



**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**



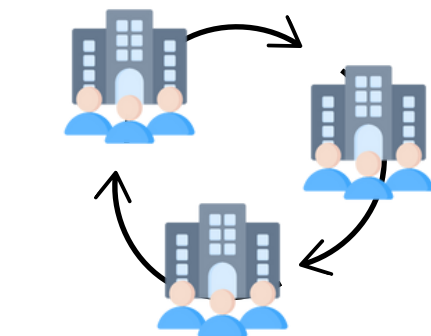
Senior VP Investigations &  
Regulatory  
**Mashreq Bank (UAE)**

Name withheld due to compliance

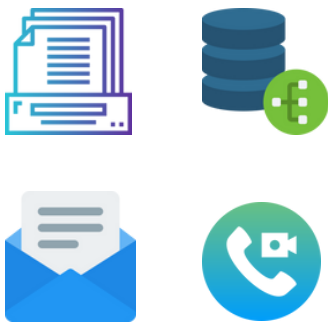
# Financial Institutions **lose billions** chasing **false alarms** and missing real threats in **fraud detection**.

## Core Issues

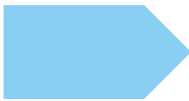
## Consequences



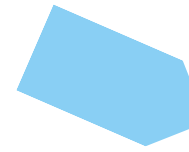
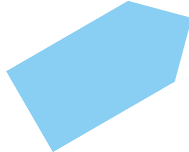
Complex Circular Transaction



