

# Scoop Technologies LLC

Beyond Verification, Ensuring  
Authenticity



# The Problem

## **There is a Trust Deficit**

Nearly half of internet traffic is now bot-based, making authenticity across platforms difficult and severely limiting genuine connections

[https://www.thalesgroup.com/en/worldwide/security/press\\_release/bots-now-make-nearly-half-all-internet-traffic-globally](https://www.thalesgroup.com/en/worldwide/security/press_release/bots-now-make-nearly-half-all-internet-traffic-globally)

# Our Solution



Aggregate multiple  
social media  
profiles

Creation of metric  
for trustability

Event management  
for user,  
businesses, and  
event organizers

# How it Works

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## Social Media Aggregation

Integrate all your social platforms into one place

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## Event Management

Organize, track, and engage with connections

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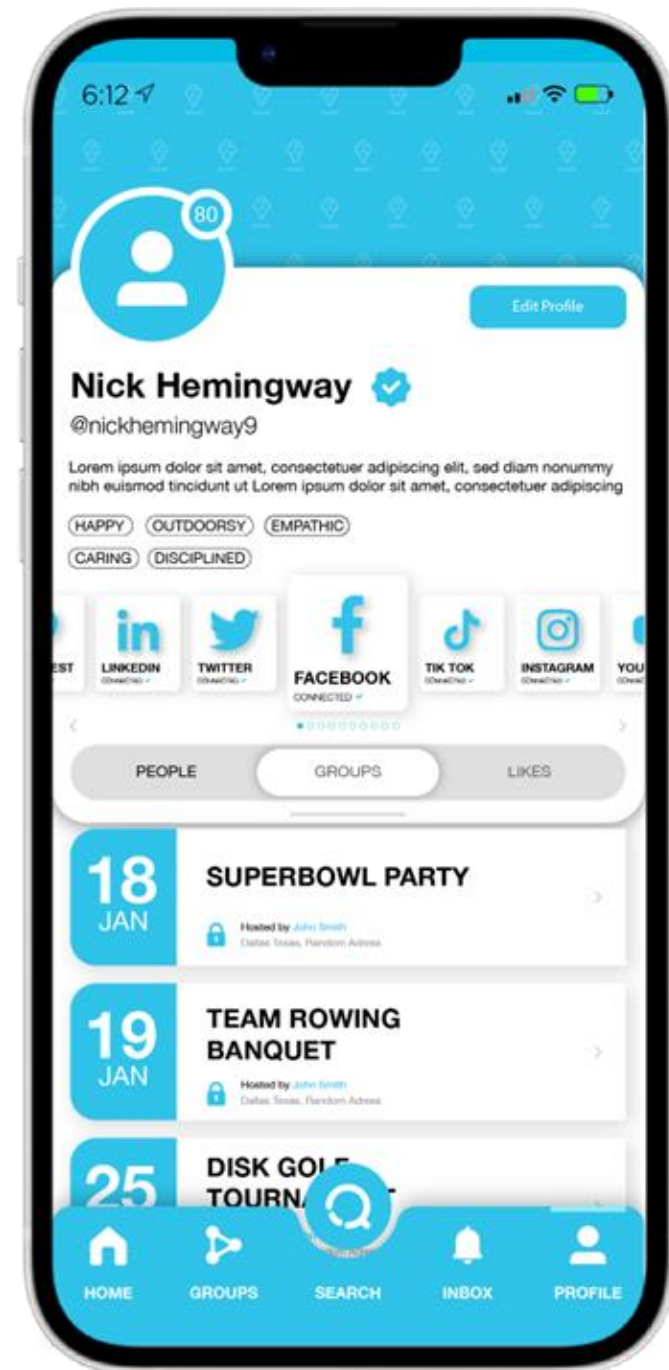
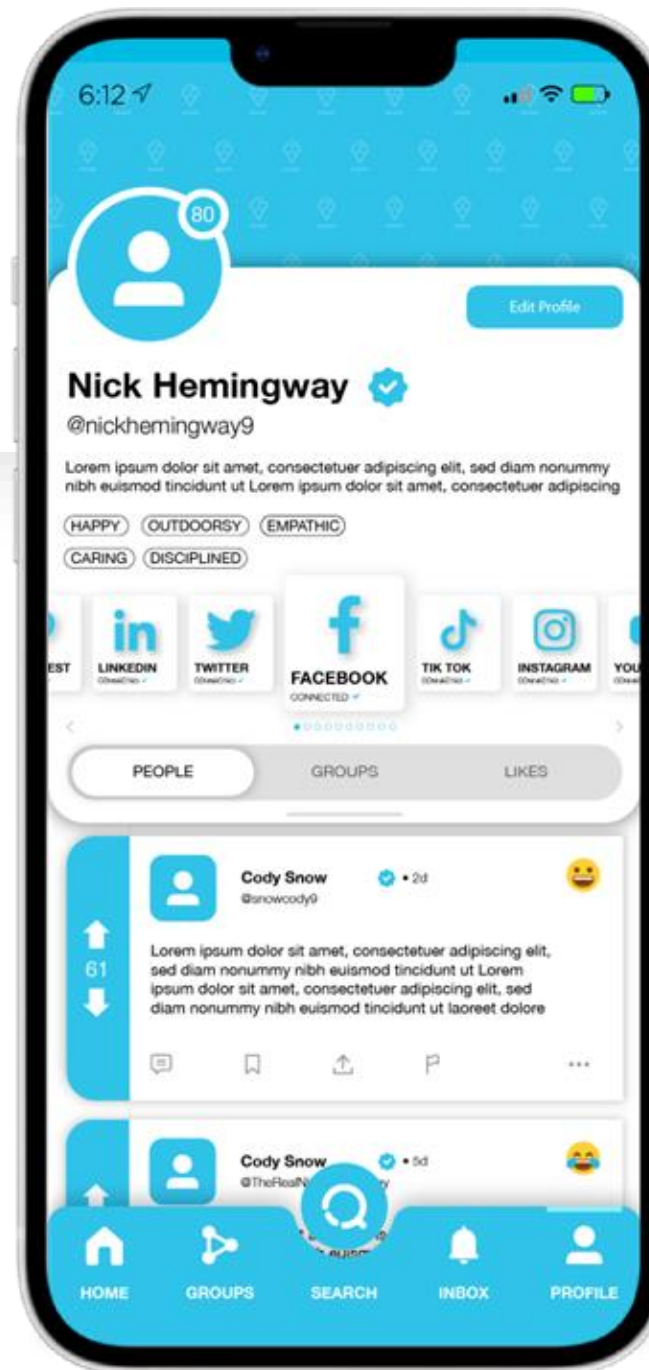
## Personal Reviewing

