

Redefining Identity Verification in Kenya





Seamless, Secure & Scalable KYC for the Digital Economy

- Many Kenyans lack secure, fast, and inclusive KYC on-boarding.
- High rates of identity fraud, documentation forgery, and on-boarding delays.
- Regulatory pressure on fintechs, telcos, and banks to verify users accurately.



Our Solution

- AI-powered, automated, and compliant KYC platform.
 - Features:
 - Real-time document verification (ID, Passport, DL)
 - Face match + Liveness detection (anti-spoofing)
 - AML screening & PEP checks
 - Integration with eCitizen, NTSA, CRB, etc.
- Delivered via API and dashboard for ease of use.



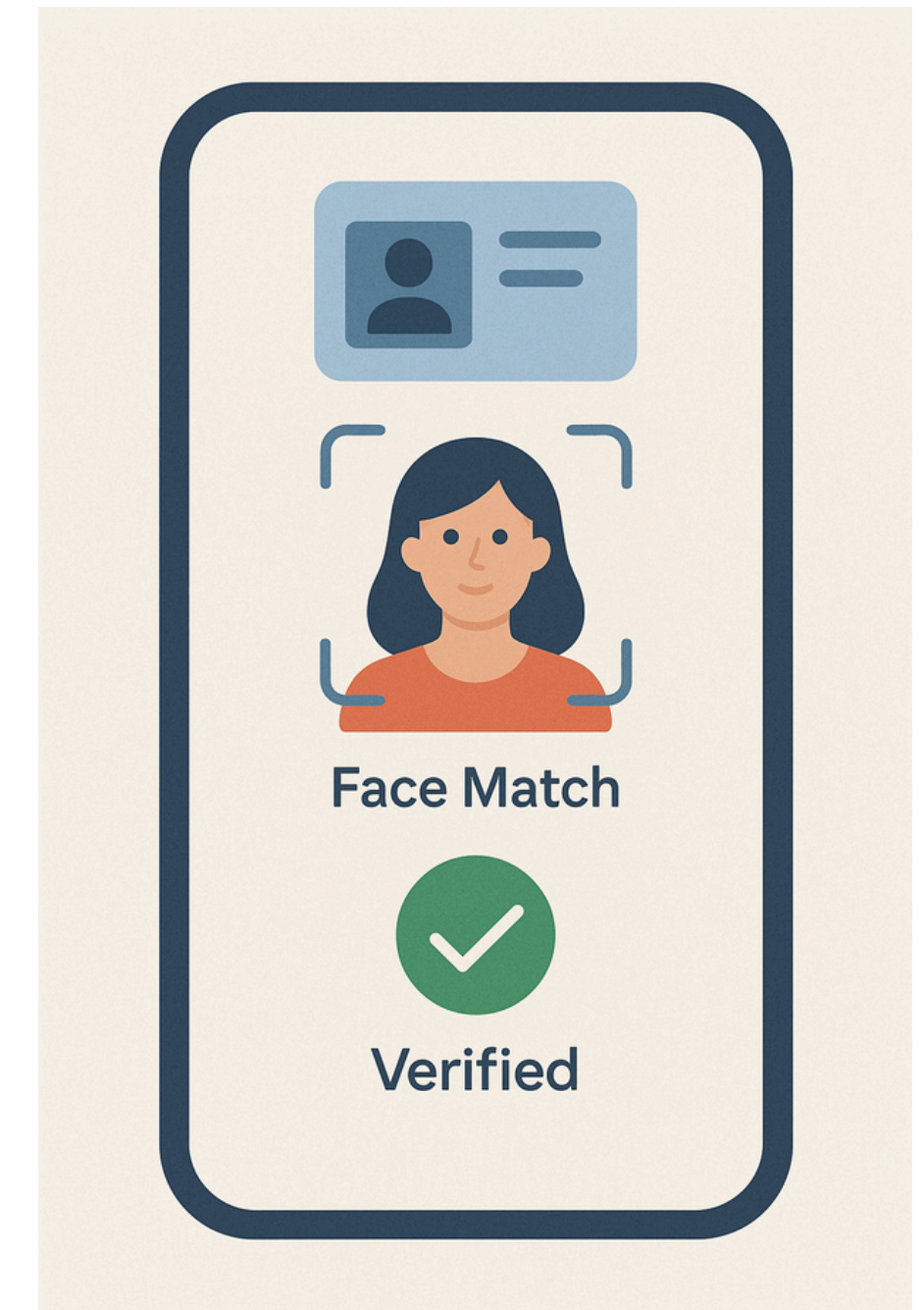


Product

A modular cybersecurity solution + consulting and implementation service, designed to secure Temenos environments end-to-end.

