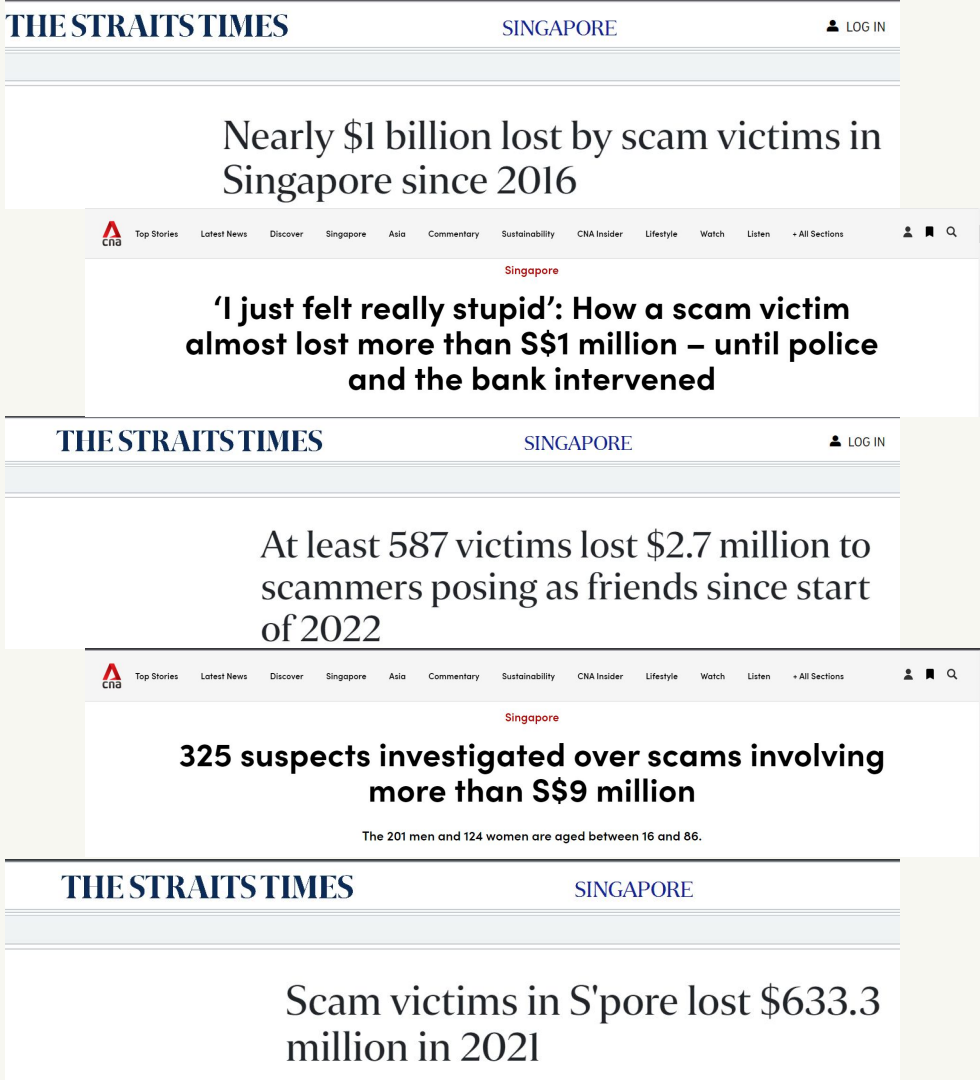
Pinocchio

Scam Detection App

The Problem

As Singapore transforms into smart digital nation through technology, it becomes important to shield people from the **increasing number of text scams**.

Scammers are also **becoming smarter** and **more deceptive**



The Solution

An **app** which monitors messaging platforms and consolidates scam or spam chats for the user to **sort, look through or delete**.

Market Research

Similar Apps

ScamShield

SMS Shield

TextKiller

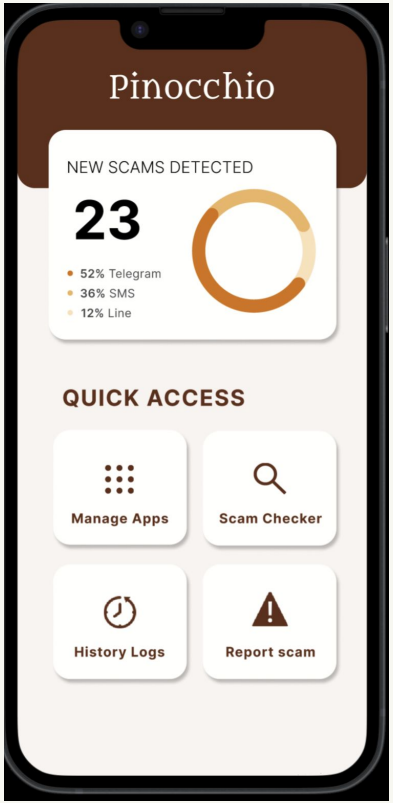
Our Unique Selling Points

- Scam detection across multiple messaging platforms (other than SMS)
- Compatible on both Android and iOS devices
- More user options (Delete / Leave / Sort)
- Manual scam message checker

The Features

Consolidates scam chats across different messaging platforms

Natural Language Processing for scam chats detection

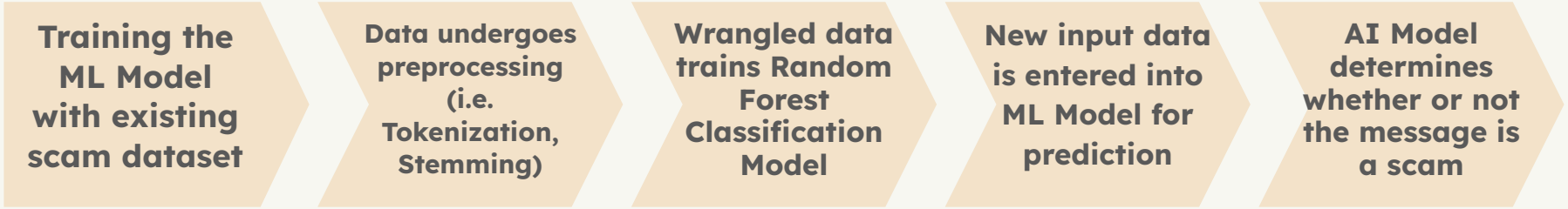


Delete / Leave / Sort compiled chats

Textbox for users to manually check if a message is a scam

Incorporating Artificial Intelligence

- **Natural Language Processing (NLP)**
  powers the spam message detection feature by predicting the likelihood of the message received being a scam



Potential Issues & Solutions

Privacy Issues
Pinocchio does not store any user data unless permitted to

Inaccurate Detection
Users may report any inaccurate detections to help train the AI further

No access to most platform's delete or leave chat function (not all platforms have ready-to-use libraries like Telegram & Telethon)
Partner up with them to gain more access to those functions

Scalability & Future Considerations

- **Increasing number of supported platforms**
  Requires AI Model to be updated regularly due to the increase in different types of scams
- **Increasing accuracy of scam detection**
  Adding deep facial recognition for profile pictures of scammers (usually similar), voice to text analysis to detect scam phone calls, web scraping of website data to detect scam sites, and AI reinforcement learning
- **Collecting scam data to help in anti-scam efforts**
  Collecting certain data such as the profile picture, number, message(s) sent, etc, of the chat may help the government fight scams (SPF)
- **Monetisation**
  Offer a free Basic Plan (SMS & WhatsApp only) and a subscription-based Premium Plan (All compatible platforms, including calls)