FinGuard

Streamlining Financial Security & Fraud Prevention

$10.5 trillion
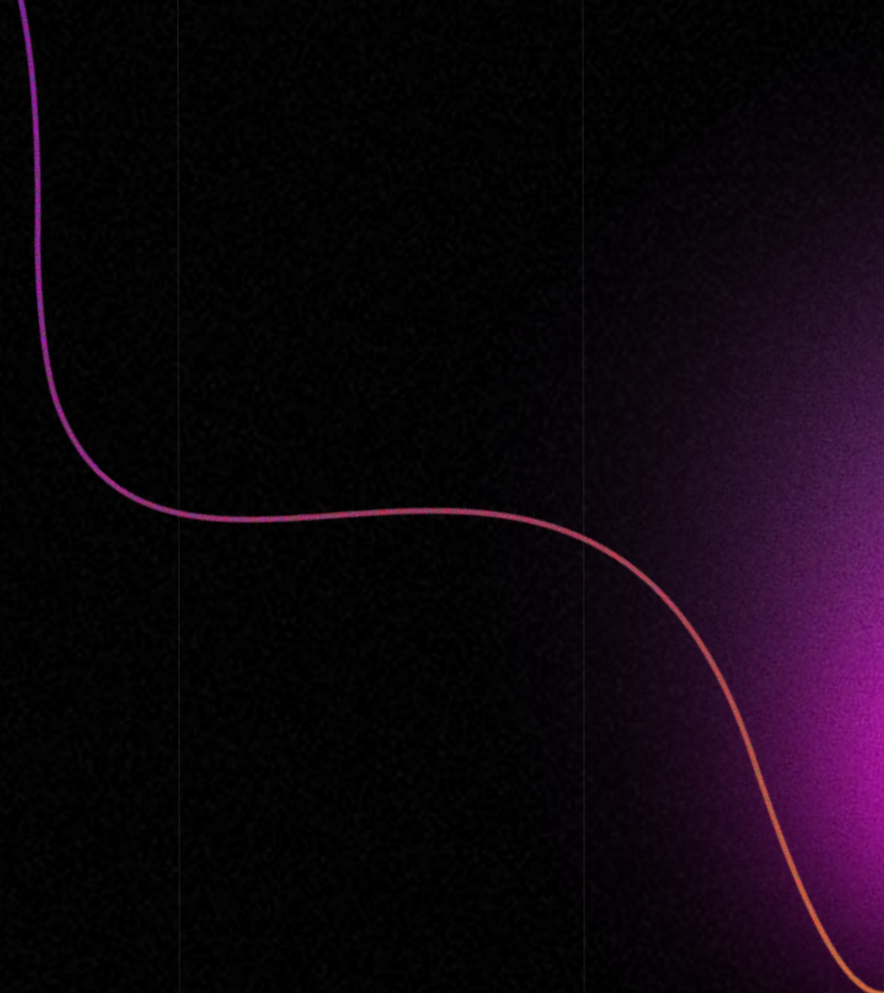
damage due to cybercrimes in 2025

