



**AI powered SaaS for Early Fraud  
Detection & Risk Control**

# Team has built & sold AI solutions in **Fintech & SaaS**

## Second Time Founders

20+ years of combined experience



Akash Chandra

Co-founder & CEO

**B.Tech (IIT Kanpur)**

- Ex-founder, Wiztute
- 5 years of **Fintech** experience
- Certified in AML from NISM
- Worked Goldcast, Udaan, Wiztute



Vivek Kumar

Co-founder & COO

**B.Tech (IIT Dhanbad)**

- Ex-founder, Anabi AI
- Done two successful 0 -> 1 GTM.
- **Sold** AI SaaS to enterprises in **US & India**
- Worked at EY, TrueFoundry, Maximl.

## TECH ADVISORS

Tech Veterans from Google & Flipkart



Dinesh Tewari

1X Founder

Research Program Manager  
**Google DeepMind**



Kishore Mundra

1X Founder

Senior Director of Engineering  
**Flipkart**

## PRODUCT & GTM ADVISORS

Decades of experience with Global Banks



**Senior Product Owner**  
**Group, Compliance**

**HSBC Bank**



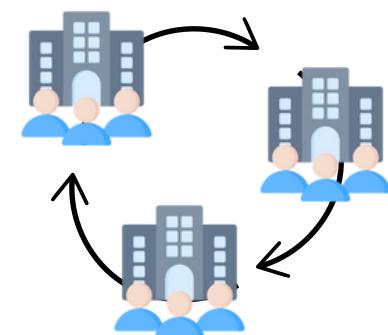
**Senior VP Investigations &**  
**Regulatory**

**Mashreq Bank (UAE)**

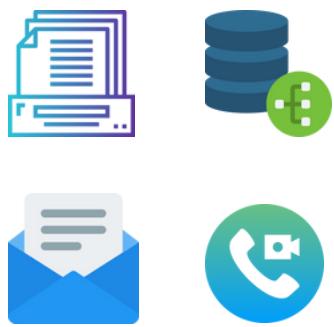
Name withheld due to compliance

# Financial Institutions lose billions chasing false alarms and missing real threats in fraud detection.

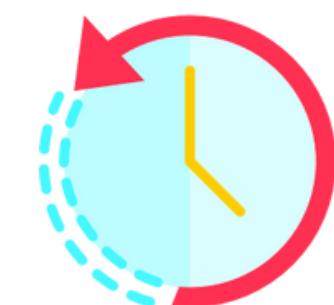
## Core Issues



Complex Circular Transaction



Varied Data and Manual Review



Delayed Identification



Banks

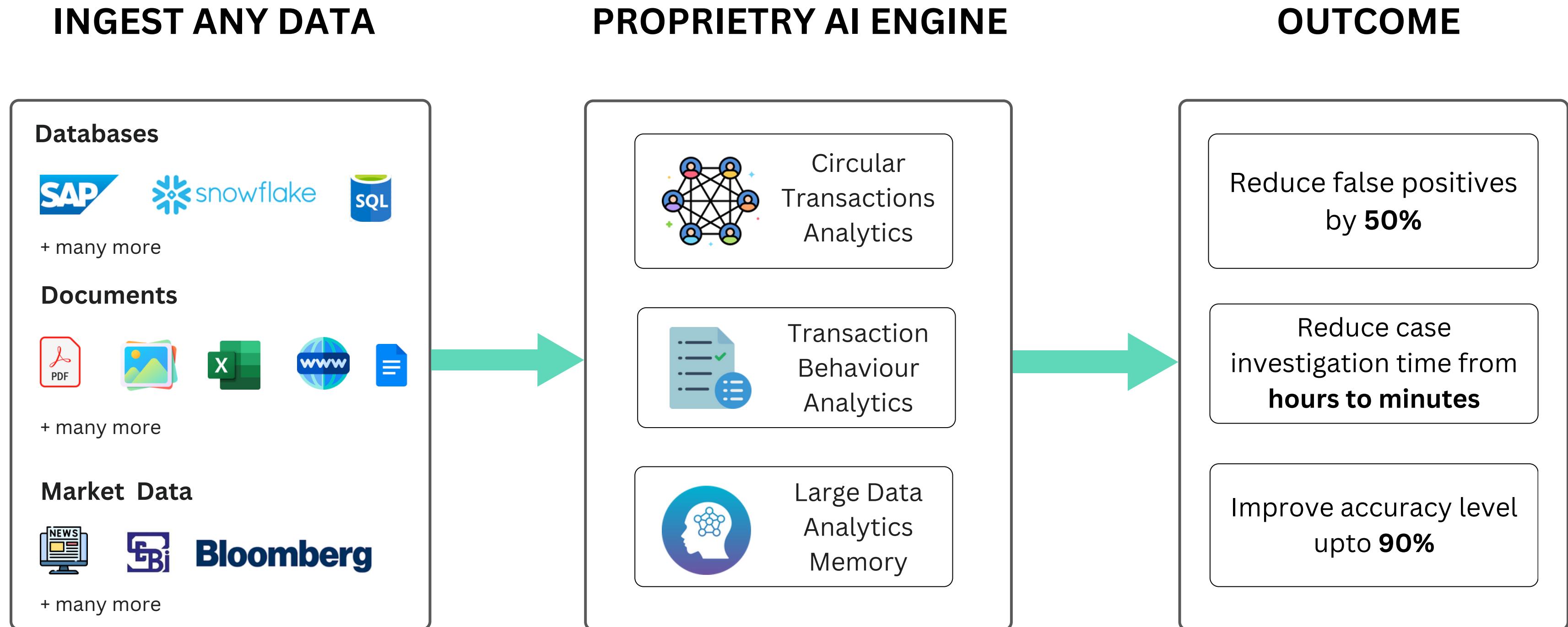
- \$6.6 Billion in fines in 2023
- 10x penalties for delays
- Reputational Damage