Varied Data and Manual Review



Delayed Identification



Banks

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

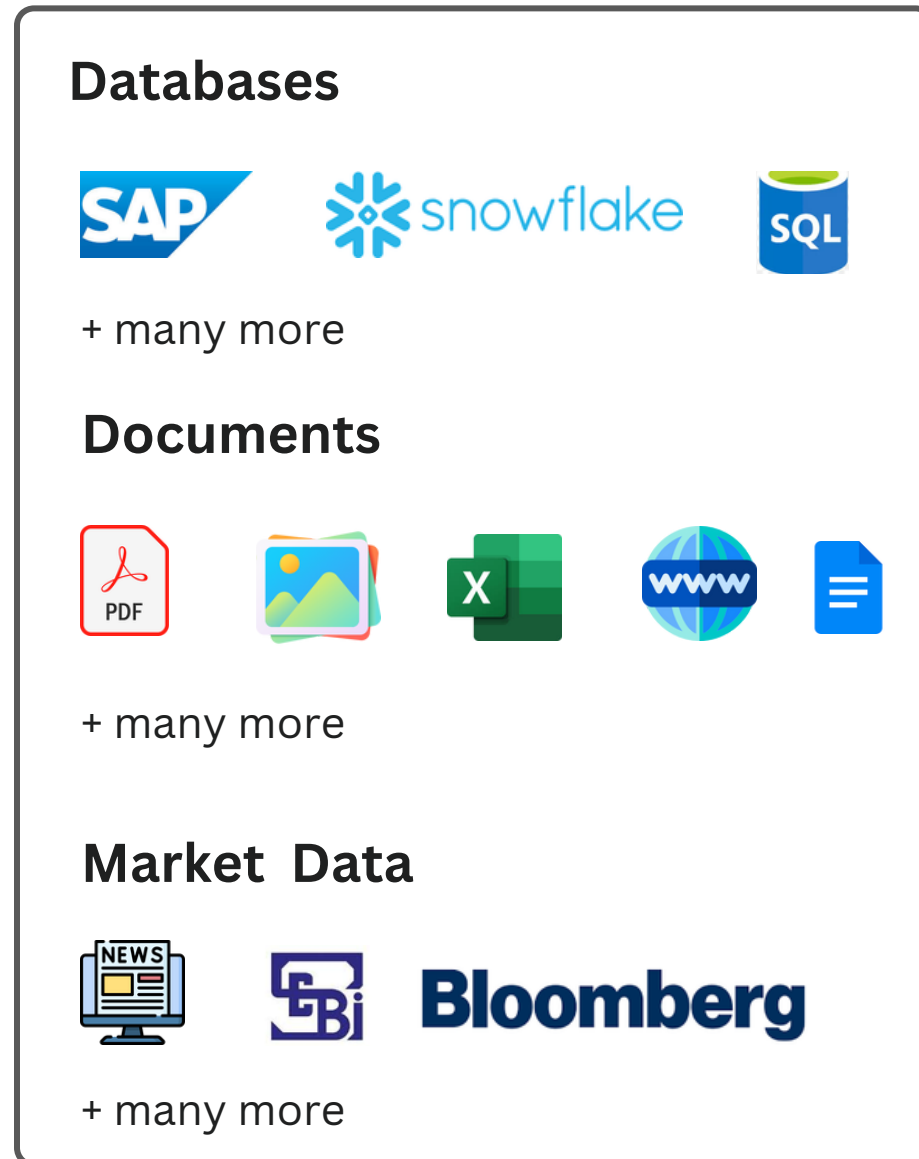


Customer

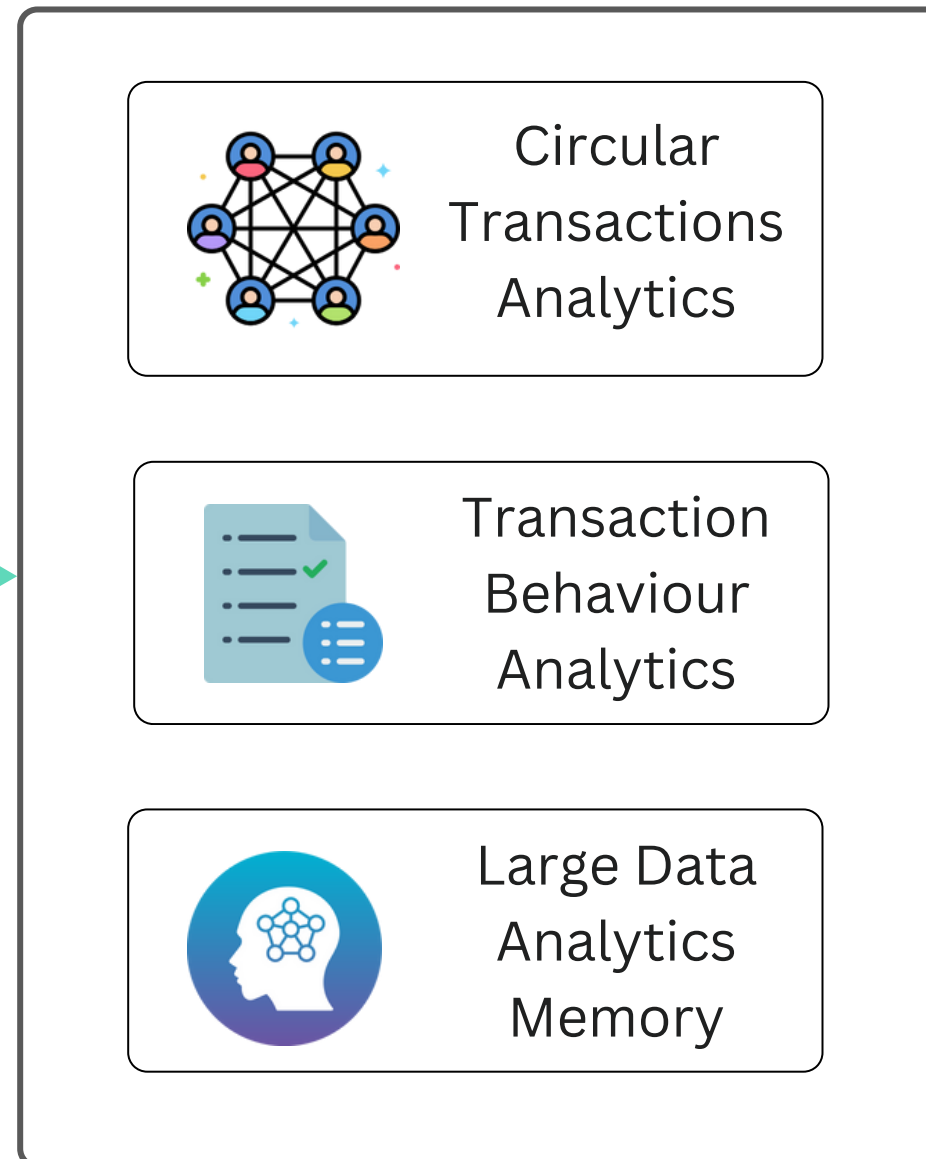
- 85% False Positive alerts
- High customer churn
- Money Loss due to fraud

