Corgi Labs

AI for Payments Optimization

Y

www.corgilabs.ai

(Delaware C-Corp, CorgiAI, Inc.)

Founder

Deep understanding of payments and data science

Former Data Scientist at Stripe, Facebook, Google

Discovered shortcomings in Stripe fraud prevention AI

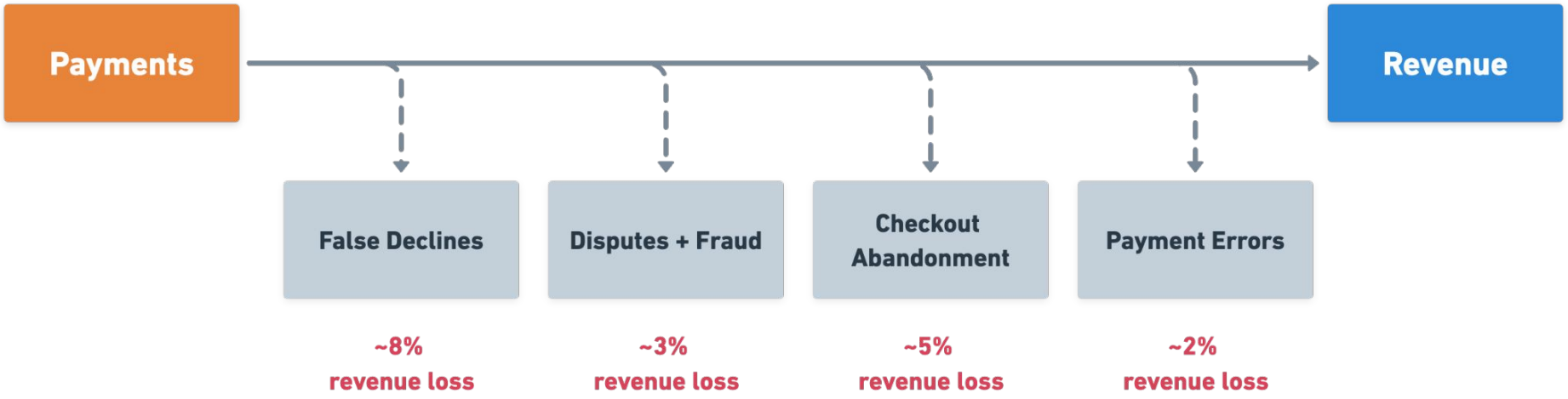
Invented solution improving performance by 78% (less revenue blocked, more fraud prevented)

Currently distributed b/w SF and Singapore (moving to SF 6 months after fundraise)

Saif Farooqui

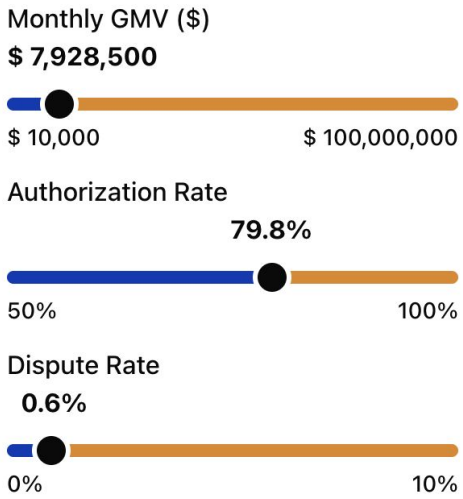
stripe Google

~18% of digital payments don't become revenue due to friction in payments



Based on actual data from Stripe and Adyen customers

Friction leads to revenue loss for companies
= low authorization rates + high dispute rates



$1.3m (20%)
monthly revenue loss

*Real data from Corgi customer, where **20.2%** of payments did **not** convert into revenue*

Why don’t companies do something?