$4.35 million
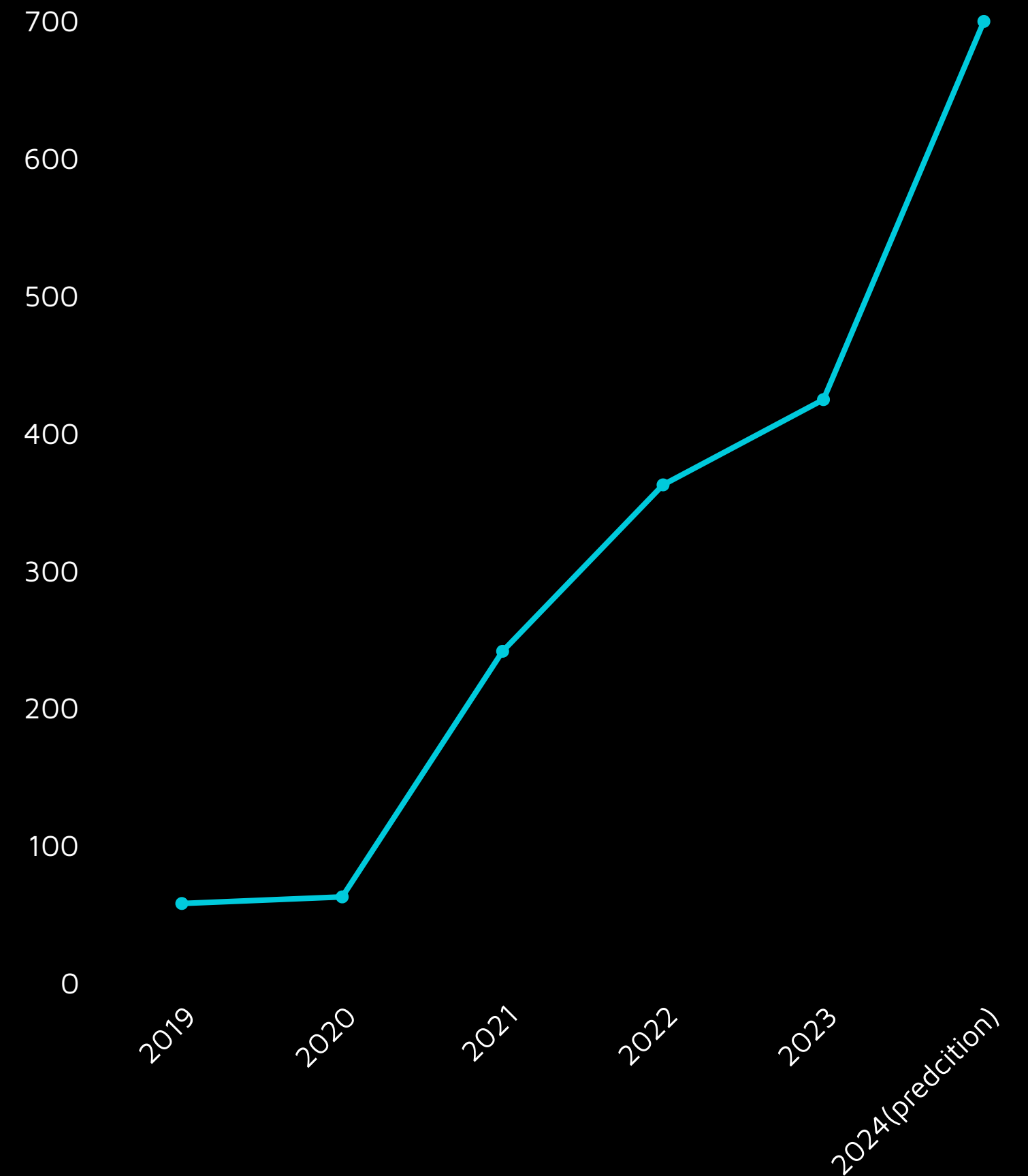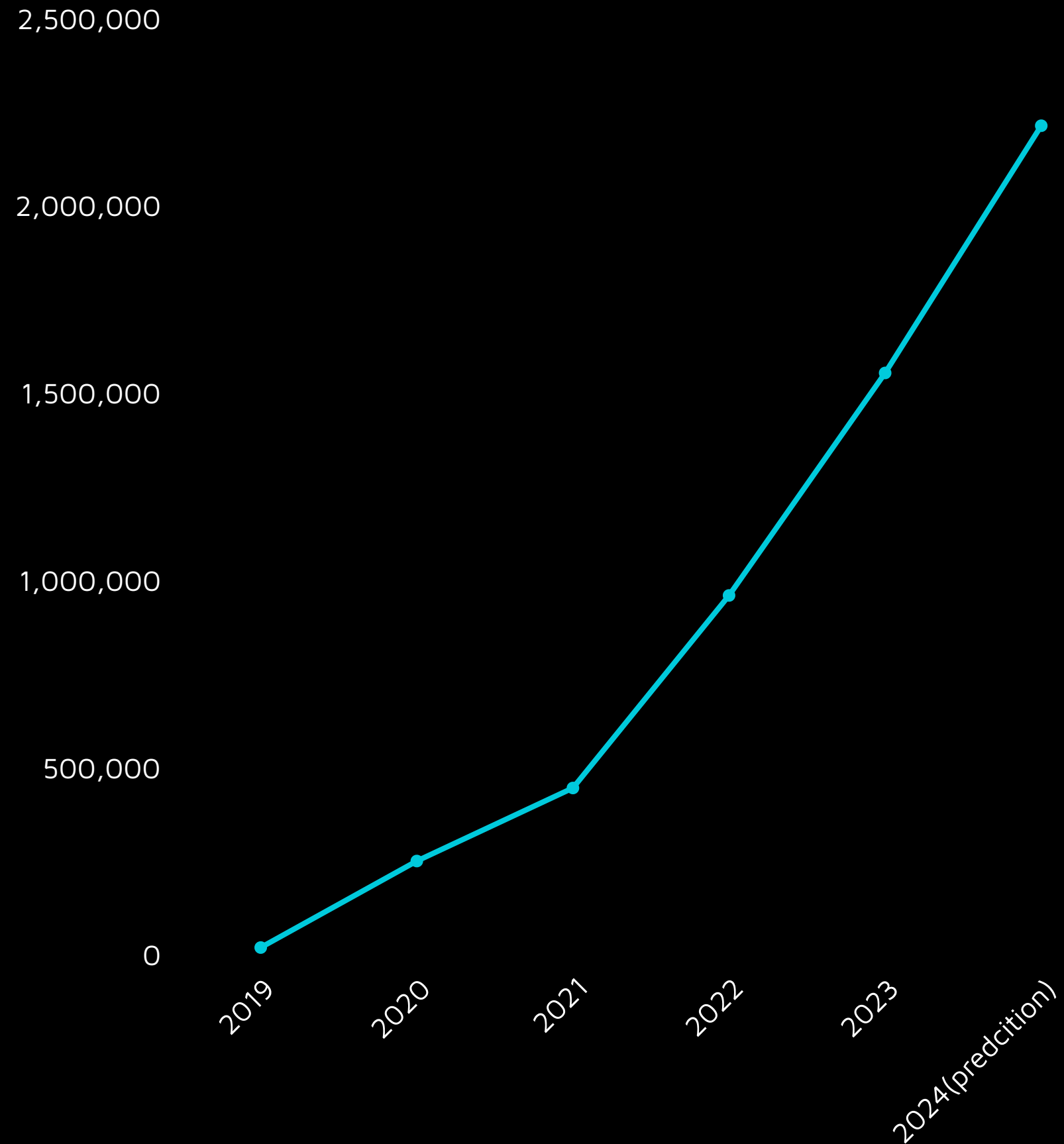
Average cost for a single data breach