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

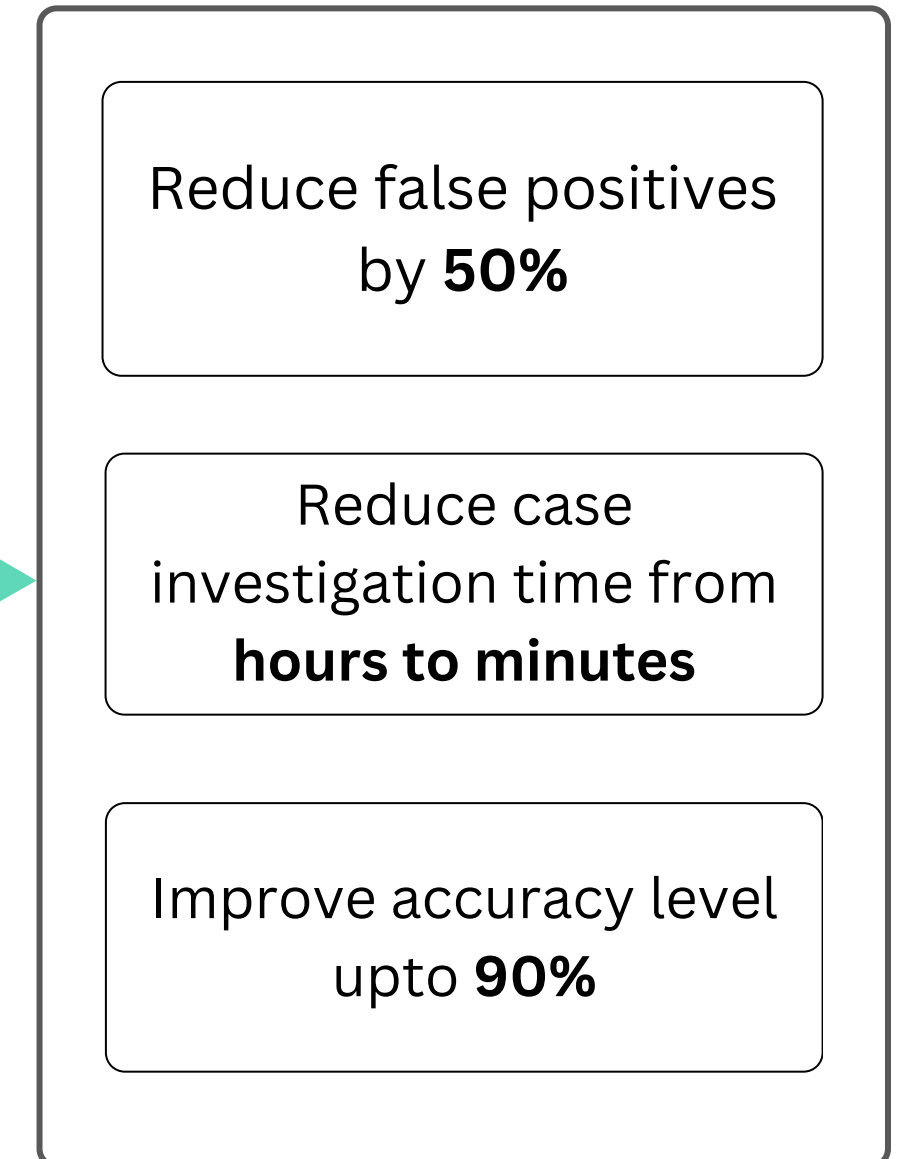
## INGEST ANY DATA



## PROPRIETARY AI ENGINE



## OUTCOME



# 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

In Pipeline



CARD91 NORTHERN  
ARC



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**