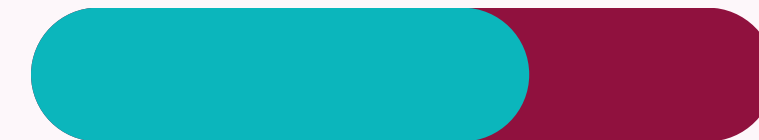
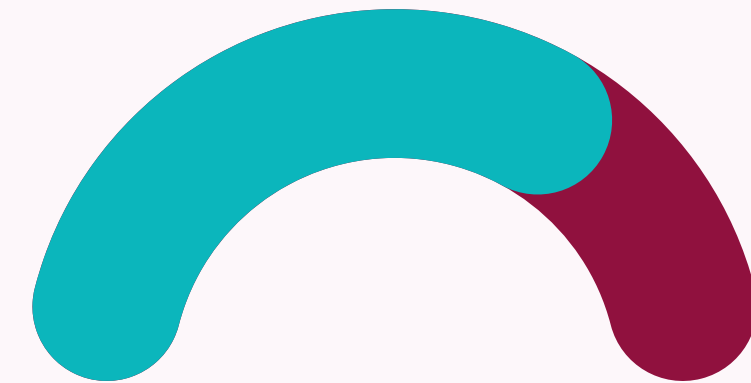
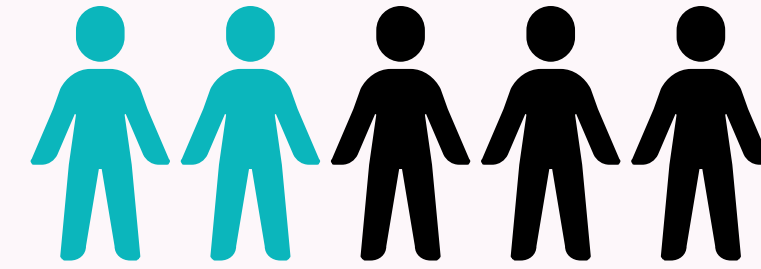
Core Components / Modules

- Access Governance Module
- Secure API & Integration Firewall
- SIEM Integration Engine
- Vulnerability Assessment Agent
- Training & Playbook Support
- Compliance & Audit Dashboard



Target Market

- Financial Industries
 - Banking
 - Fintech
 - Insurance
 - Investment
 - Lending
- Non-financial Industries
 - Gaming & Gambling
 - eCommerce
 - Telco
 - Healthcare
 - Real Estate



