

CCI Startup Hackathon

HOOKED?

"Learn to spot scams before they spot you."



**Startup by
Betta Phish**

TEAM @ BETTA PHISH

Founded by UNC Charlotte students:

Name	Role + Focus	Background
 Benjamin Taylor	Lead Engineer & Cybersecurity Architect	Junior at UNC Charlotte, dual-enrolled in the Early Entry Cybersecurity M.S. program. Leads backend and threat-simulation development.
 Julian Roberts	Sales & Experience Lead	Junior Computer Science student with a Cybersecurity focus. Focuses on UX, product design, and client-facing presentations.
 Danila Maksimov	Data Science Lead	Freshman Data Science student. Builds data pipelines and fraud-pattern analytics.
 Johannah Raj	Software & Cybersecurity Engineer	Freshman Computer Science student with a Cybersecurity focus. Develops front-end modules and secure software integrations.

OUR MISSION



Founded on the idea that
fraud doesn't only cost banks money; it costs trust.

- Phishing scams like to depend on one major weakness of banking: **customers making uninformed decisions**, which an institution cannot predict or fix in time.
- We want to fill in this deficiency by offering **interactive simulations** that both build **phishing awareness** and push for confidence in making **financial choices**.
- By integrating positive engagement with the study of cyber-awareness, we will **strengthen digital trust** while **improving consumer habits**.



\$1 = \$4.41

True cost per dollar of fraud.



+9% YoY

Annual increase in financial fraud impact.



35% scammed

From failing to identify malicious interactions.



79% lose trust

Banks report 79% reduced customer confidence.

Source: LexisNexis® True Cost of Fraud Study, 2024

MEET PHISHY

Your **cyber-finance sidekick**: teaching users and banks to outsmart scams, one case at a time.

- **Phishy** is the cyber-finance detective of *Hooked?*, solving cases that teach users how to spot fraud and protect their money.
- Once victim to a phishing scheme himself, he is now committed to helping banks and customers rebuild digital trust, one *fin-tastic* case at a time!



* Illustrated by Johannah! *

Target Audience

Gen Z & Young Adults (18-29)

89% of Young Adults use Banks:

- To manage their finances.

65% of them are Mobile Banking Users:

- Gen Z prefers to bank on their phones, increasing security risk as they manage finances.

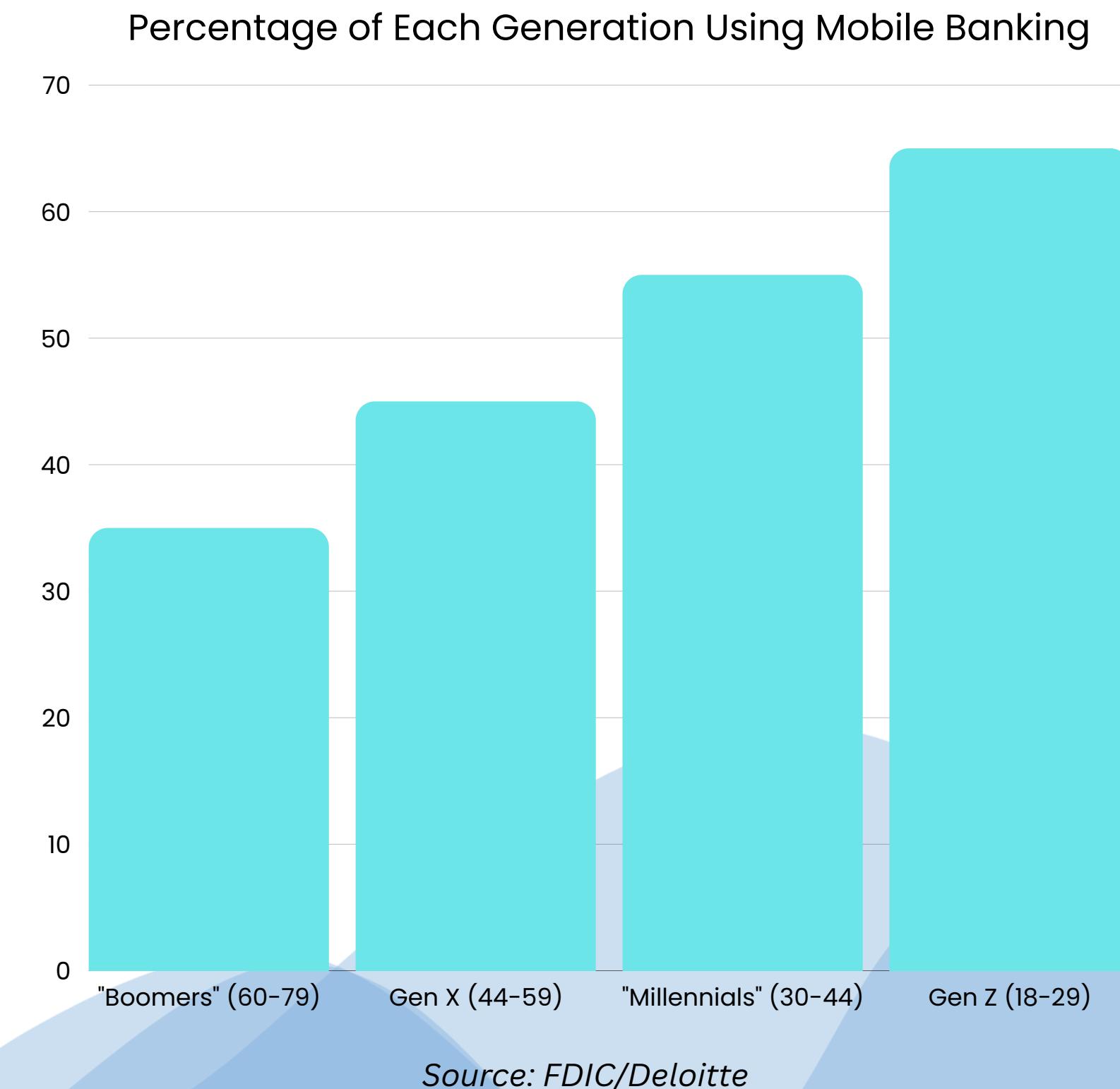
~2.7B U.S. Dollars lost in 2024:

- Through cyber threats and digital deception.

40% Lower Awareness:

- Younger users are shown to have lower phishing awareness compared to previous generations.

7 out of 10 report preferring interactive, reward-based learning!

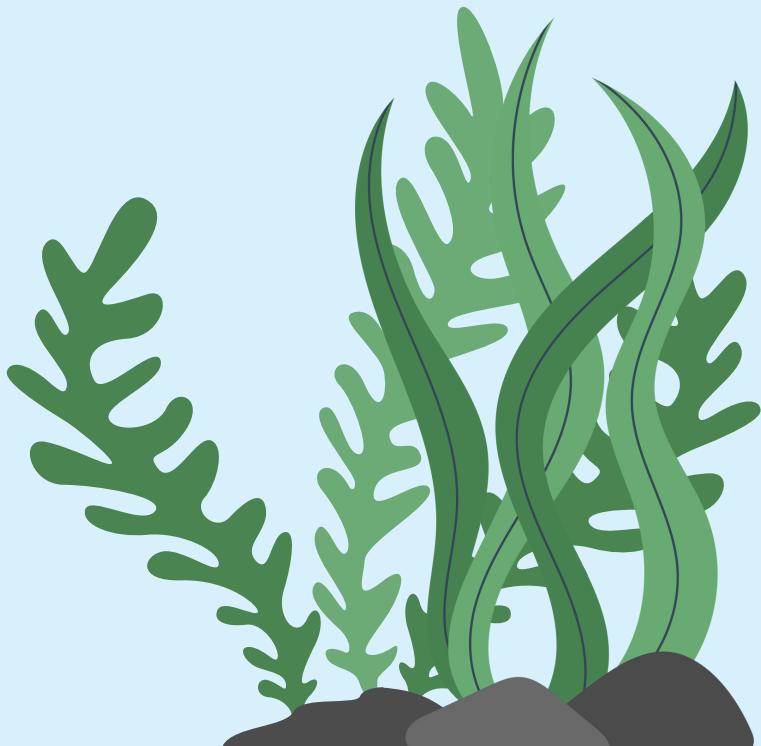




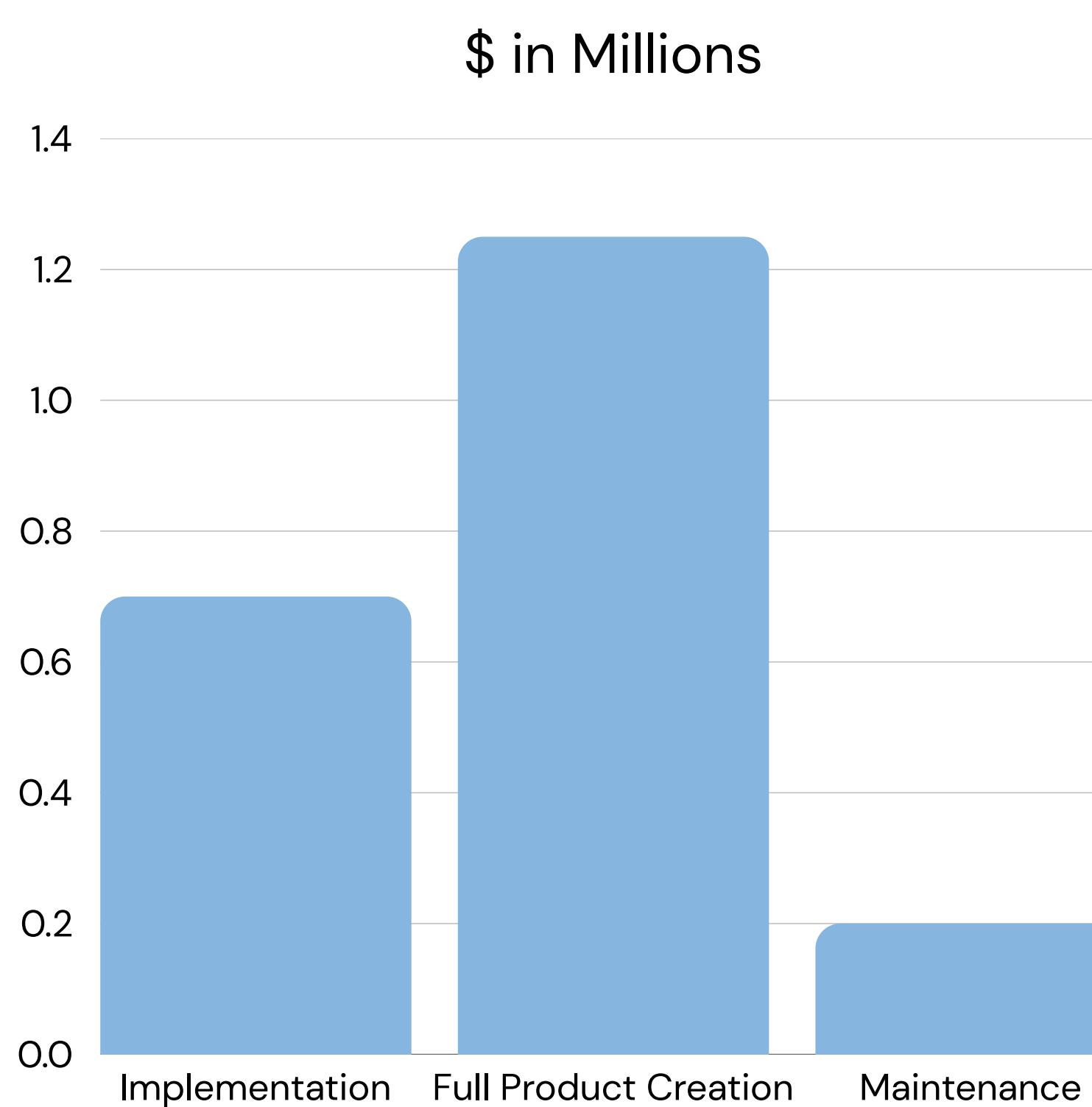
why HOOKED?



- **Hooked?** by Betta Phish is designed *by customers, for customers*.
- Our **interactive platform** delivers an engaging experience that draws users into captivating storylines.
- These playable paths both teach and equip, turning everyday users into **financially confident, fraud-resilient consumers**.



Financial Implementation



Potential Savings Breakdown

\$100-300+ Million Lost Annually

Total Cost of Product: ~\$2.15 Million

Estimated Fraud Loss Reduction Aim:

25-35%

Annual Savings: ~\$25-75 Million



Potential ROI: 40x - 100x

Future Vision

