

veriText

Efficiency in Text Analytics



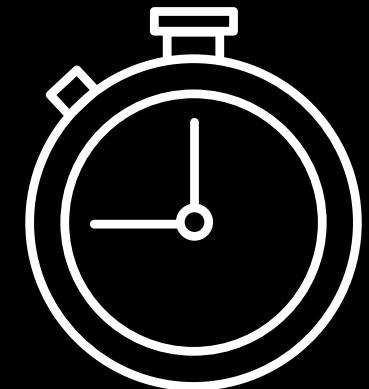
02

## BUSINESS PROBLEM

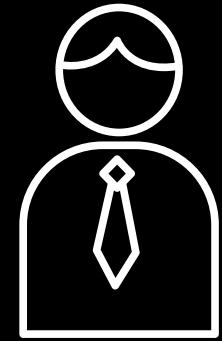
Increased Regulation in the Banking Industry



Costly



Time Consuming



Human Error

03

## Algorithm Creation

Classification of 3,000 documents

## UN SDGs Challenge

Model Development

## VeriText

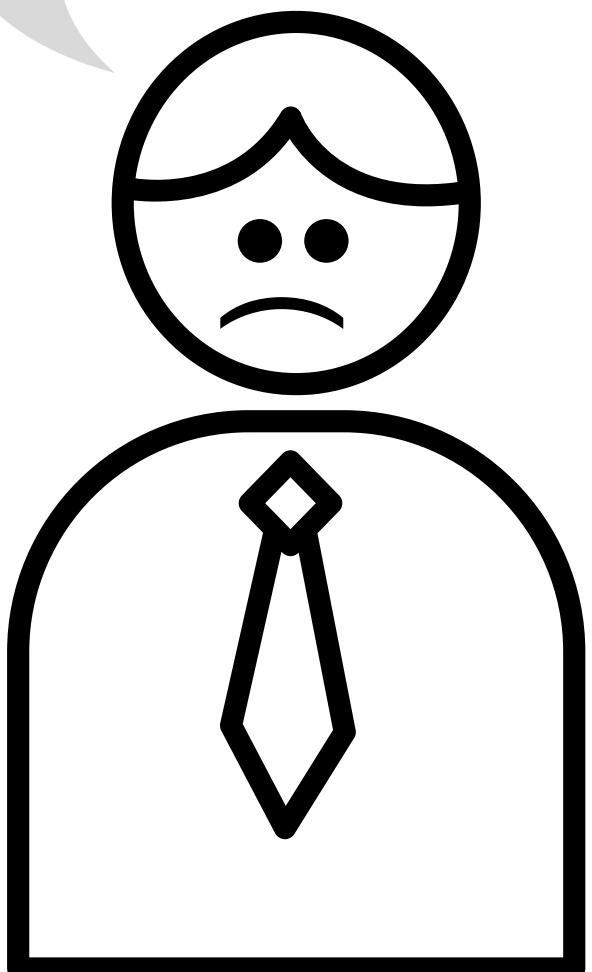
Business Venture Creation

## Birth of VeriText

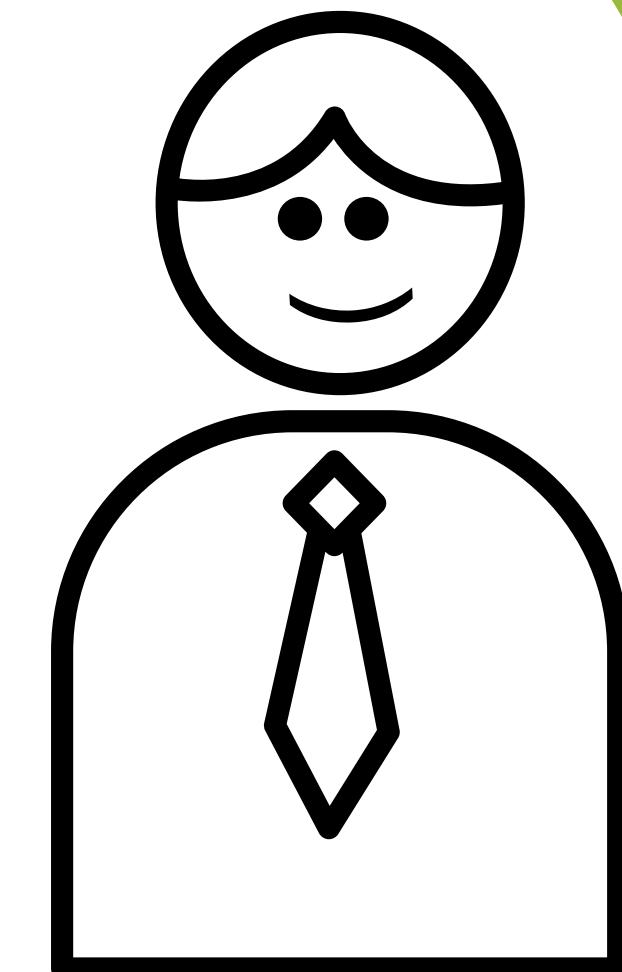
Process

04

George:  
"Time is money"



