



# Fraudsters Employ Deceptive Tactics to Mislead Investors

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# Introduction to Investment Fraud

## Misleading Tips

Use tools to validate stock market tips before acting on them.

## Deepfake Threats

Monitor for deepfake content related to corporate leaders to avoid deception.

## Fake Apps

Investigate app legitimacy and user reviews before investing funds.

## Fake Advisors

Investors must verify advisor credentials through regulatory databases.

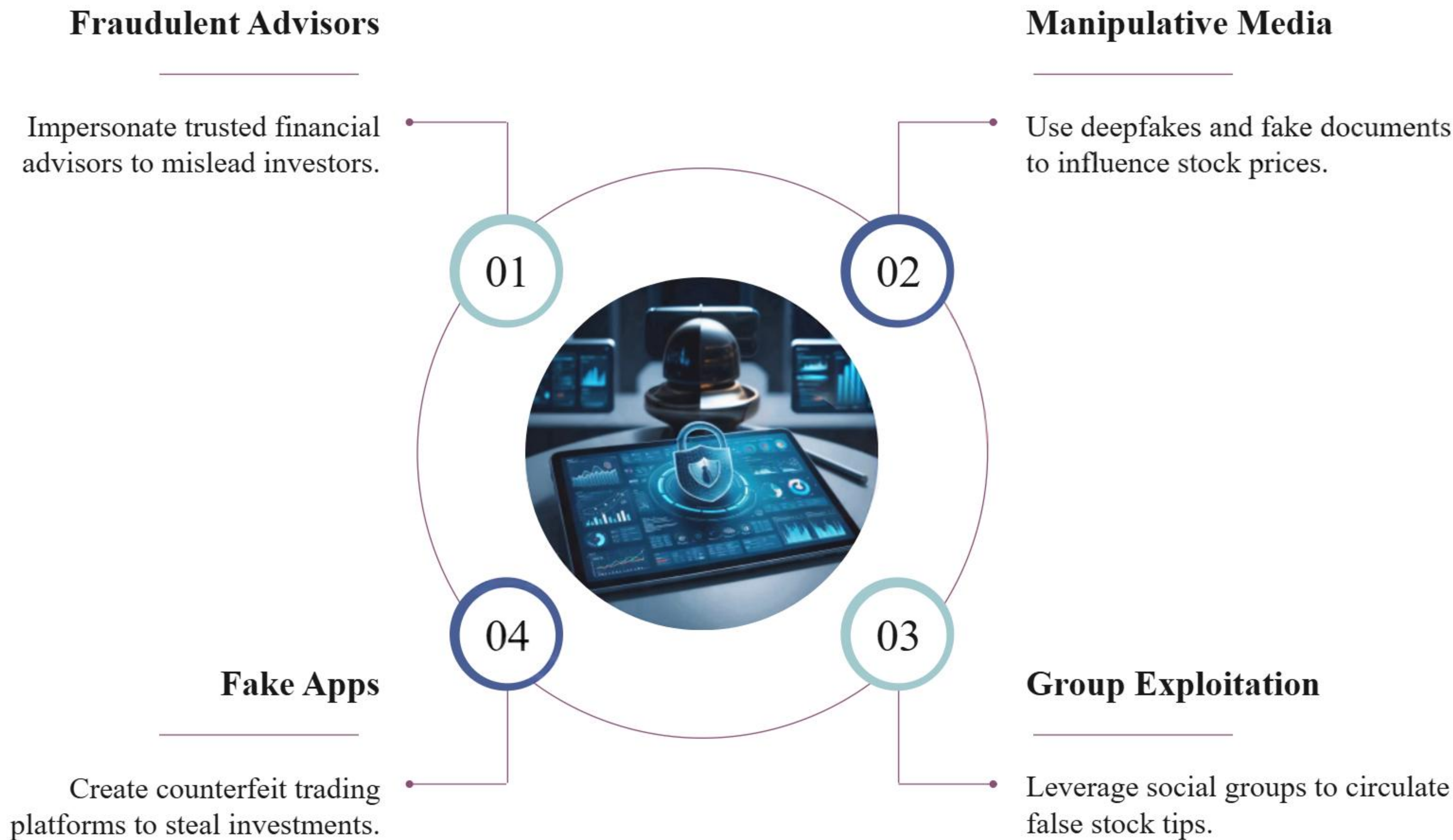
## False Announcements

Cross-verify corporate announcements with reliable information sources.