1. Payment flows are hard to understand, and data for analysis isn’t easily available
2. Existing tools need significant cost and effort to integrate and operate
3. Embedded fraud prevention systems block too much revenue to control fraud

Companies want to

understand payments

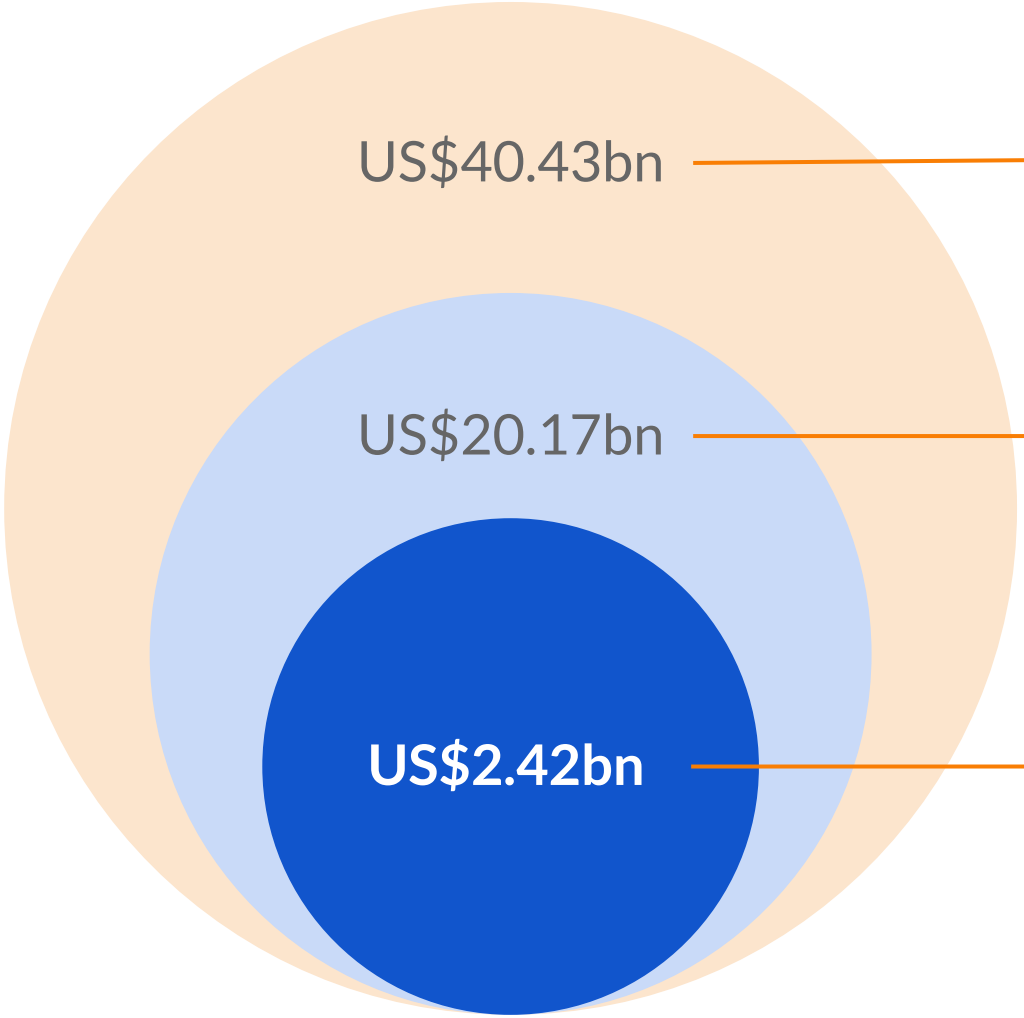
block fraud

make more revenue

That's where Corgi comes in

Corgi helps companies make more revenue from payments

We do this by helping companies understand, analyze and fix friction in payments, via a seamless SaaS solution



TAM

*Global Digital Payments Volume * 0.35%† pricing*

Source

SAM

*Payments Volume on Stripe, Adyen, Paypal, Remitly, Checkout * 0.35%† pricing*

Source

SOM

Capturing 12% of SAM, focused on mid-market (<$500m in revenue)

†0.20% GMV + 5% of revenue unblocked translates to ~0.35% GMV based on 3% revenue improvement

Corgi is an end-to-end payments optimization engine

Customized AI

Tailored fraud models with actionable insights and robust enforcement

Flexible Integration

Hands-on, seamless integration with your payment engine of choice

Transparent Analytics

Access granular metrics with clear ML insights via our dashboard.