100 Hours

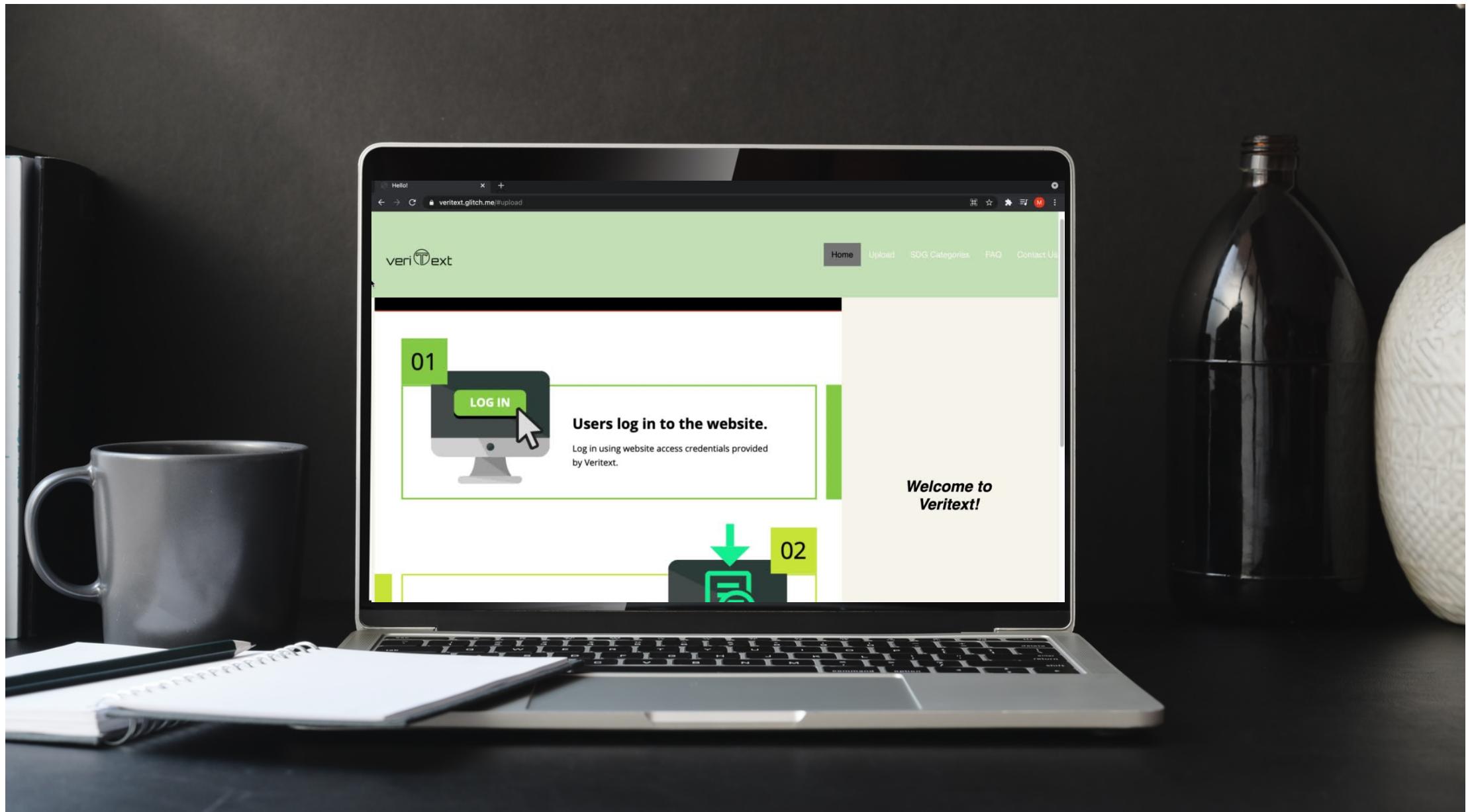


2 Minutes



# Business Solution

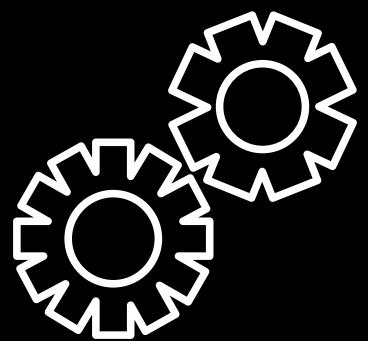
veriText



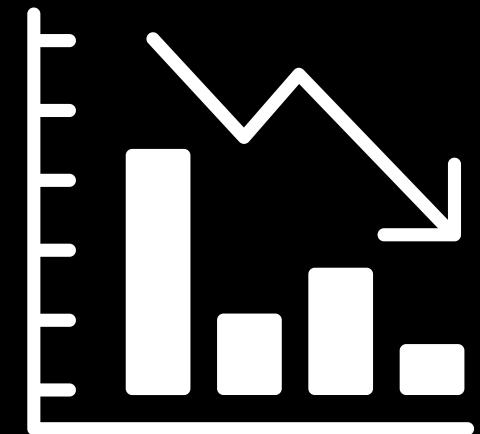
06

# BUSINESS BENEFITS

Using machine learning to automate the management of regulation impact



Time Saving



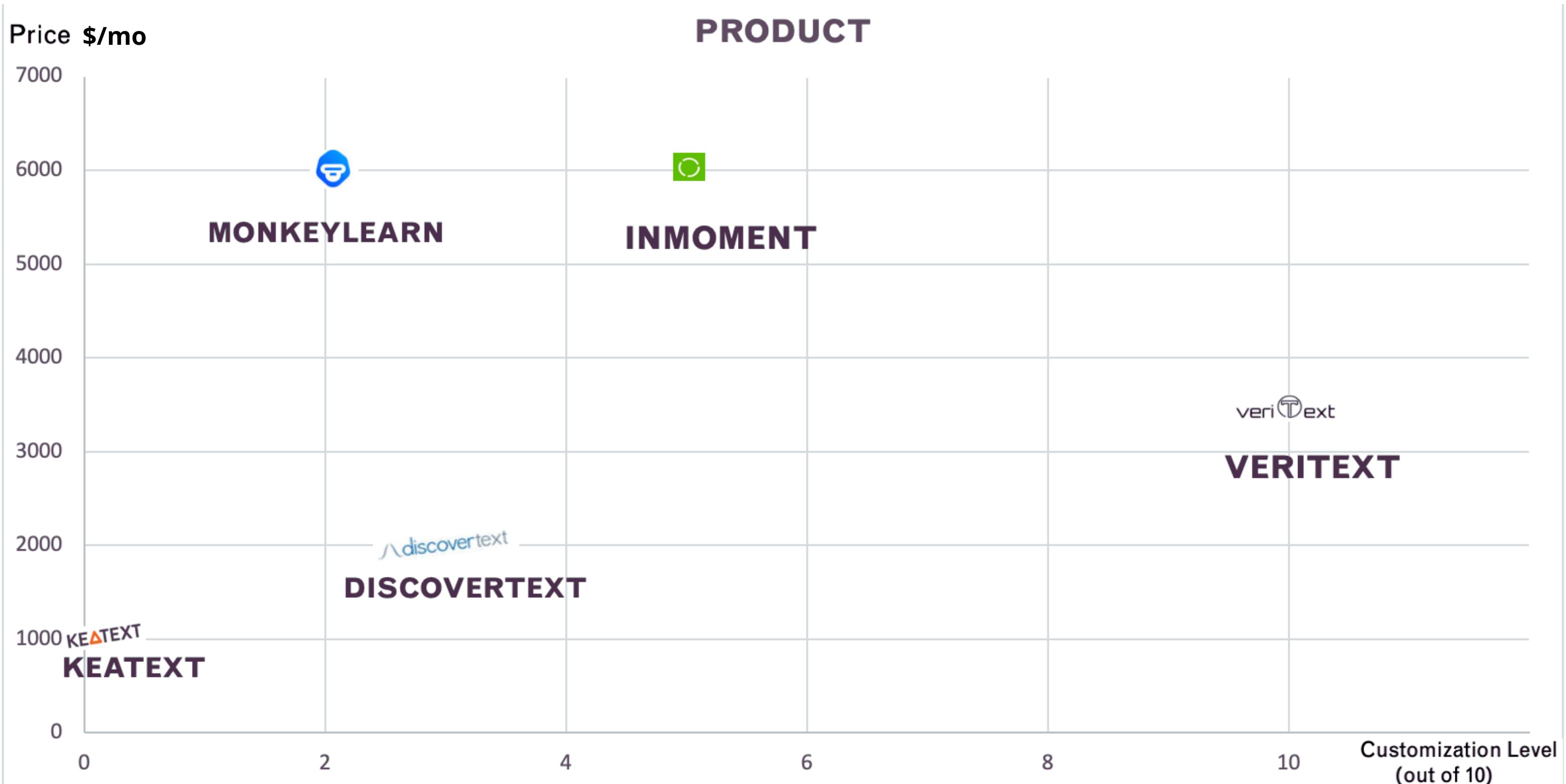
Cost Saving



Accuracy

## 07

## COMPETITIVE LANDSCAPE



08

## MONETIZATION

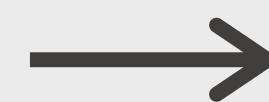
Avg Price per customer

40,000 \$/year

Revenue Growth

367 %

Year 1



Year 3

# THE TEAM



Elisa

Italy



Maxence

France



Ali

Pakistan



Rosabel

Lebanon



Olusoji

Nigeria

Ideator -  
Business Strategy  
and Leadership

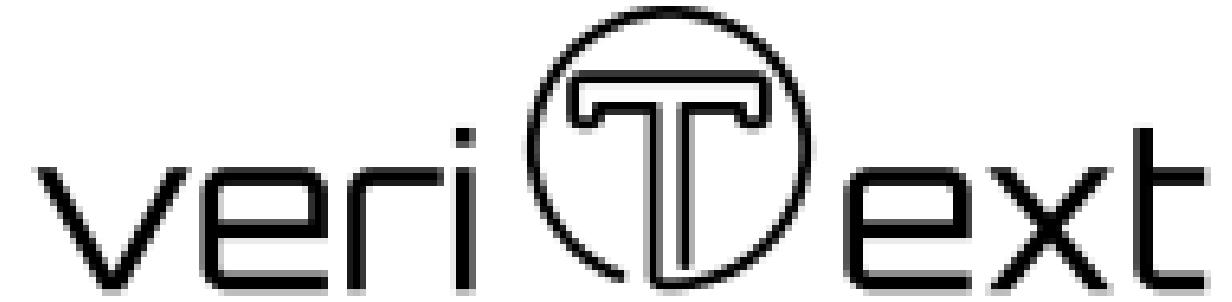
Business  
Development

Software  
Development

Product  
Development

