**Fraud Detection and Prevention in Payments**

**Define Your Service Packages**

Break down your offerings into clear service packages:

**A. AI-Powered Fraud Detection Consulting**

* Assessment of client fraud risks
* Recommendation and integration of AI tools (e.g., anomaly detection, behavioral analytics)
* Custom model design using historical fraud data
* Continuous model training and performance monitoring

**B. Transaction Monitoring and Risk Management**

* Setup and configuration of real-time monitoring systems
* Design of risk scoring models
* Alert systems for suspicious activity
* Compliance with regulatory frameworks (e.g., PCI DSS, AML laws)

**C. Fraud Prevention Training for Businesses**

* Employee awareness workshops
* Executive-level fraud risk management training
* Customized training materials and simulated case studies
* Continuous learning platforms or LMS integration

**✅ 2. Target Market**

* **Financial institutions** (banks, fintechs)
* **E-commerce businesses**
* **Insurance companies**
* **Government & NGOs handling large transactions**

**✅ 3. Build Tools & Use Cases**

* Demonstrate how AI models like decision trees, neural networks, or anomaly detection algorithms can help.
* Include sample dashboards (e.g., using Power BI, Tableau, or custom Python apps).
* Develop a small demo (e.g., Streamlit or Flask web app) showing fraud detection in action.

**✅ 4. Create Marketing & Outreach Material**

* Develop a landing page describing:
  + Each service in simple terms
  + Benefits (e.g., reduced chargebacks, increased customer trust)
  + Case studies or sample use cases
* Share success stories on:
  + LinkedIn (short videos, carousels, testimonials)
  + Twitter/Instagram (infographics, fraud fact-of-the-week)
* Offer a free fraud risk checklist or assessment quiz

**✅ 5. Delivery Model**

You can deliver the services in multiple ways:

* **Consulting Projects** (short-term or retainer-based)
* **Workshops and Training Events** (in-person or virtual)
* **Subscription-Based Monitoring** (if offering managed services)
* **Tool Deployment** (set up systems for clients with training)

**✅ 6. Partner or Integrate with Tools**

Familiarize with or partner with tools like:

* **SAS Fraud Management**
* **Kount**
* **Feedzai**
* **AWS Fraud Detector**
* **Open-source tools** like Scikit-Learn, PyCaret, or TensorFlow for custom models

**✅ 7. Pricing Structure**

Structure your pricing as:

* **Per project** (for consulting)
* **Per employee/session** (for training)
* **Monthly retainer** (for monitoring or advisory)
* **Custom quote** (for AI model deployment)

**✅ 8. Comply with Regulations**

Ensure you’re aligning with data protection and financial regulations:

* **NDPA (Nigeria)** or **GDPR**
* **Anti-Money Laundering (AML)**
* **PCI DSS**