood social media with copy & paste versions of the same scams, just with a new profile and project name.

New users fall for it, and experienced users waste time sifting through fakes.

# Solution

RugPool's AI compares new founder social media posts to known scammer accounts.

It identifies common scam patterns and estimates the likelihood the founder was behind past scams.

# How it works



## Community-Driven Databse

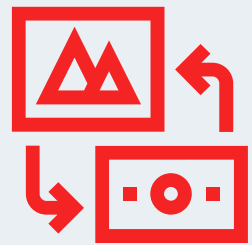
Scam victims, motivated by anger and desire to protect others, submit scammer social profiles and the type of scam to our database.



## Risk Profile

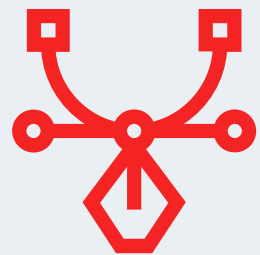
Before investing in a new project, the user submits the social profile of the founder. Our AI compares this profile to our database to give a probability that the new profile is legitimate or not.

# Evaluation Factors



## Common Schemes

Schemes like "send ETH to our address to receive airdrop" are easily identifiable.



## Personas

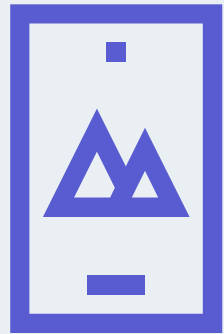
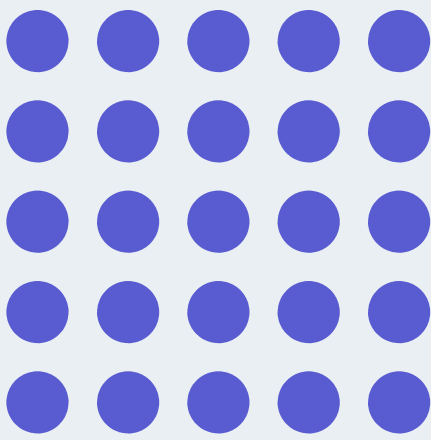
By analyzing language patterns we can predict the likelihood that a new account is the same person behind known scam accounts/aliases.



## Copycats

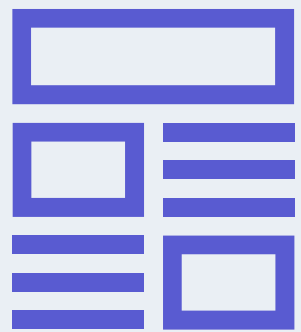
Our AI will check for projects using the same IP to warn of scams using a stolen identity.

# Monetization



## B2C Per-Query Fee

New users pay to avoid common scams, experienced traders pay to increase their win-rate and decide how much to risk before a token is ever launched.



## B2B Wallet/Exchange Integration - Bulk Discount

Businesses can safeguard their users and protect their onboarding cost by integrating RugPool with their platforms, reducing the number of users who get scammed.