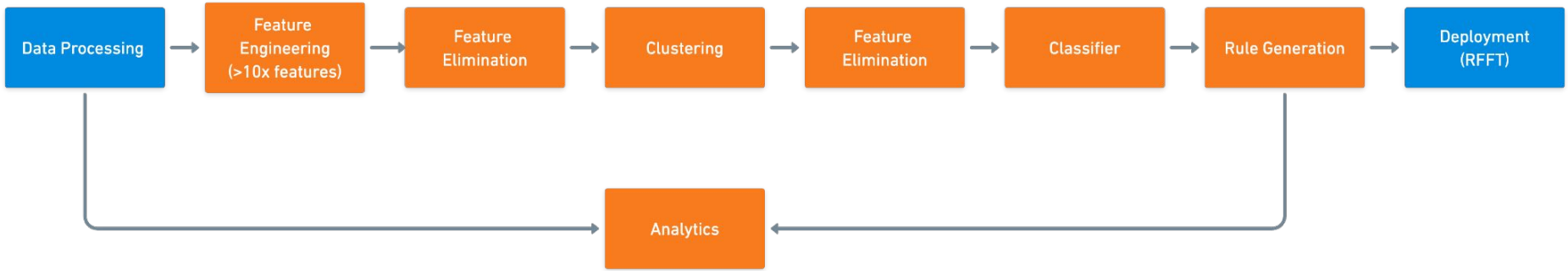
Dedicated Support

Weekly updates, expert insights, and executive summaries

Built on the CORGI algorithm

Based on novel small sample size methods, our algorithm builds bespoke models for each customer that precisely fit their payments + fraud distributions

Higher precision and recall enable us unblock good revenue and block fraud



Battle-tested at Stripe, where it saved the India business

CORGI vs current solutions

Love, Bonito + adyen +

$40M ARR E-commerce
US + Singapore

18% lower fraud
22% more payments accepted
>$2m revenue unblocked

STYLE THEORY + stripe +

$15M ARR SaaS
Singapore + HK

21% lower fraud
12% more payments accepted
>$400k revenue unblocked

Corgi sits at a unique intersection of payments services

		Payment providers	*Payment orchestrator*	*Fraud prevention*
		fiserv. stripe adyen shopify	Basis Theory Primer GR4VY	FORTER riskified sift
Integration	**5 minute plug+play**	>2 business days	>7 business days	6-8 weeks
Multiple payment provider?	**Yes**	No	Yes	Yes
Payment analytics	**Yes**	Yes	Limited	Limited
Fraud analytics	**Yes**	Limited	No	Yes
Fraud prevention	**Yes**	Yes	No	Yes
Fraud model performance	**>40% F1**	<10% F1	-	Not disclosed
Weekly payments reports	**Yes**	No	No	No
Experimentation	**Yes**	Only Adyen	No	No

Corgi makes money through

Corgi Analytics

Dashboard + GenAI Reports + Expert Syncs

Targeted to SMEs and Mid-Market (<$200m in revenue)

Pricing from **$99/month**

5 minute plug and play

Beta with 20+ Stripe customers, developed based on user research, expected launch May

Corgi AI

Analytics + Custom Fraud Prevention Model

Targeted to Mid-Market and Enterprise (>$50m in revenue)

0.2% GMV + 5% revenue unblocked

5 minute integration, 2 weeks to first model

Direct sales + channel partnerships + funnel from Analytics product

Live with 4 customers

How much does Corgi make?