Customer

- 85% False Positive alerts
- High customer chrun
- Money Loss due to fraud

# Solution: Robust **patented\*** AI solution for simplify fraud detection & anti-money laundering



# Early traction with **Global Banks** and strategic partners



One of the largest  
Bank of UAE

- Advance stage of discussion
- Potential Revenue opportunity in first year: ~ ₹ 1 Cr



One of the **Big4**  
**consulting companies**

- Commercial proposal submitted
- Potential Revenue opportunity in first year: ~ ₹ 50 L



- Will use InsightAI APIs
- Potential Revenue opportunity in first year: ~ ₹ 15 L



Selected as **Top 3 AI solution**  
**for fintechs** in HSBC Data  
Hackathon'24



Selected to participate at the FinTech  
World Cup Competition - **Singapore**  
**Fintech Festival, 2024**

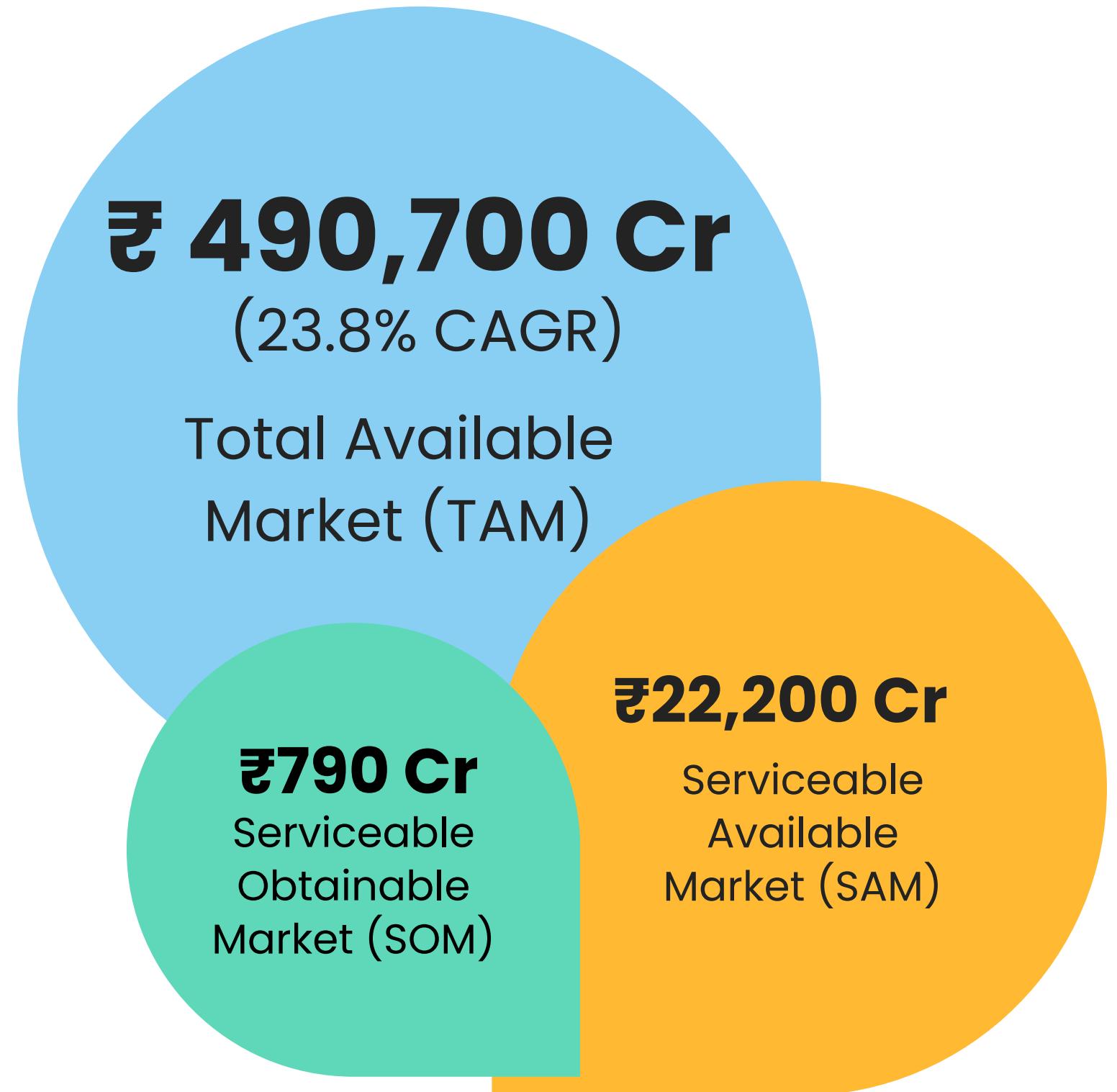


Selected for **Google AI**  
**Acedemy Program**



Part of **t-hub**  
incubation

# Chasing a ₹490,000 Cr market. Initial focus is Middle East & India



## Target Market

Banks

NBFCs

Fintechs

- Direct Sales in Middle East - Starting with UAE