# Understanding Fraudulent Tactics



## Challenges

### Regulatory Gaps

Lack of robust regulations allows fraudsters to thrive.

### Market Trust

Investor confidence is shaken by frequent fraudulent schemes.

### Awareness Issues

Many investors are unaware of potential fraud tactics.

### Technology Risks

Rapid tech advancements can facilitate new fraud methods.



# Impact of Fraud on Investors



## Problem Faced

Investors face heavy financial losses from deceptive tactics.



## Solution Offered

Developing a tool to prevent misleading investment offers.



## Benefits

Restores investor trust and ensures market integrity.

## Approach



**Scan**

Utilize an app to scan online platforms for suspicious offers.



**Verify**

Cross-check advisor credentials against regulatory databases for legitimacy.



**Alert**

Notify users about high-risk promotions or fraudulent advisors.



**Monitor**

Continuously monitor platforms to identify and address fraudulent activities.



# Real-Life Examples of Fraud Cases



## Problem Faced

Fraudsters mislead investors through deceptive tactics.



## Solution Offered

An app to verify investment opportunities effectively.



## Benefits

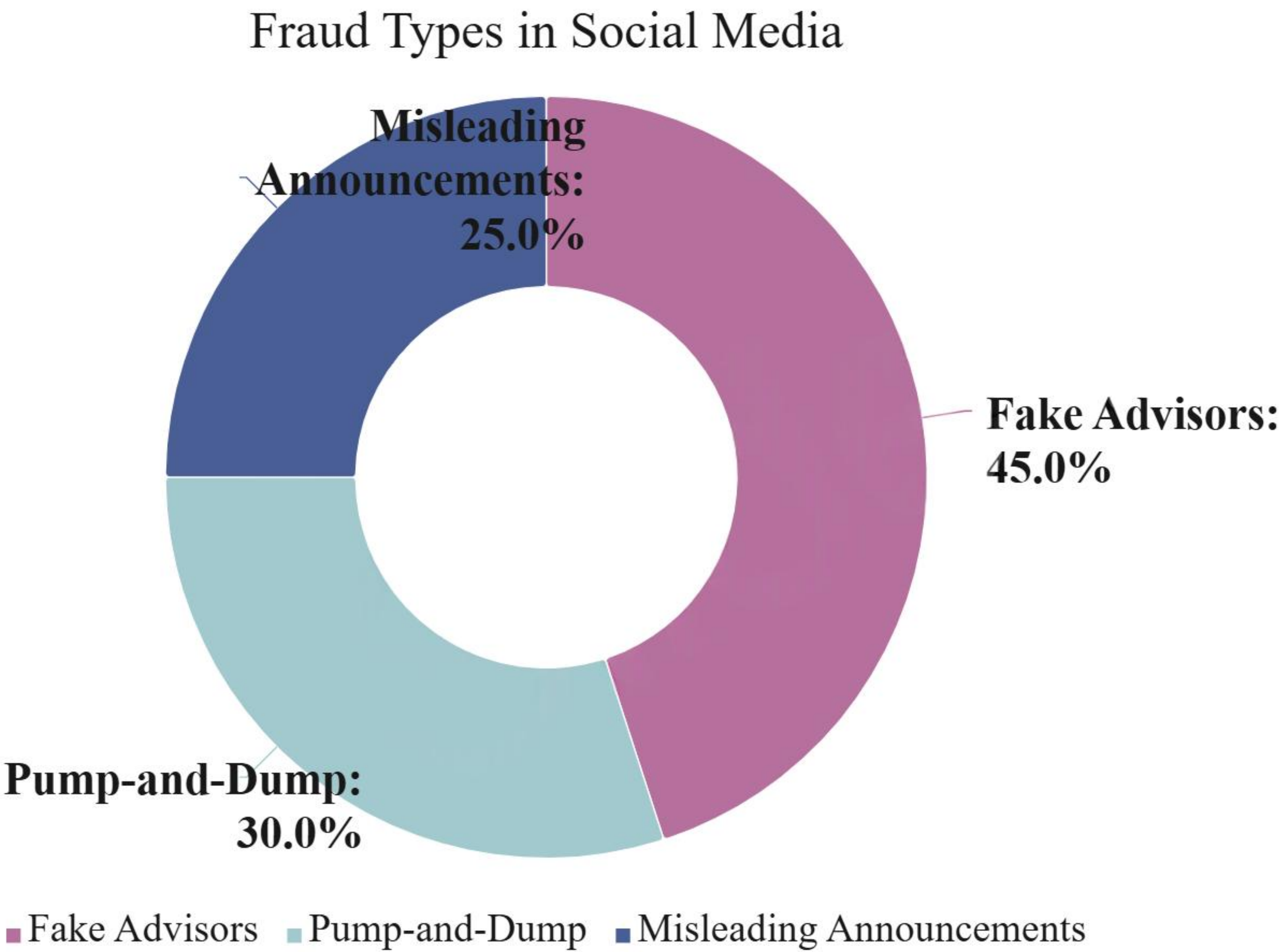
Protects investors and ensures market integrity.