Market Size

1. TAM – All KYC-Eligible Industries

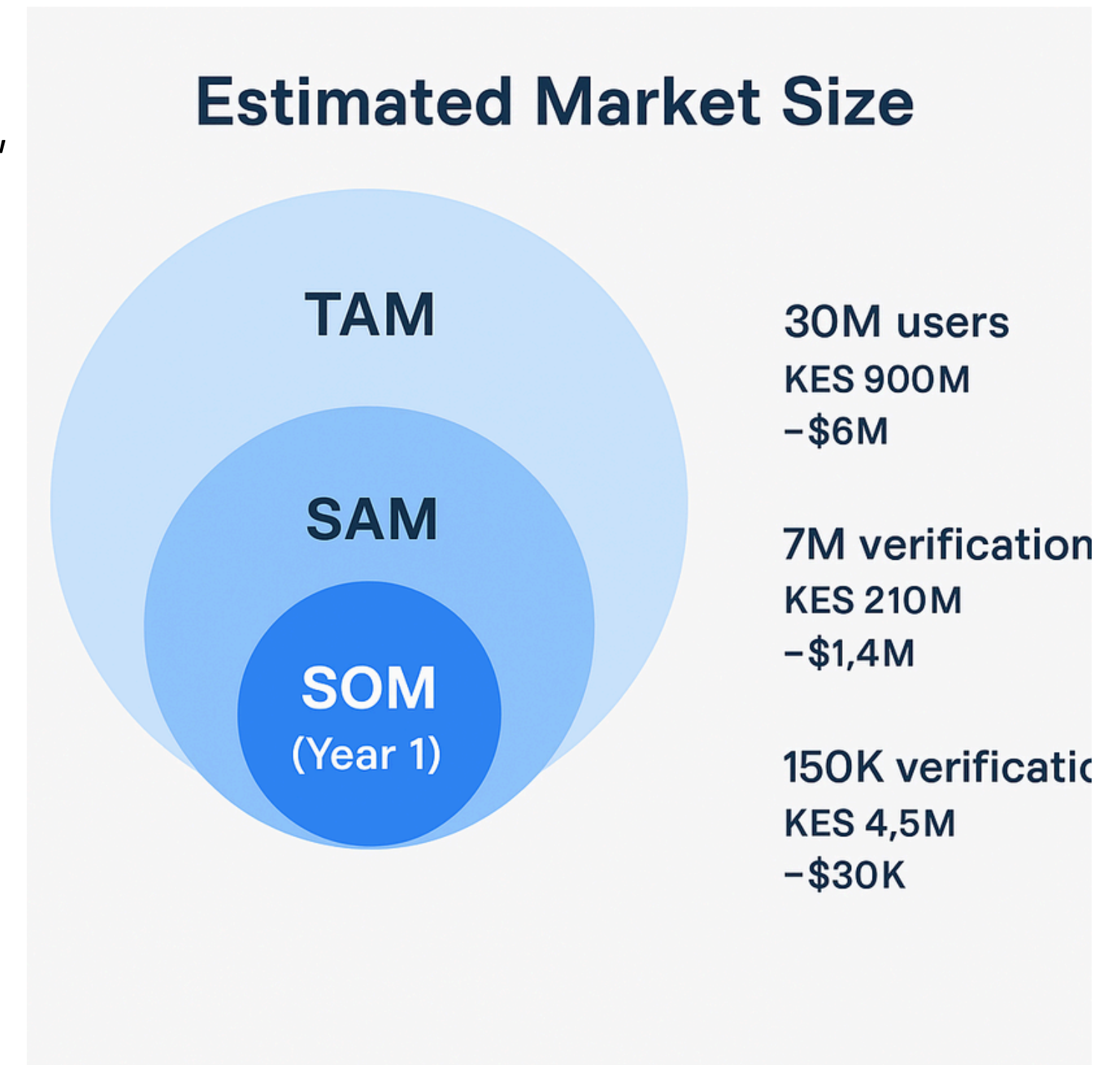
- Covers: Banks, fintechs, telcos, eCommerce, healthcare, real estate, etc.
- 30M users → KES 900M / ~\$6M annually

2. SAM – Digital-Ready Players

- Focus: 40+ banks, 300+ fintechs, telcos, eHealth, online gambling, real estate tech
- 7M checks → KES 210M / ~\$1.4M annually


3. SOM – Year 1 Target

- Focus: SACCOs, startups, early fintech adopters
- 150K checks → KES 4.5M / ~\$30K





Competitors

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- Smile Identity – Biometric verification across Africa; strong reputation but high cost for SMEs
 - Onfido – Global leader in AI-driven KYC; powerful but expensive and less localized
 - Metamap – Flexible identity flows; newer in Africa, less trusted locally
 - iVerify (Kenya) – Local ID verification; affordable but with limited features
 - Truecaller/Pesacheck APIs – Provide contact and ID validation; not full KYC solutions