- Strategic Partners for India
- Direct Sales
  - India
  - Middle East
  - South East Asia

ICP

CROs / CIOs

Risk/Compliance Officers

Bottom up Calculation [Sheet](#) for SAM/SOM

TAM - [source](#)

Conversion of 1 USD: INR 85

# InsightAI is focused in transaction monitoring & GenAI based explainability

AI Powered Transaction Monitoring



quantexa

InsightAI



feedzai



Fraud.net

Perfios  
Lead Leap



Comply  
Advantage



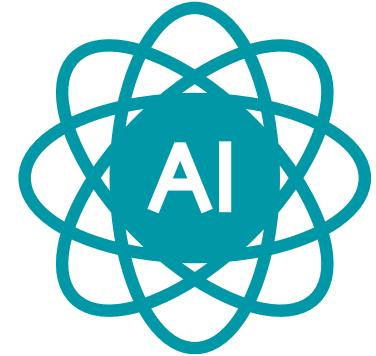
ZEST AI

onfido

LexisNexis  
RISK SOLUTIONS

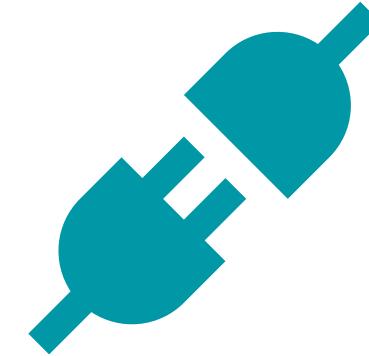
Explainability & Customizability of the Solution

# USP: Proprietary AI Solution coupled with expert support



## PROPRIETARY AI SOLUTION

- Context-aware analytics
- Continuously trained on **market data and customer behaviors.**



## PLUG AND PLAY CUSTOMIZABLE

- **Long Term Context Memory** agnostic of LLMs



## CLOUD-AGNOSTIC ARCHITECTURE

- Can be customised and deployed on client's servers



## EXPERT GUIDANCE AT ITS CORE

- Expert-driven insights to refine and scale our solutions.