# Social Media and Fraudulent Schemes

This is a sample graph with some sample data. Replace it with your own graph with your relevant message.



Core Findings

01

**High Risk**

45% are fraudulent advisor schemes annually.

02

**Social Media Impact**

30% of frauds use social media platforms.

03

**Market Manipulation**

25% involve misleading announcements affecting stocks.



# The Role of Technology in Fraud

01

## Fraud Detection

Utilizing machine learning algorithms to analyze transaction patterns, identify anomalies, and flag potential fraudulent activities in real-time, enhancing the security of investment platforms.

02

## Social Media Monitoring

Implementing AI-driven tools to continuously scan social media for suspicious investment tips or promotions, providing regulators with actionable insights to prevent market manipulation.

03

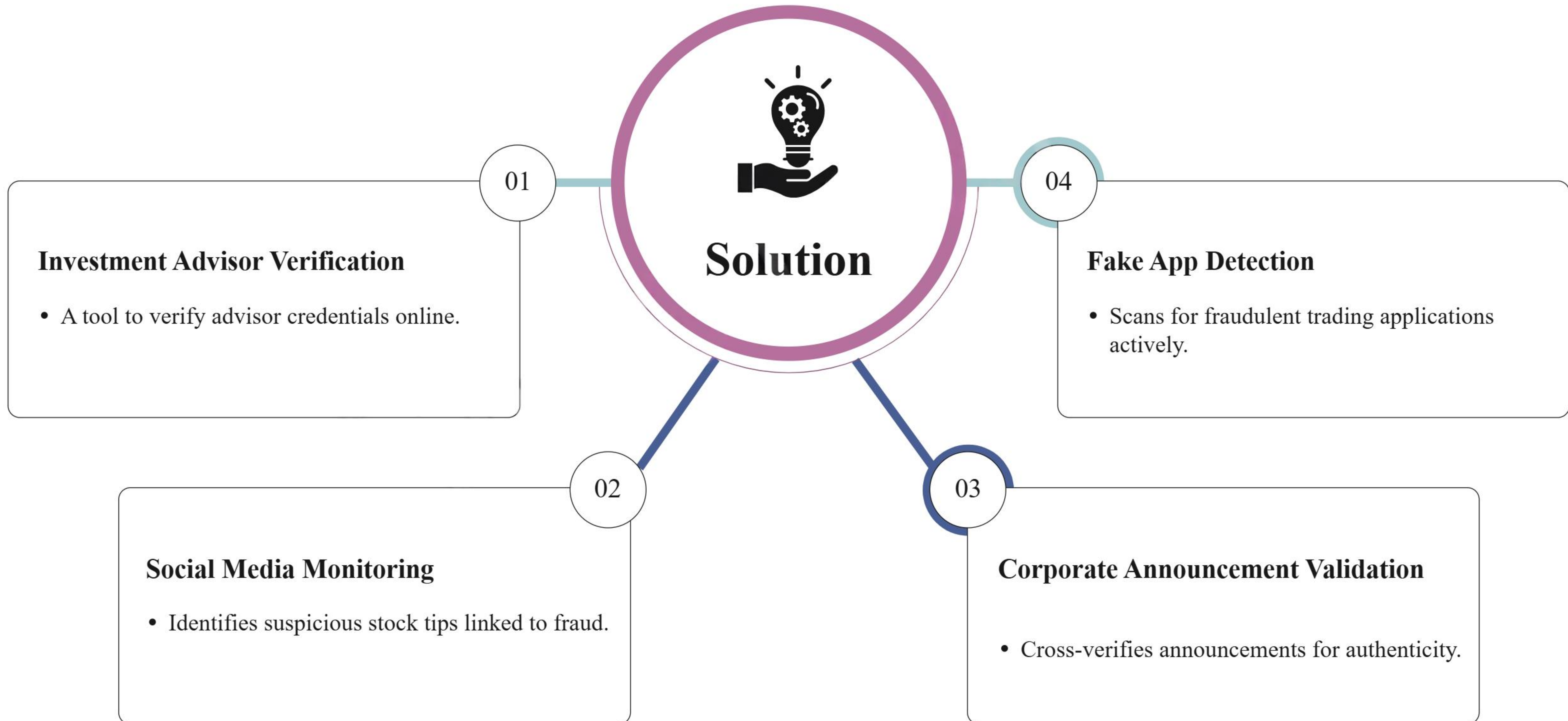
## Data Verification

Developing applications that automatically cross-verify corporate announcements with historical data and regulatory disclosures to ensure the credibility and authenticity of reported information.