Allows user-generated reviews to foster trust and authenticity

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## Trust Score

Aggregates user data to measure authenticity and detect fake or suspicious profiles



# Market Opportunity



Demand for authentic online interactions



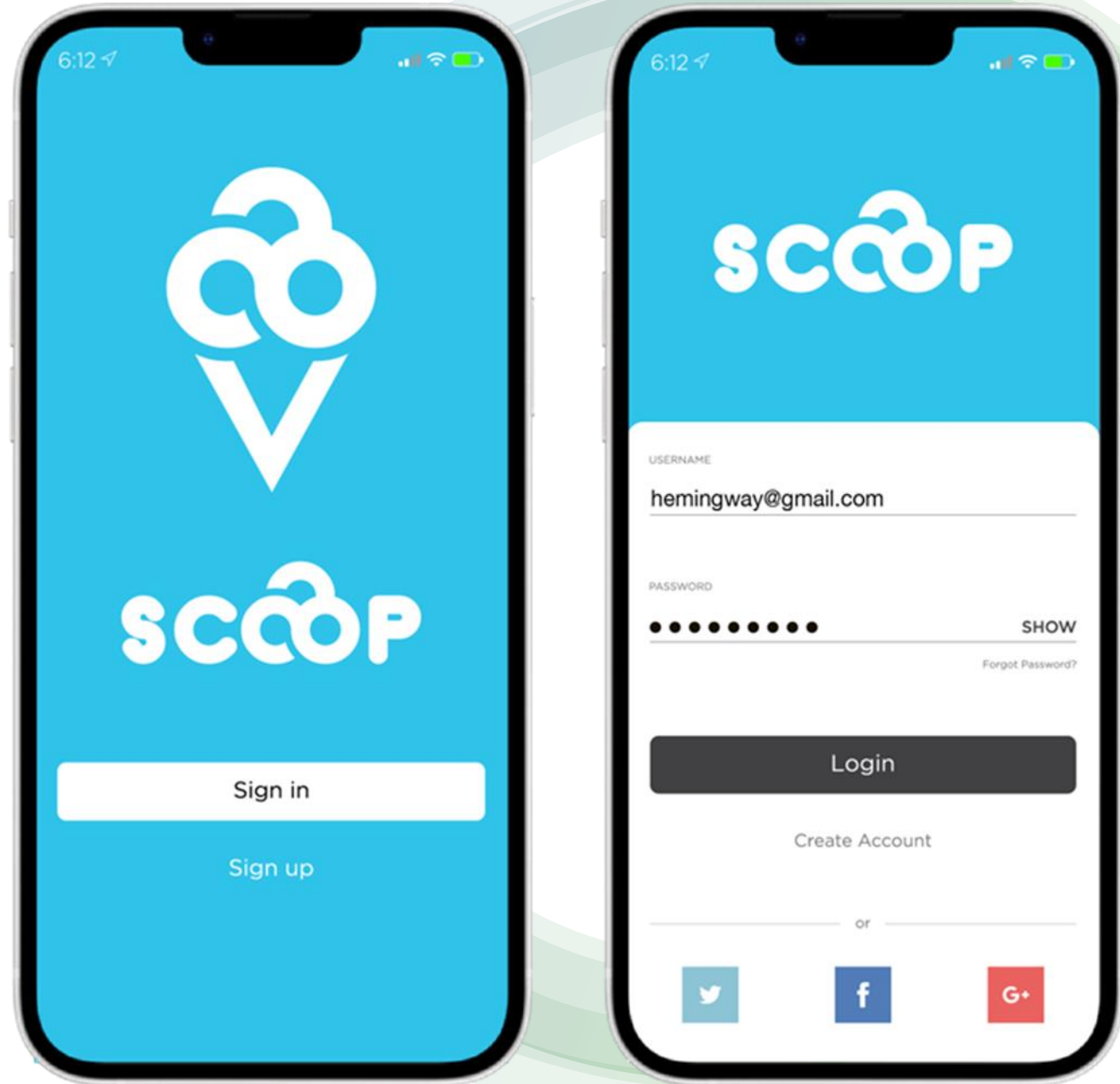
Broad target market: individuals, businesses, event organizers



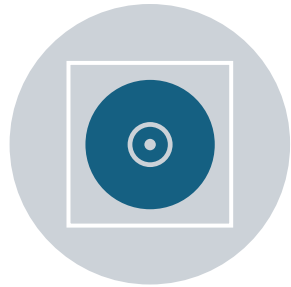
Expanding need for secure, integrated identity verification

# Business Model & Revenue Streams

- **Freemium Model:** Basic version free; premium features via subscription
- **Professional & Venue Accounts:** Advanced features, analytics, and engagement tools
- **Bot Prevention Services:** Licensing to third parties for anti-fraud measures
- **Trust Marketplace:** Partner integrations enabling perks for high-trust users
- **Data Acquisition:** Aggregated data insights for advertisers and researchers