Customer Persona 1

$3m

annual revenue

$99/month

Analytics

$1.2k ARR

Customer Persona 2

$26m

annual revenue

85% Authorization Rate

0.5% Dispute Rate

$13.6k/month

Analytics + AI

$163k ARR

Authorization rate 85% → 92%
Dispute rate 0.5% → 0.2%
Pricing: 0.20% + 5% revenue unblocked

Customer Persona 3

$305m

annual revenue

88% Authorization Rate

0.4% Dispute Rate

$159.7k/month

Analytics + AI

$1.92m ARR

Authorization rate 88% → 92%
Dispute rate 0.4% → 0.2%
Pricing: 0.20% + 5% revenue unblocked

GTM Strategy

We grow by partnering with payment service providers

stripe adyen shopify

fiserv. ekata by SHOPLAZZA

Evidence of reduced fraud + increased revenue for individual businesses builds the pathway for these partnerships

Partnerships Traction

Discussions	*NDA + LOI*	*POC*	*Live*
fiserv.	ekata by Mastercard	HitPay	stripe
Payoneer	Airwallex	SHOPLAZZA	
MAS Monetary Authority of Singapore			
2024 June 23 - 26 SELECTUSA INVESTMENT SUMMIT			
Primer			
Basis Theory			
Remitly			