# Developing a Fraud Prevention Tool





# App Functionality: Scanning and Verifying

## Step One

Collect data from online platforms to identify investment offers.

## Step Two

Scan and analyze the investment offers for suspicious indicators.

## Step Three

Verify credentials of advisors against regulatory databases.

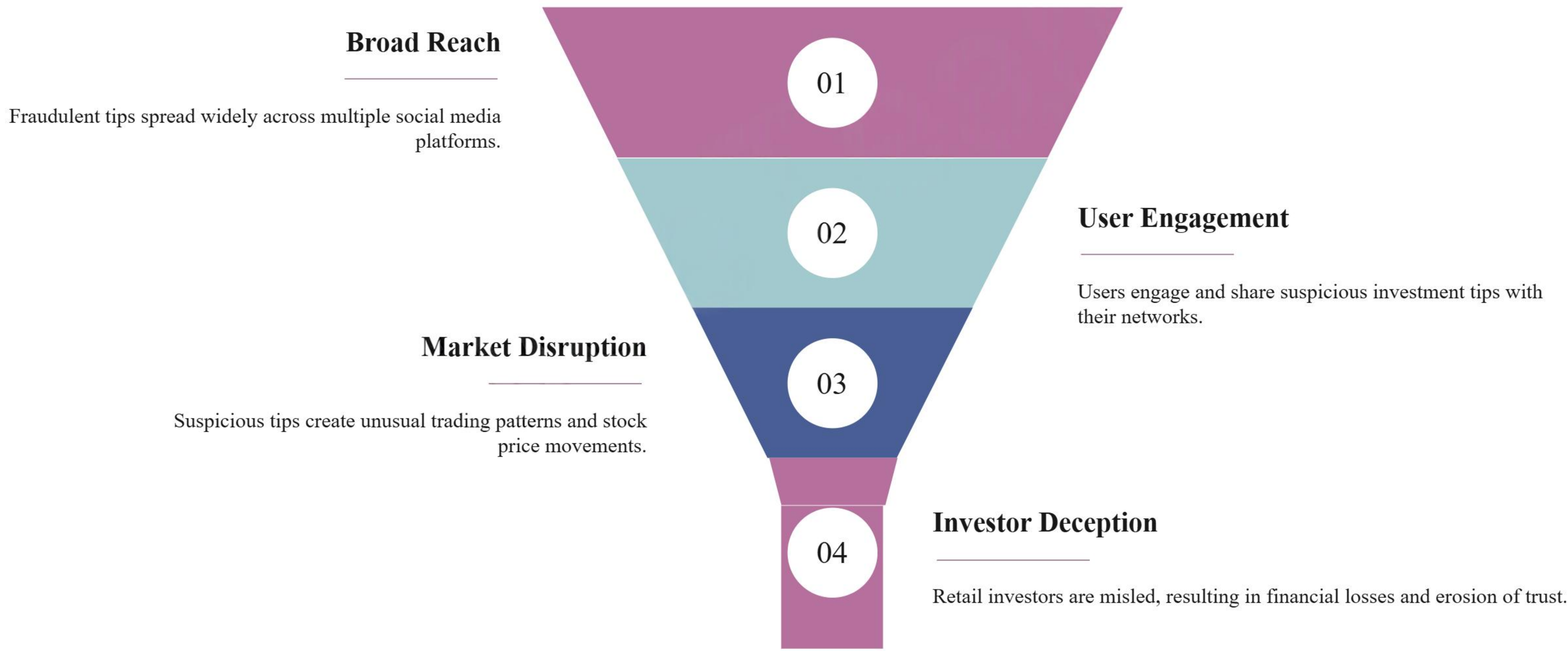
## Step Four

Provide feedback to users about the legitimacy of offers.