# Break-Even



**\$0.01**

Processing cost per query based  
on Chat-GPT's cost

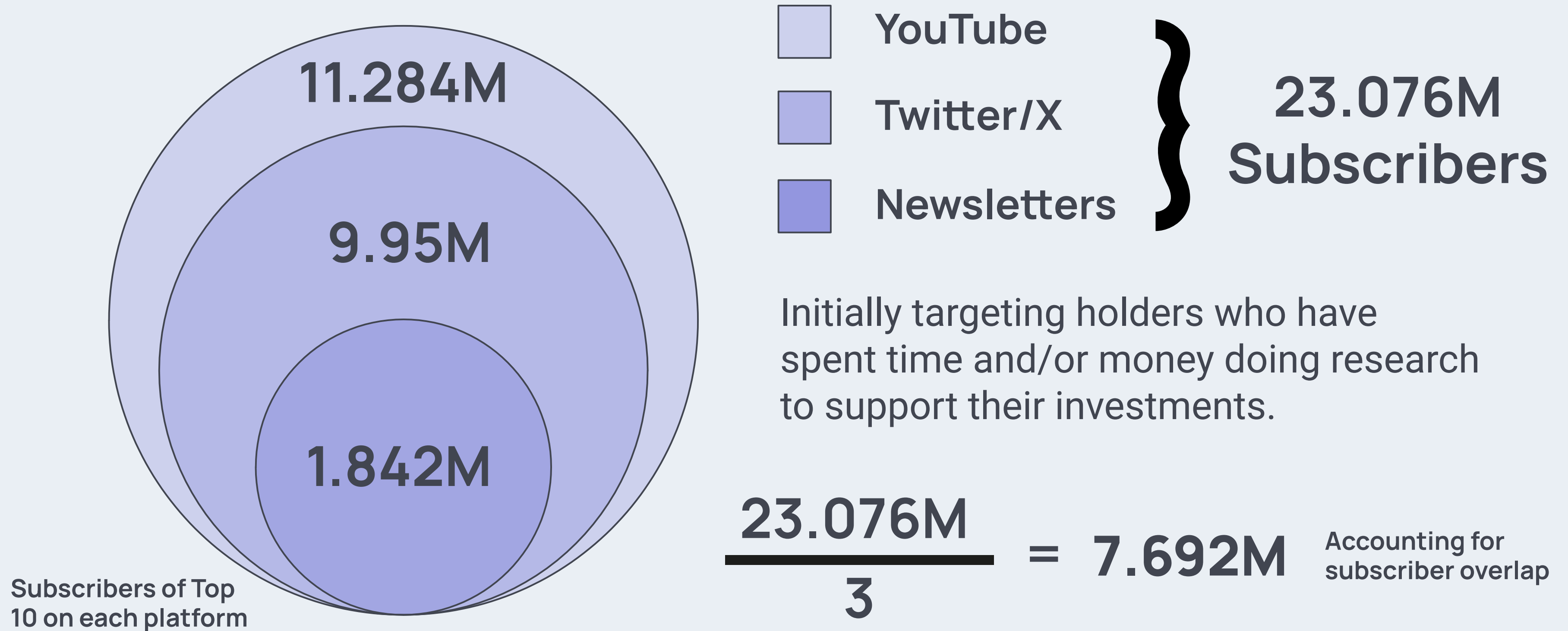
**\$3,000/mo**

Ongoing development + Marketing

**1508 qr/mo @ \$2**

Break-even number of queries per  
month priced at \$2 per query

# TAM & Target Market Pt. 1



Sources: [Milkroad](#), [Exploding Topics](#), [CryptoJobsList](#), [NinjaPromo](#)

# TAM & Target Market Pt. 2

Annual revenue if all target users evaluate one social profile at each given interval:

Monthly

$$7.7\text{M} \times 12 \times \$2 =$$



Weekly

$$7.7\text{M} \times 52 \times \$2 =$$



Daily

$$7.7\text{M} \times 365 \times \$2 =$$





# GTM Strategy

## Traditional

Waitlist with access granted by submitting a scam to the database

KOLs and partnered memecoins raising awareness

## Guerilla

Reply to social media comments of scam victims and those warning of scams

Giveaways for verified scam submissions

# 75%

*Americans not confident in crypto's safety - Pew Research*

# Competitors



## Chainalysis

- Institutional focus
- Expensive
- Impractical for quick checks



## Elliptic

- Expensive
- Focused on-chain
- Defeated by wallet obfuscation



## Messari

- Complicated and time consuming
- Only on-chain data
- Difficult to recognize specific bad actors



## Glassnode

- Only on-chain data
- For high-level view of market trends
- No tracking of bad actors

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**@rugpoolapp on X**



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Founder

**CREDITS:** Slidesgo, icons by Flaticon, and  
infographics & images by Freepik

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