Revenue Traction

$800m+

GMV processed annually

$20k+

Current MRR

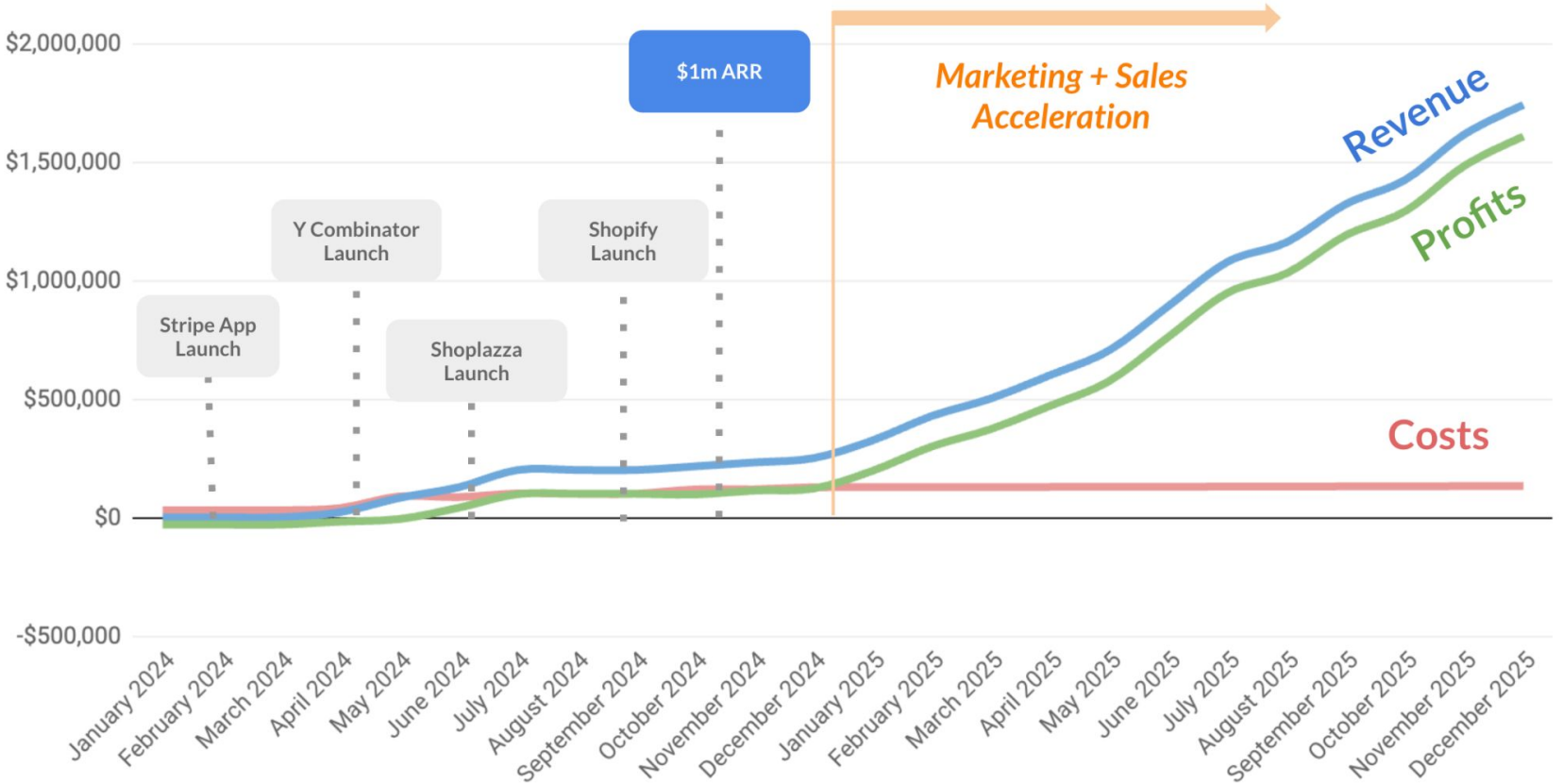
$162k+

Projected MRR end 2024

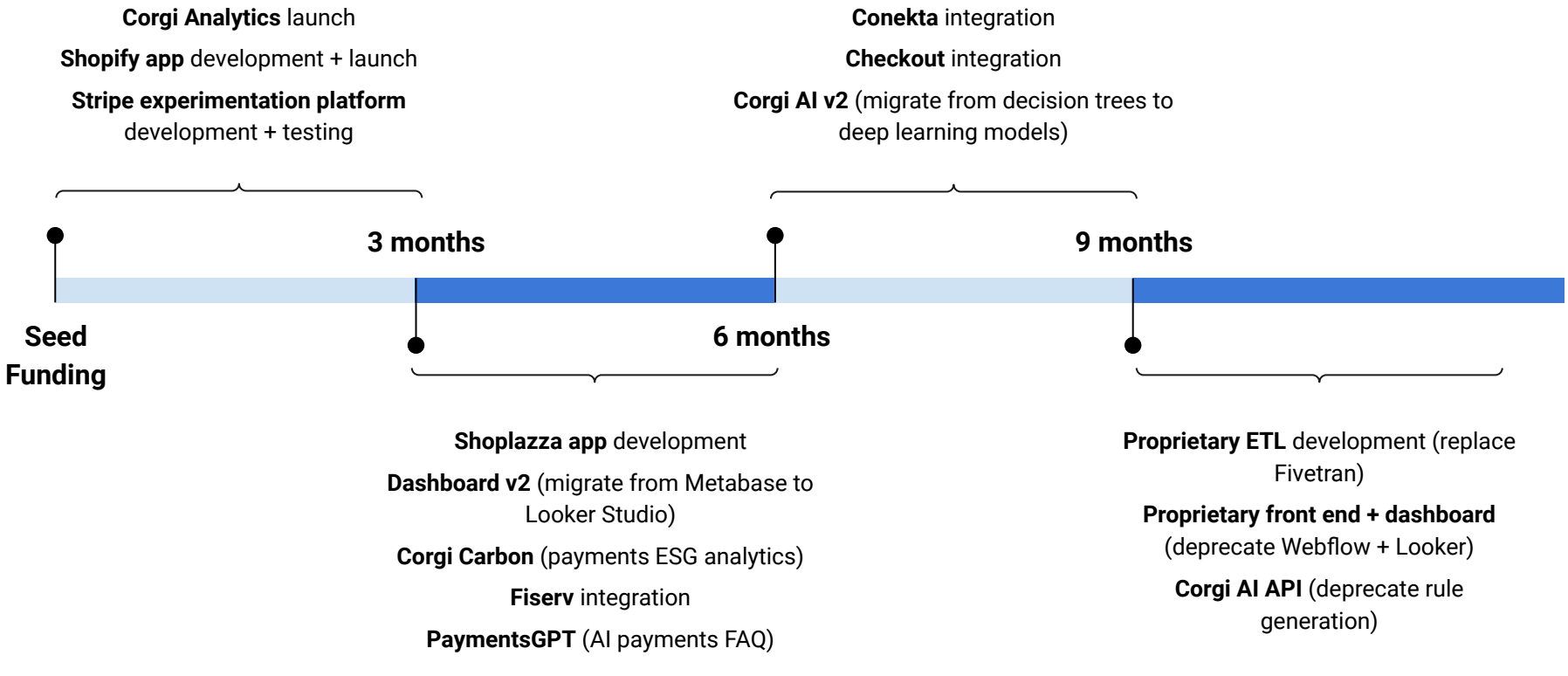
Pricing: 0.2% GMV + 5% revenue unblocked