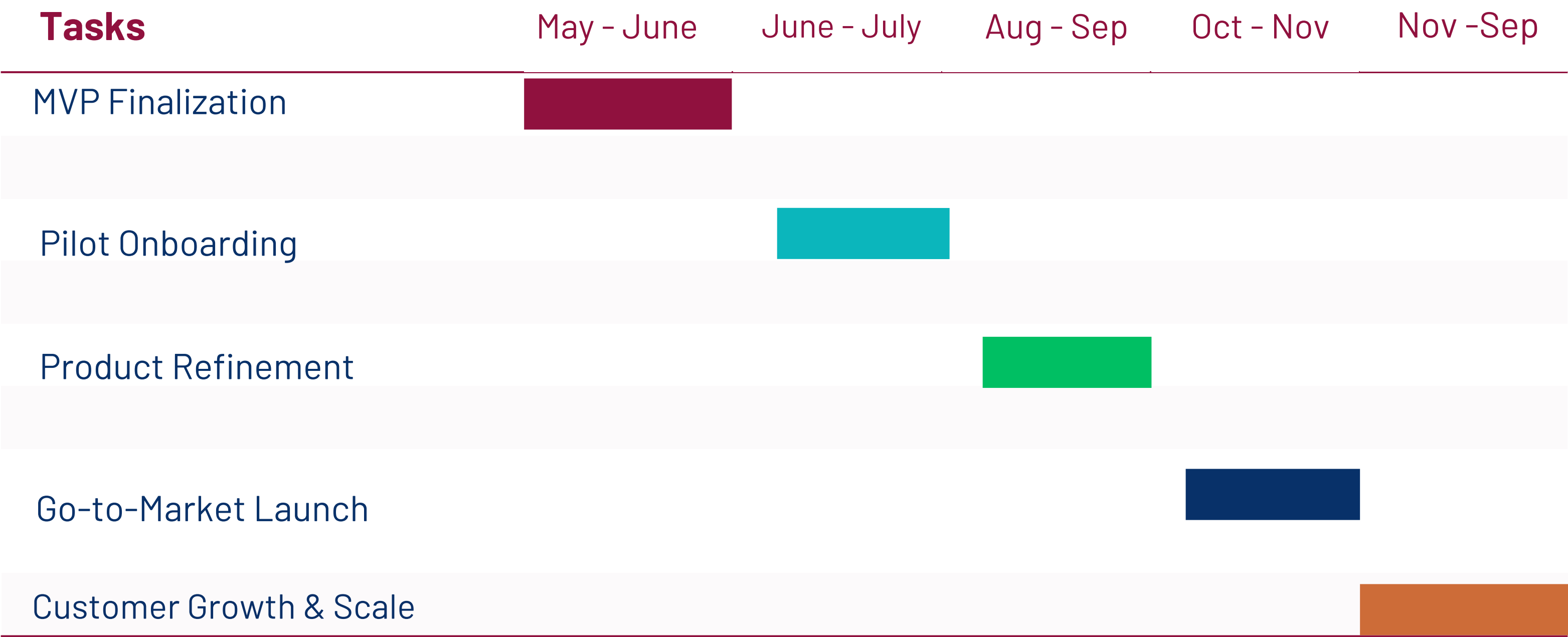
Competitive Advantage

Our Uniqueness

- ✓ Locally compliant with Kenyan regulations
- ✓ Affordable & SME-friendly pricing tiers
- ✓ Real-time verification via government databases
- ✓ Customizable APIs for banks, telcos, fintechs
- ✓ AI-based fraud detection and behavioral analysis
- ✓ Offline-ready for rural or low-internet access areas



Project Traction



Business Model



Revenue Streams

- Pay-per-verification
 - Clients (banks, fintechs, SACCOs, etc.) pay KES 30 per KYC check
- Tiered Monthly Plans
 - Starter (SMEs): KES 5,000/month for up to 200 checks
 - Growth (Mid-size): KES 20,000/month for up to 1,000 checks
 - Enterprise: Custom pricing for large clients with integrations
- Custom Integrations & Support (Add-on)
One-time setup or annual integration fee for enterprise partners

Profit Margins

- Gross margin: ~75%
(Low verification costs via automation + direct database access)
- Net margin (Year 1 projection): ~35%
(After operational, marketing, and team expenses)



Go To Market

- **Strategic Partnerships**

- Collaborate with SACCOs, microfinance agents, and digital lenders
- Engage fintech accelerators (e.g., Catalyst Fund, Pangea) for network access
- Partner with gov't agencies (ICT Authority, Huduma Centre) for credibility

- **Targeted Digital Campaigns**

- Run developer- and CTO-focused outreach via LinkedIn, GitHub, and tech forums
- Use thought leadership and webinars to showcase integration ease

- **Compliance-First Trust Building**

- Obtain key certifications (Data Protection Act compliance, ISO 27001)
- Publish transparent documentation and privacy policies



Social Impact

✓ **SDG 1 – No Poverty**

- Enabling financial inclusion for unbanked populations through easier onboarding

✓ **SDG 8 – Decent Work and Economic Growth**

- Supporting digital economy growth by simplifying identity access for startups & SMEs

✓ **SDG 9 – Industry, Innovation and Infrastructure**

- Promoting secure digital infrastructure and innovation in financial systems

✓ **SDG 10 – Reduced Inequalities**

- Empowering underserved communities (e.g., rural users) with low-barrier identity verification

✓ **SDG 16 – Peace, Justice and Strong Institutions**

- Enhancing digital trust and transparency through verified identities



Our Ask

 **We're seeking KES 10M (~USD \$75,000)**

- **Use of Funds**

Product Development – 40%

- Build out Smart KYC platform features (API integrations, dashboard, mobile-first UX)

Marketing & Partnerships – 25%

- Go-to-market campaigns, SACCO activations, developer outreach

Compliance & Certifications – 15%

- Data Protection Act compliance, ISO/PCI certifications

Team Expansion – 20%

- Key hires: developer, compliance lead, and customer success manager



Thank you!