# SWOT Analysis



**Strengths:** Unique product, broad audience potential, B2C and B2B



**Weaknesses:** Reliance on third-party data, new product, Lacks critical mass



**Opportunities:** Rising safety concerns, organizational applications, Strategic partnerships

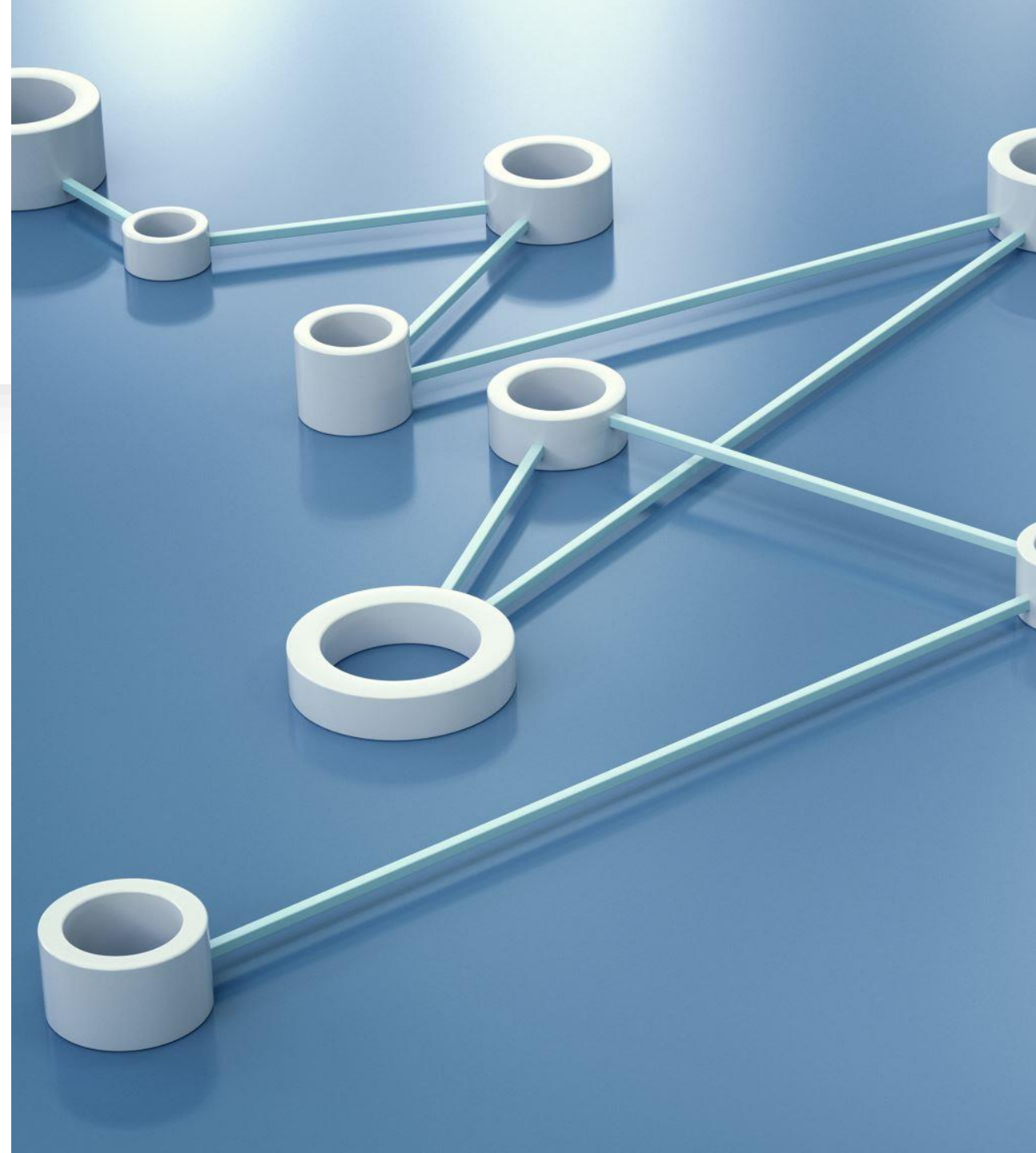


**Threats:** Privacy regulations, potential competition from established platforms, User hesitancy



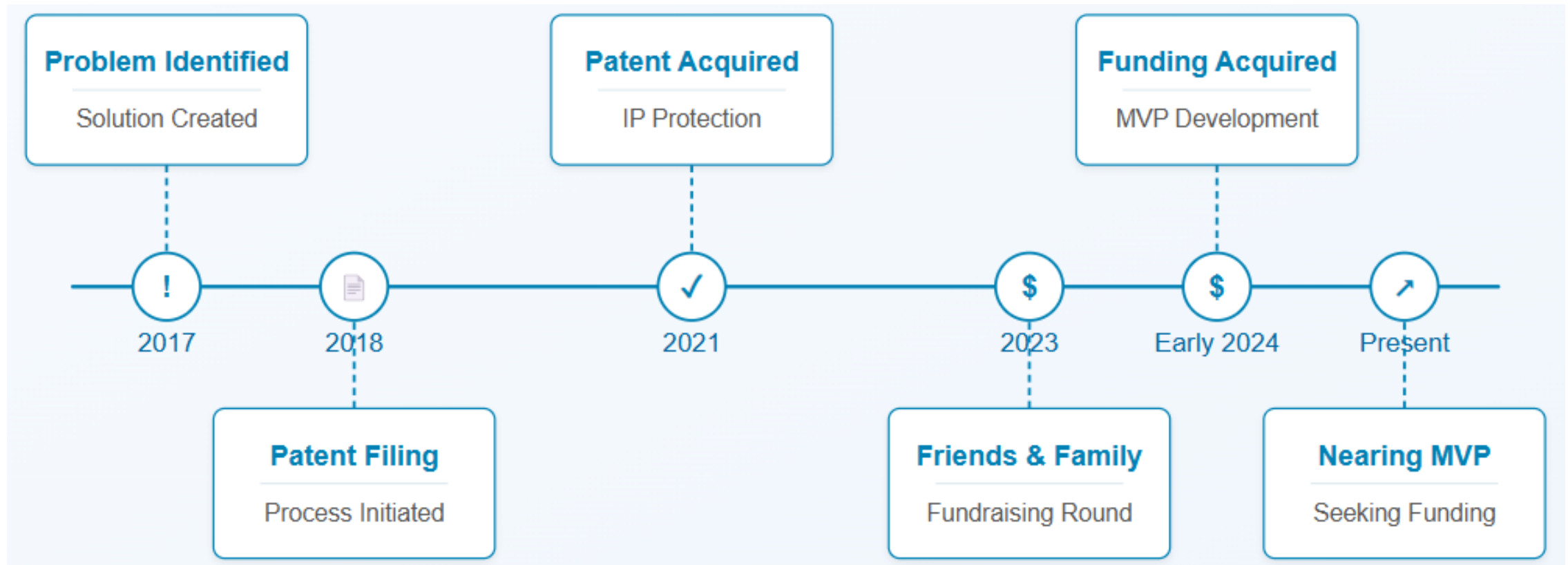
# Advantage of Scoop

- 1. Trust Algorithm:** Our unique verification system creates a "digital trustmark" that bots can't easily replicate, establishing the standard for authentic online interactions
- 2. Network Effect:** Each new user and connected platform exponentially increases our ecosystem's value, creating a defensible market position that grows stronger over time
- 3. Cross-Platform Integration:** Unlike single-solution competitors, our unified approach creates unique user insights and business intelligence unavailable anywhere else



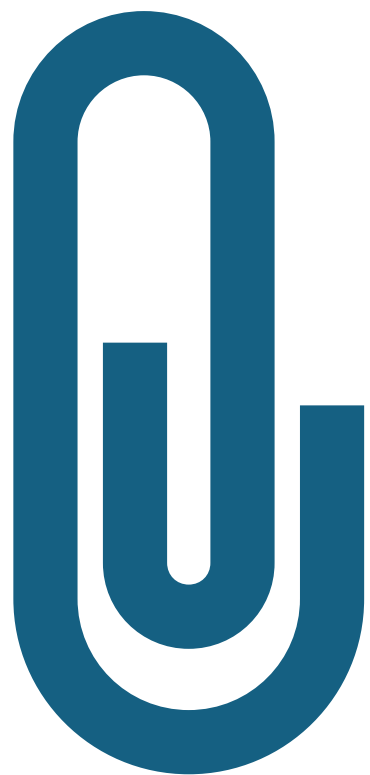


# Timeline





Scoop aims to become the leader in digital identity verification. We're actively seeking strategic partnerships and seed-stage investment to accelerate product deployment and scale rapidly. Immediate focus: complete product rollout, achieve early traction, and expand strategic alliances.



Additional Info

# Use cases

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- Professional Profiles:** A contractor can showcase interpersonal client reviews while keeping personal content private.
- Venue Accounts:** Bars or event venues broadcast promotions and track patron engagement in real time.
- Match Group Integration:** Enhances user trust on dating platforms like Tinder and Hinge.
- Insurance Integrations:** Rewards high-trust users with potential policy discounts and better risk assessments.
- Secure Financial Transactions:** Scoop's Trust Score streamlines financial transactions by significantly reducing fraud, theft, and scams. Institutions can quickly identify trustworthy users, enabling safer and faster financial processes.