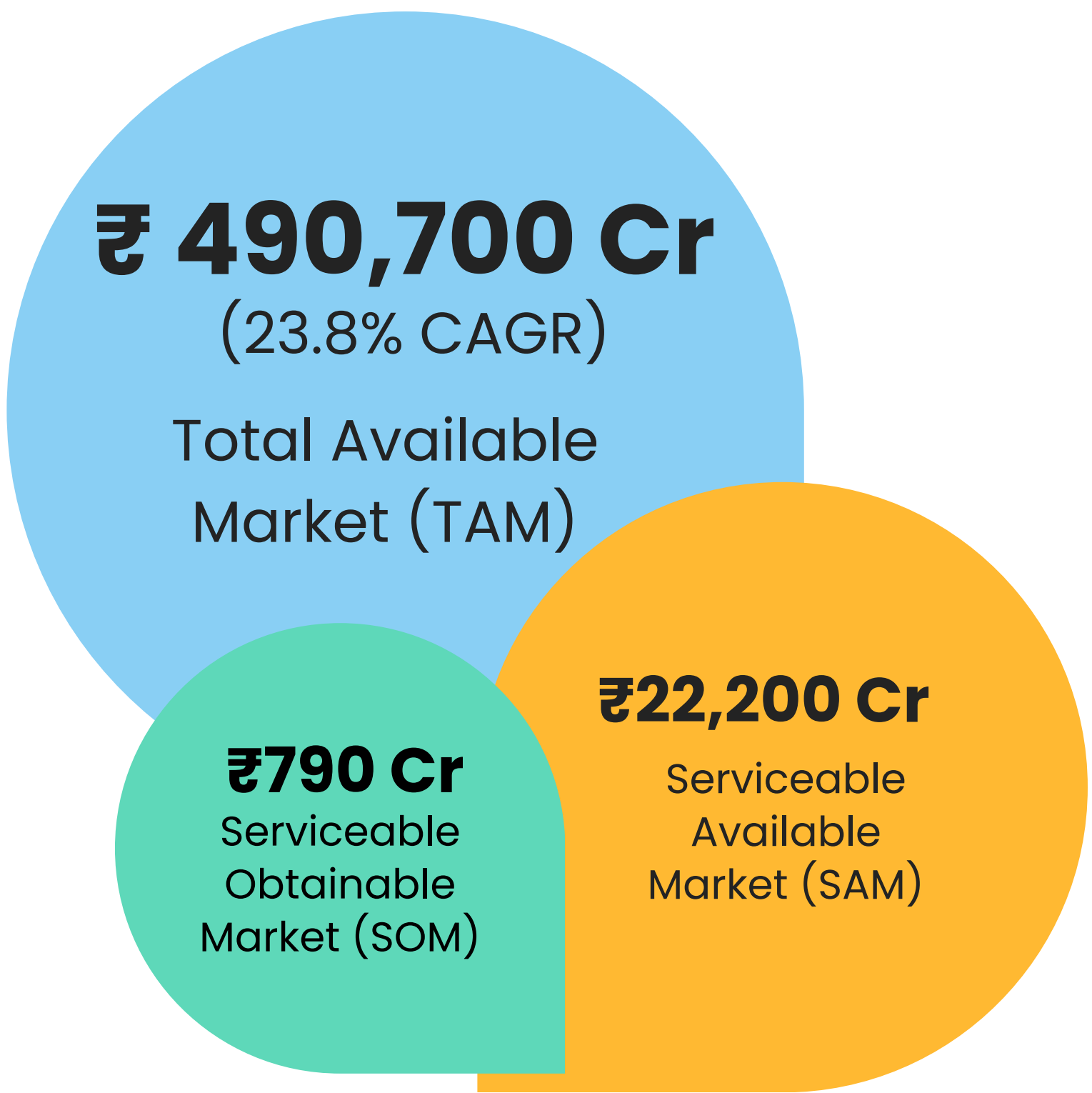
Google for Startups

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

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

NBFCs

- Direct Sales
  - India
  - Middle East
  - South East Asia

Fintechs

## ICP

CROs / CIOs

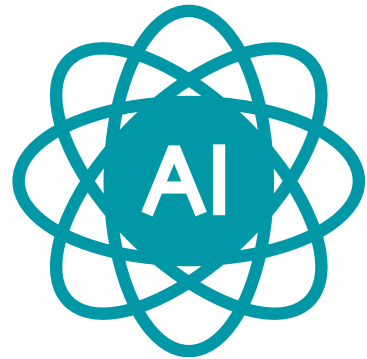
Risk/Compliance Officers