Monthly Revenue Projections (2024-2025)

Detailed financial model available on request



Product Roadmap



Raising

$2m

Product Development Roadmap

Capitalize on Stripe, Shoplazza, Ekata partnerships

Develop Shopify, Fiserv, Remitly partnerships

Key Hires (Head of Sales (US), Engineering, Marketing)

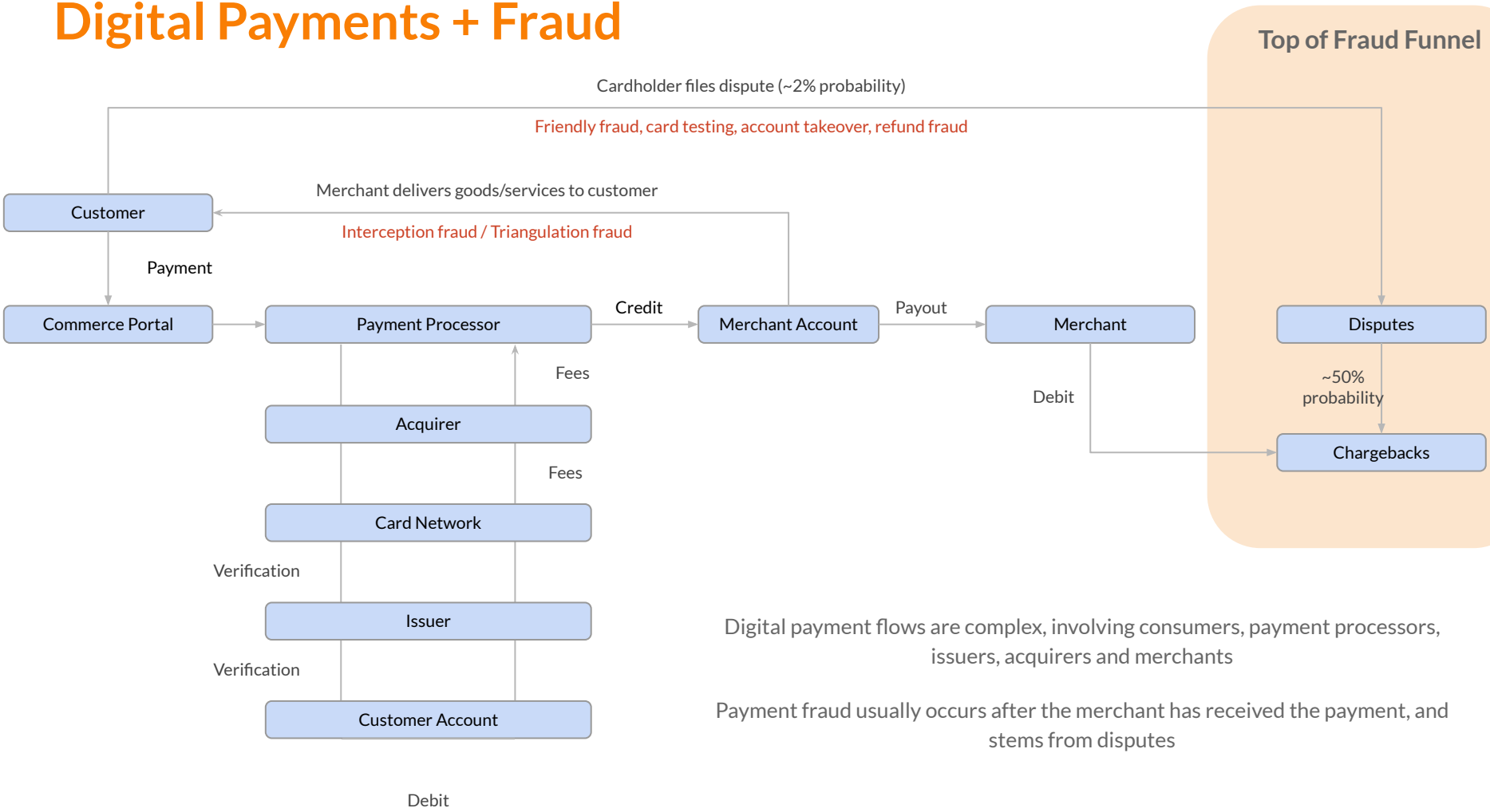
Government Sales (SelectUSA)