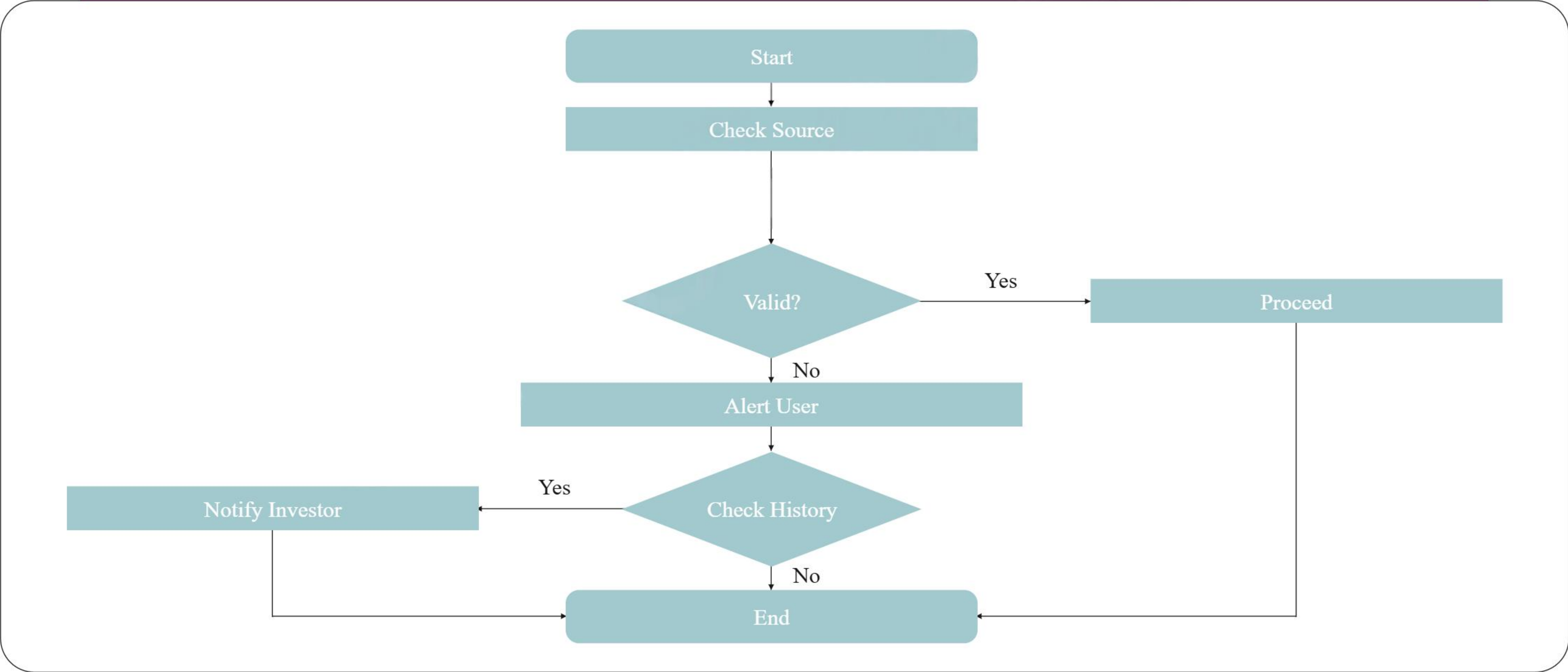
# Monitoring Social Media for Fraudulent Tips





# Cross-Verifying Corporate Announcements

## Flow Chart



This is a sample flowchart for this slide. Please rearrange the flowchart to convey your message.



# Ensuring Compliance and User Privacy



## Verify Advisors

Check credentials against regulatory databases for authenticity.



## Audit Announcements

Cross-verify corporate disclosures to confirm their legitimacy rigorously.



## Monitor Social Media

Survey posts for suspicious activities and unreliable stock tips.



## Educate Investors

Promote awareness about common fraud tactics and protective measures.



## Privacy Compliance

Ensure user data collection adheres to privacy regulations strictly.



## Secure Transactions

Implement robust security measures for safeguarding user investments.



## Flag High-Risk

Identify and alert users of high-risk investment opportunities promptly.



## Regular Updates

Continuously update the app to counter evolving fraud tactics effectively.



# Future Directions in Fraud Prevention

## Vision



To empower investors with tools that significantly reduce their risk of falling victim to investment fraud.

## Mission



To develop innovative solutions that enhance transparency and trust within the securities market for retail investors.

## Goals



To create a secure environment where retail investors can confidently engage in trading without fear of fraudulent activities.