# InsightAI is focused in transaction monitoring & GenAI based explainability



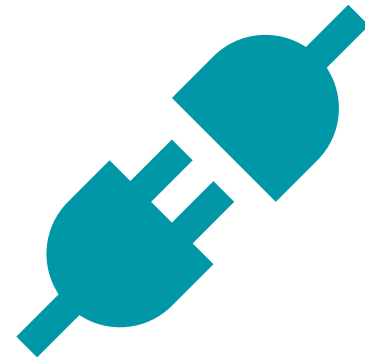


# USP: Proprietary AI Solution coupled with expert support



## 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

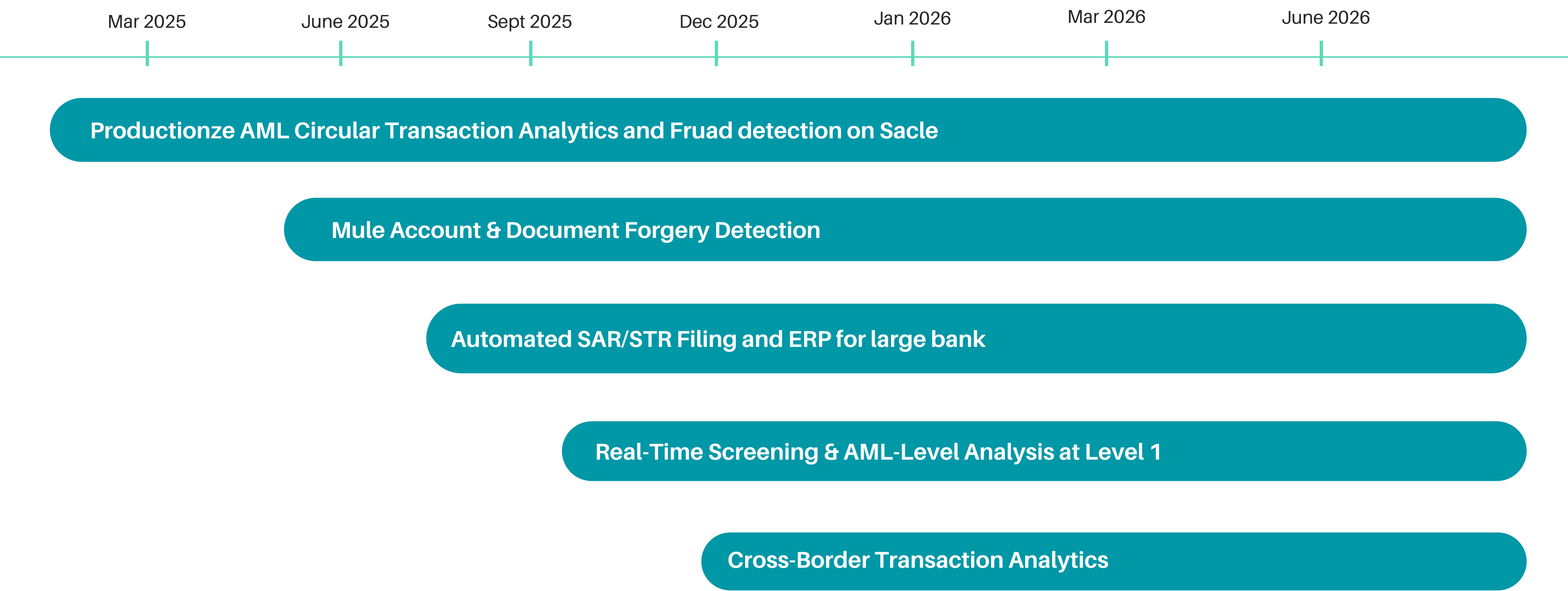
- Expert-driven insights to refine and scale our solutions.