39 seconds

Average amount of time between each data breach

Cyber crimes reported and Money lost (₹crores)

The Solution

Cybersecurity threats are increasingly impacting individuals as well as large companies, often due to personal mistakes like leaking financial information or falling for fake websites.

To address this, our app offers an innovative solution by monitoring user actions and providing real-time warnings in case of potential threats or breaches. The app not only alerts users to immediate risks but also offers guidance on best practices for online safety, helping them prevent cybercrimes. By continually educating users and offering proactive protection, our app aims to significantly reduce the risk of personal data theft and enhance overall digital security.

Key Features

1. Scam & Fraud Prevention

- **Comprehensive Review**:

Analyses hyperlinks, messages, emails, and QR codes to warn users about unsafe websites and potential scams.

- **Preview and Alerts:**

Provides previews for all hyperlinks, shortened URLs, and QR codes to detect and prevent access to malicious sites or code.

- **Advanced Detection:**

Scans messages, OTPs, WhatsApp, and emails for phishing and typosquatting; integrates Truecaller API to identify phone call scams.

Key Features

2. Personal Data Breach Prevention

- **Sensitive Data Protection:**

Monitors and censors personal information in messages, screenshots, and screen sharing to prevent accidental leaks.

- **Malicious Webpage Warnings:**

Alerts users about dangerous or malicious webpages based on a comprehensive database.

- **Suspicious Transaction Alerts:**

Identifies and warns against spam product purchases and suspicious transactions using a detailed review and database.

Key Features

3. Secure Storage

- **Personal Info Protection:**

Stores sensitive personal information and censors it as needed.