Financial  
Analysis





A RegTech business venture

THANK YOU FOR YOUR  
KIND ATTENTION

# APPENDIX

# PRICING and PREDICTION

Avg Price per customer

\$40,000

Revenue

Y1

\$120,000

Y3

\$560,000

Profit/Loss

Y1

(\$112,663)

Y3

\$195,058

# Future Roadmap

Next steps for VeriText

**ADAPT THE MODEL**

From June 2020

**DEVELOP PROTOTYPE**

From June 2020

**DEVELOP MARKETING STRATEGY**

From September 2021

**BUILD CORPORATE RELATIONS**

From January 2022

# Product Retail Process

## DIRECT AND ONLINE MARKETING

- Directly contact specific firms and customers that might be potentially interested in the product.
- Advertising the product through a website that introduces Veritext .

## PROJECT BASED PRICING STRATEGY

- Generate revenue by selling a customized text classification product to customers .
- Charge a flat fee per project depending on the level of customization the company is looking for.
- Estimate the price based on the value of deliverables.

## CUSTOMER GUARANTEE

- To encourage customers on purchasing the software we plan to give them free maintenance as a guarantee .
- Additional cutomizations over the years will be charged a specific fee.

# Example of fines

- Wells Fargo, Awash in Scandal, Faces new Violations Over Car Insurance Refunds
- Pakistan's Habib Bank to pay \$225 million New York fine for compliance failures
- Fed fines BNP Paribas \$246 million on 'unsafe and unsound' foreign exchange practices
- Deutsche Bank fined for \$10 billion Russian money-laundering scheme
- Equifax Hack Exposes Regulatory Gaps, Leaving Consumers Vulnerable

08

# CUSTOMER ACQUISITION