# 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



This may change as per client requirements

# Path to success: laser focused GTM



Large **Banks** in  
Middle East



Indian Commercial  
**Banks**



**NBFCs**

&



Neo-Banks &  
**Fintechs**



**Direct Outbound**  
targeting CROs / CIOs

**Strategic partnership** with Big4s &  
System Integrators

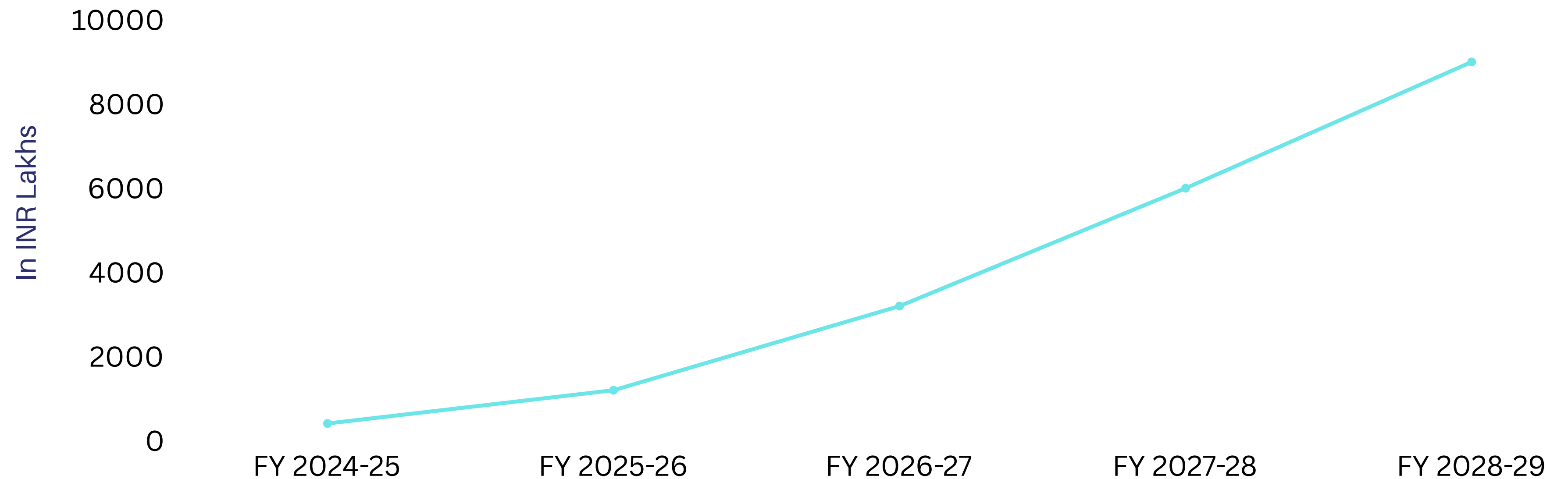
Explore **Design Partnership** to solve their  
specific pain points

Leverage our **Advisor** &  
investor networks

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

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+