

Project Design Phase-I
Proposed Solution

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID46988 |
| Project Name | Project – 5833-1658817449 |
| Maximum Marks | 2 Marks |

Proposed Solution Template:

| S.No. | Parameter | Description |
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| 1. | Problem Statement (Problem to be solved) | Out of all cyberattacks that happened in the past 5 years, Phishing attacks hold over 53% share and considered the second most dangerous attack in the world. Currently only community based tools are available for spotting phishing attacks where the end results depend on the user submitted data. |
| 2. | Idea / Solution description | To detect Phishing attacks using AI/ML/Natural Language (without human intervention) efficiently. |
| 3. | Novelty / Uniqueness | There is no 1 specific tool for detection different kinds of phishing attacks like Websites, Email, SMS, Instant messaging, Spams, etc. Our plan is to design a single endpoint security tool that can detect, alert, & mitigate all types of phishing attacks. |
| 4. | Social Impact / Customer Satisfaction | According to FBI 2021 report on cybersecurity attacks, at least one in an organization was affected by some sort of phishing attacks which caused over \$16 billion loss to the US economy. If this attack can be stopped, it will not just satisfy the individuals but all will be helpful for large organizations. |
| 5. | Business Model (Revenue Model) | a. First 6 months - Website phishing tool up and running - No revenue b. Post product launch, revenue generation will be done by marketing the product to the fortune 1000 companies c. Breakeven point expected to be in 12-15 months from the product launch. |

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| 6. | Scalability of the Solution | <p>a. First 6 months - Website phishing detection</p> <p>b. After 6 months, product will be scaled to cover different types of phishing attacks like Vishing, Email Phishing, Smishing, Whaling, Spear Phishing, Angler Phishing, Pretexing etc.</p> <p>c. Once all types of phishing attacks are covered, a complete security tool like Antivirus/IDS/IPS will be developed and shipped</p> |
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