# API based solution + On-prem customised deployment

Tier	Target Audience	Features Included
Starter	NBFCs, Small Fintechs	<ul style="list-style-type: none"><li>• Fraud detection (Basic)</li><li>• Risk Mitigation</li><li>• AI Underwriting (Basic)</li></ul>
Silver	Growing Fintechs, Mid/Large-Sized NBFCs	<ul style="list-style-type: none"><li>• All Starter Features</li><li>• Enhanced Fraud Detection</li><li>• Risk Mitigation with SEBI data</li><li>• Market-Based Risk Updates</li><li>• Lending Intelligence</li></ul>
Gold	Large Enterprises, Digital Banks	<ul style="list-style-type: none"><li>• All Silver Features</li><li>• Full Risk Analysis</li><li>• Advanced AI Underwriting</li><li>• Continuous Fraud Detection Updates - AML Compliance</li></ul>
Platinum	Large Banks, Global Fintechs	<ul style="list-style-type: none"><li>• All Gold Features</li><li>• Full Enterprise Suite</li><li>• Fraud Detection and AML Customization Continuous Learning from Market &amp; Financial Data</li><li>• API &amp; Data Analytics Integration</li></ul>

# Product Roadmap

Mar 2025

June 2025

Sept 2025

Dec 2025

Jan 2026

Mar 2026

June 2026

Productionize AML Circular Transaction Analytics and Fraud detection on Sacle

Mule Account & Document Forgery Detection

Automated SAR/STR Filing and ERP for large bank

Real-Time Screening & AML-Level Analysis at Level 1

Cross-Border Transaction Analytics

# Path to success: laser focused GTM



Large **Banks** in  
Middle East



Indian Commercial  
**Banks**



&



Neo-Banks &  
**Fintechs**

**Direct Outbound**  
targeting CROs / CIOs

**Strategic partnership** with Big4s &  
System Integrators

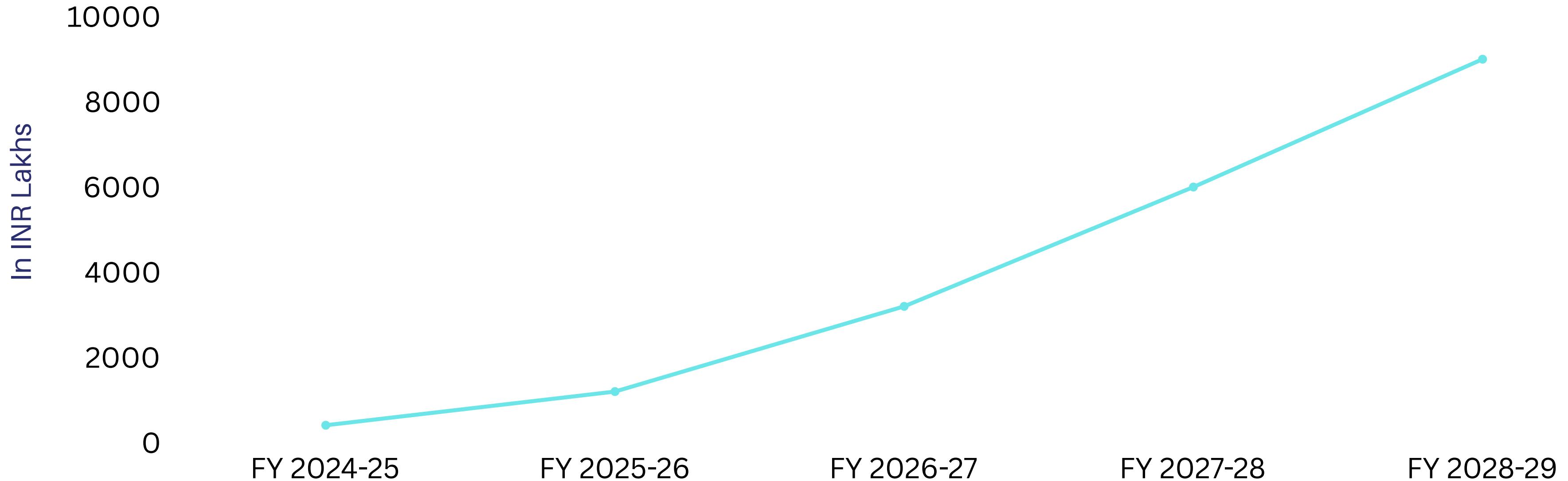
Leverage our **Advisor** &  
investor networks

Leverage **startup programs** of PSUs  
  
Launch Direct GTM after one  
successful deployment

Explore **Design Partnership** to solve their  
specific pain points

2025 Q3: Invest in inbound channels

# We are targeting ₹8 Cr ARR in next 1.5-2 years



## Expected customers

Large Banks

2-3

4-5

8-10

12-15

25+

NBFC & Fintech

10-12

20-25

40-60

80-100

200+