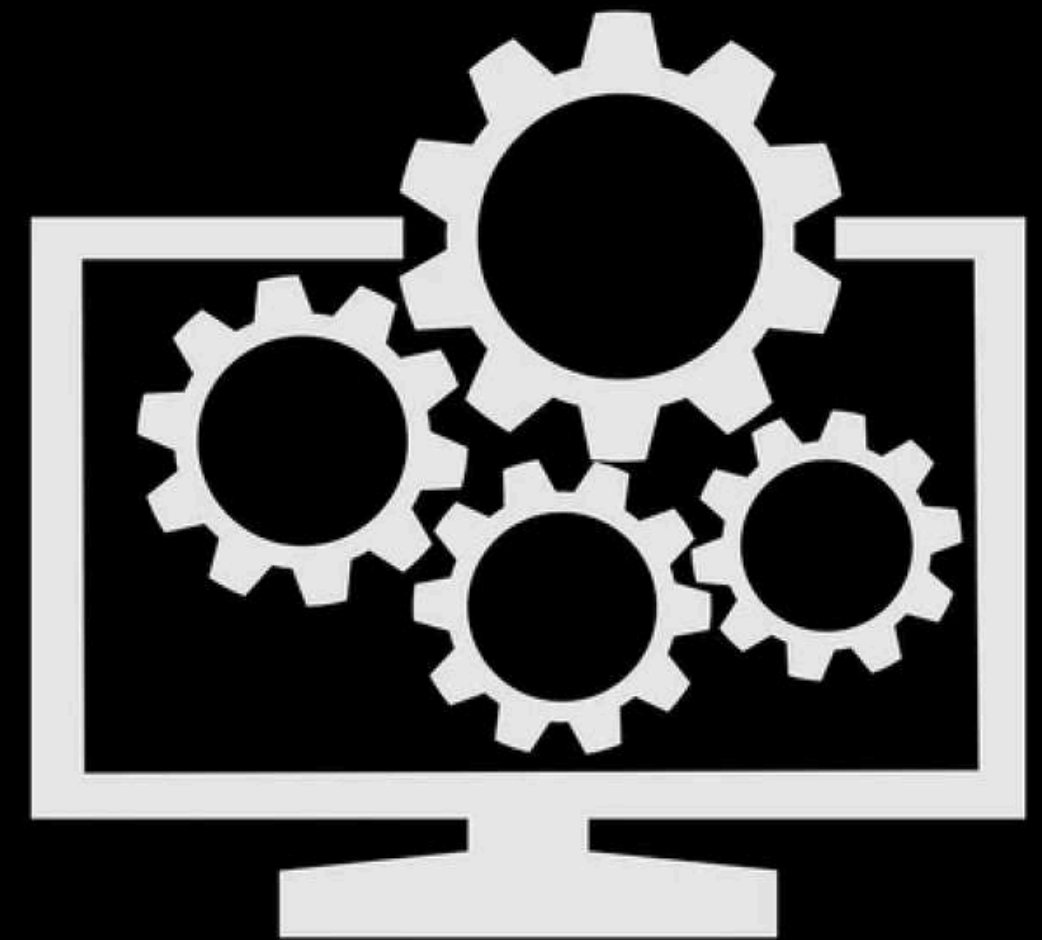## Financial Information Storage:

Integrates with DigiLocker for secure storage of financial documents and credentials.

- **Bank and Credit Card Details**

Safely stores and manages bank and credit card information.

Technologies Used

- Flutter

- Artificial Intelligence (AI)

  - Natural Language Processing (NLP)
  - Machine Learning (ML)

- Database Technology

- APIs

  - Truecaller API
  - Digilocker API
  - Banking API

Revenue Streams

Basic

Includes all necessary cyber crime protection features.
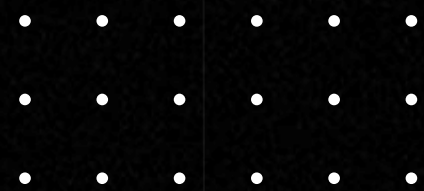
199 per month

Premium

Has data storage services. It allows the user to connect their DigiLocker, bank applications and credit/debit cards to FinGuard.

299 per month

Financials

		FY1	FY2	FY3	FY4
Users	Basic	2,500	6,000	10,000	15,000
	Premium	600	1,300	2,000	3,000
Prices	Basic	199	199	199	199
monthly	Premium	299	299	299	299
Revenue	Basic	5,970,000	14,328,000	23,880,000	35,820,000
	Premium	2,152,800	4,664,400	7,176,000	10,764,000
	Total	**8,122,800**	**18,992,400**	**31,056,000**	**46,584,000**
Costs	Developing	3,000,000	1,000,000	1,200,000	1,400,000
	Server	100,000	140,000	190,000	250,000
	Marketing	400,000	400,000	400,000	400,000
	Legal	900,000	500,000	500,000	500,000
	Total	**4,400,000**	**2,040,000**	**2,290,000**	**2,550,000**
Profits/loss		**3,722,800**	**16,952,400**	**28,766,000**	**44,034,000**

Thank You!

Citations

https://www.ajg.com/uk/news-and-insights/2022/april/spending-on-your-cybersecurity/

https://www.linkedin.com/pulse/how-much-should-business-spend-cybersecurity-senseon-tech

https://www.statista.com/statistics/991304/worldwide-cybersecurity-spending/

https://insights.integrity360.com/security-spending

https://cybersecurity.att.com/blogs/security-essentials/how-to-justify-your-cybersecurity-budget

https://www.knowledgehut.com/blog/security/cyber-security-facts

https://www.csoonline.com/article/534628/the-biggest-data-breaches-of-the-21st-century.html

https://sprinto.com/blog/data-breach-statistics/

https://www.upguard.com/blog/biggest-data-breaches-uk