# AI Potential

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- Automated Sentiment Analysis:** Quickly interprets unstructured reviews to gauge trust levels.
- Suspicious Activity Detection:** Leverages AI to spot patterns of fake or bot-like behavior.
- Trend Identification:** Uncovers user insights at scale for proactive community management.
- Refined User Experience:** Delivers actionable data to enhance credibility scoring and user engagement.

# Social Wallet

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## Transforming Public Data into Trusted Value

- **Public Data Acquisition:**
  - Easily accessible data from existing social media accounts.
- **Verification and Trust Scoring:**
  - Scoop verifies authenticity and aggregates social activity into a single Trust Score.
- **Actionable Insights:**
  - Trust Scores enable businesses and individuals to quickly identify authentic users and reduce interactions with bots and fraudulent accounts.
- **Value Creation:**
  - Previously low-value public data is converted into tangible, measurable value—your "Social Wallet."
- **Real-world Benefits:**
  - Users gain from enhanced credibility and businesses make informed decisions, improving security and reducing risk.

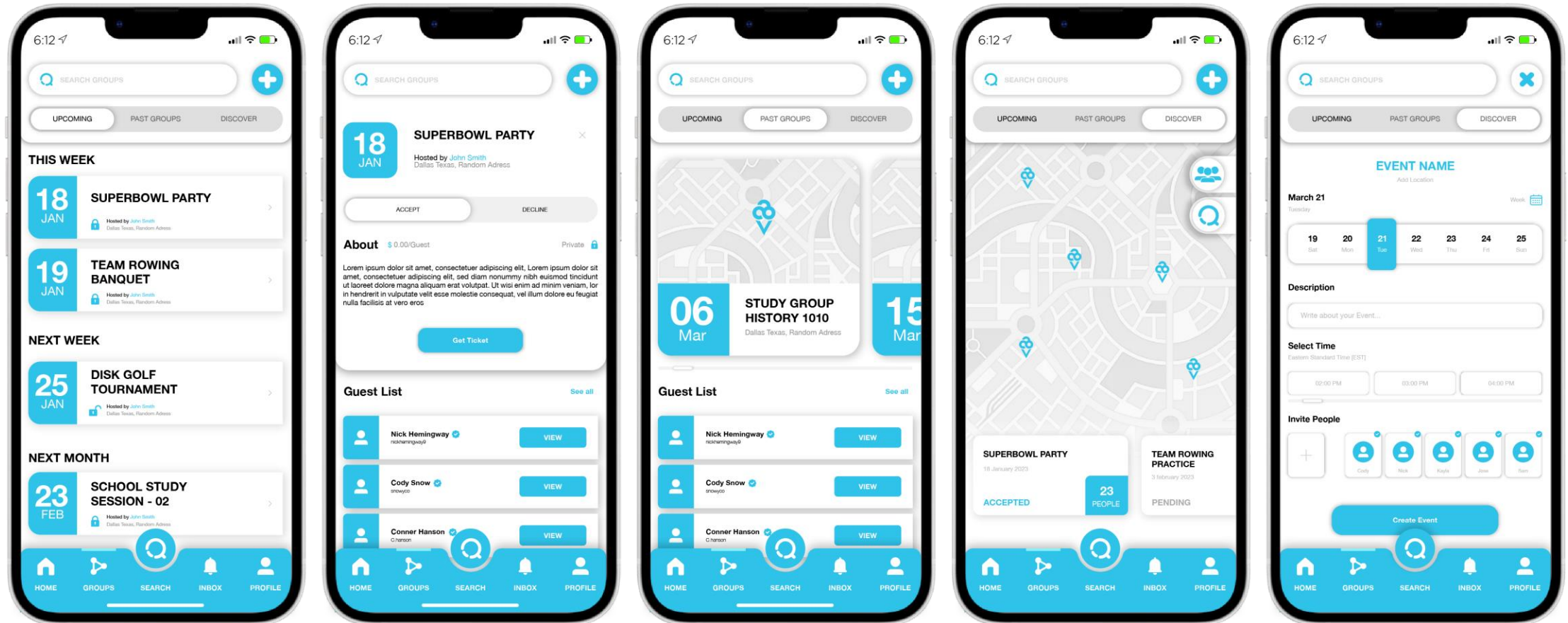
# Current Stage



- Nearing the end of platform development
- Seeking more runway and connections
- Meeting with potential partners



# Event Management – Scoop Groups



# Profile view