Thank you!

Drop me a message at saif@corgilabs.ai,
or +1 (650) 663 8538

Appendix
A brief overview of payments

Digital Payments + Fraud

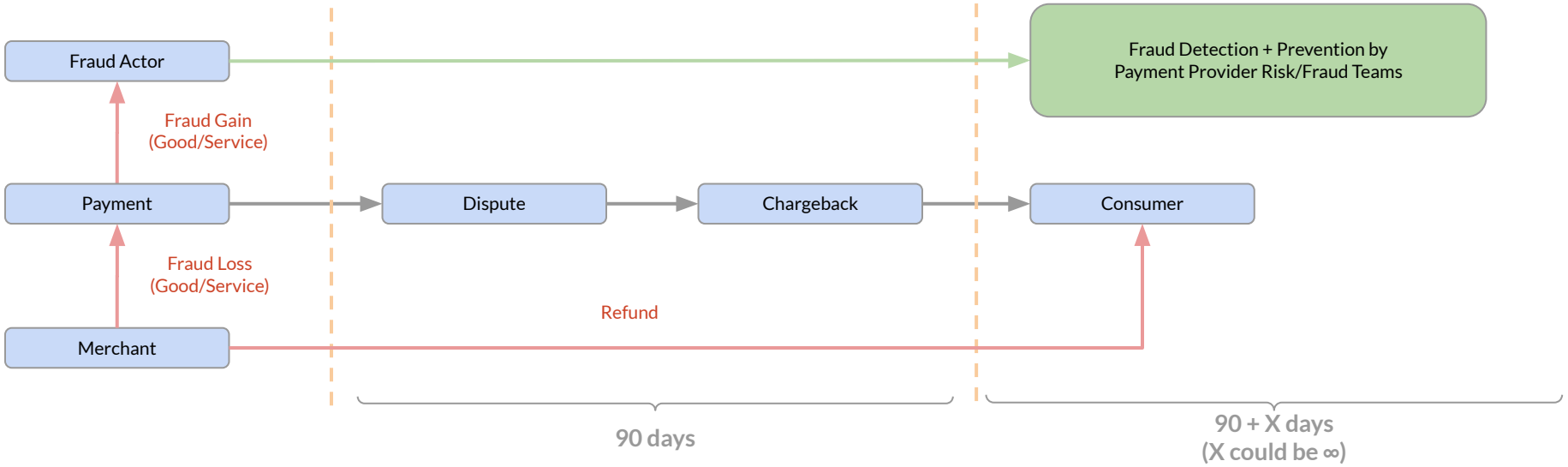


Digital payment flows are complex, involving consumers, payment processors, issuers, acquirers and merchants

Payment fraud usually occurs after the merchant has received the payment, and stems from disputes

Fraud Funnel

The current **fraud detection + prevention funnel** for digital payments is **extremely long**, and in some cases **endless** (which also means uncapped fraud losses)

Consumers have up to **90 days** to **dispute** charges, and especially in the case of stolen credentials, it can take even longer to detect fraud

After chargeback occurs, payment provider **internal fraud/risk teams** take **significant time + effort** to identify fraud, and then work on primarily **retrospective mitigation methods**, all this while other fraud actors are concurrently looking for exploits