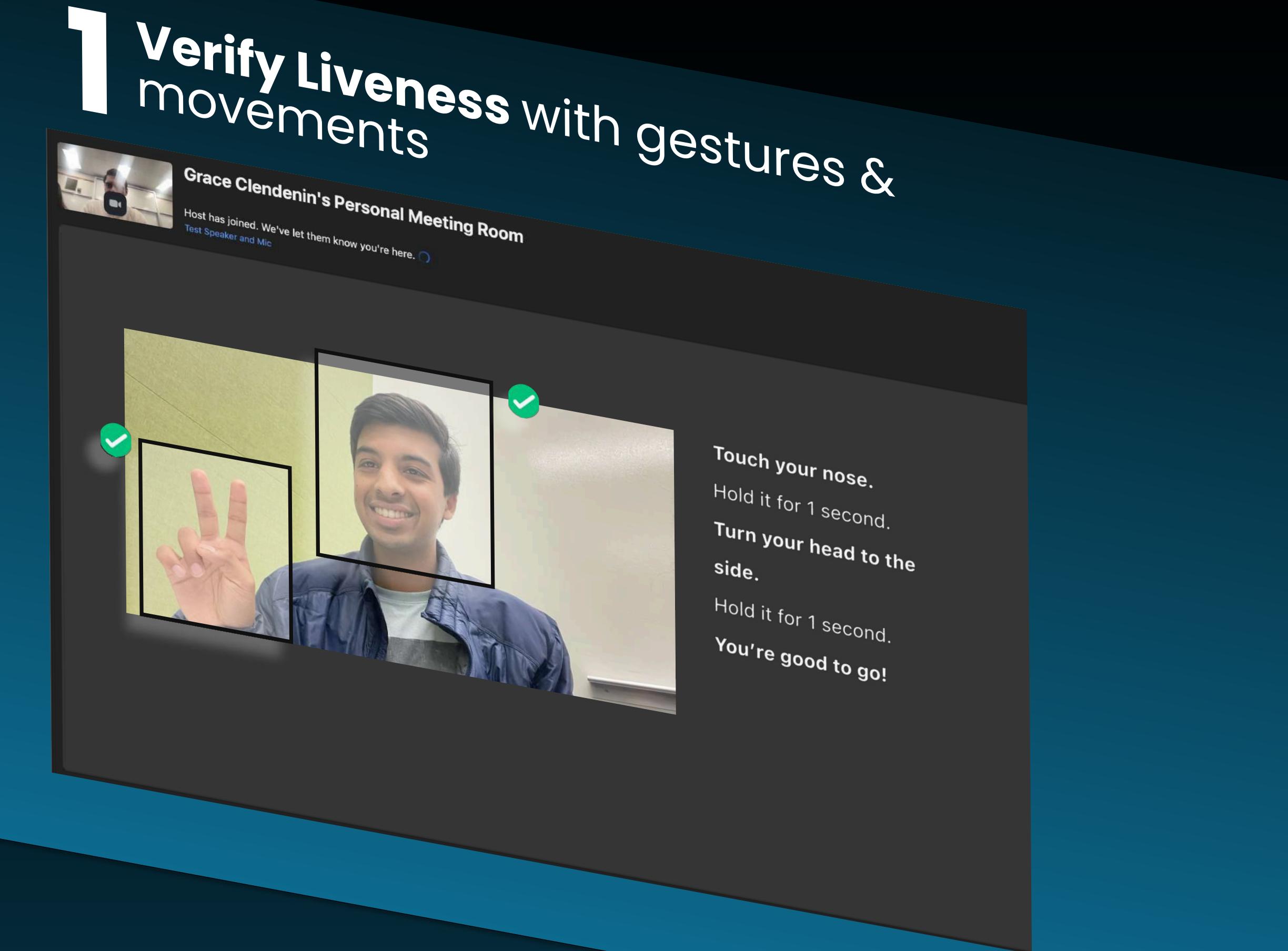


Introducing DeepSafe

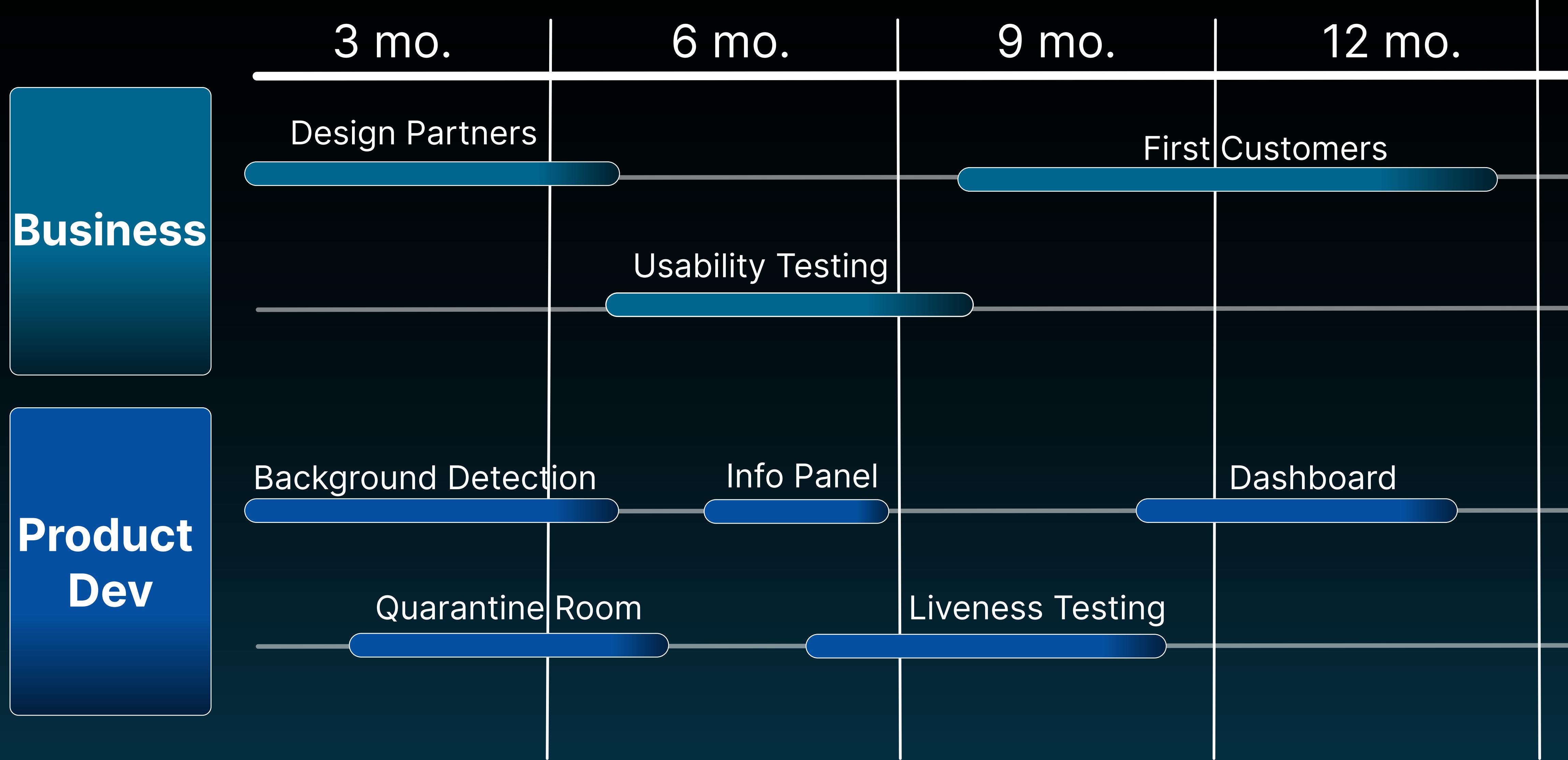
Deepfake Detection for Video Conferencing



App Plug-in

Platform
Agnostic

Roadmap to Launch



Our Business Model: SaaS

Revenue Streams



\$2400/yr

Seat Licensing



\$6000/yr

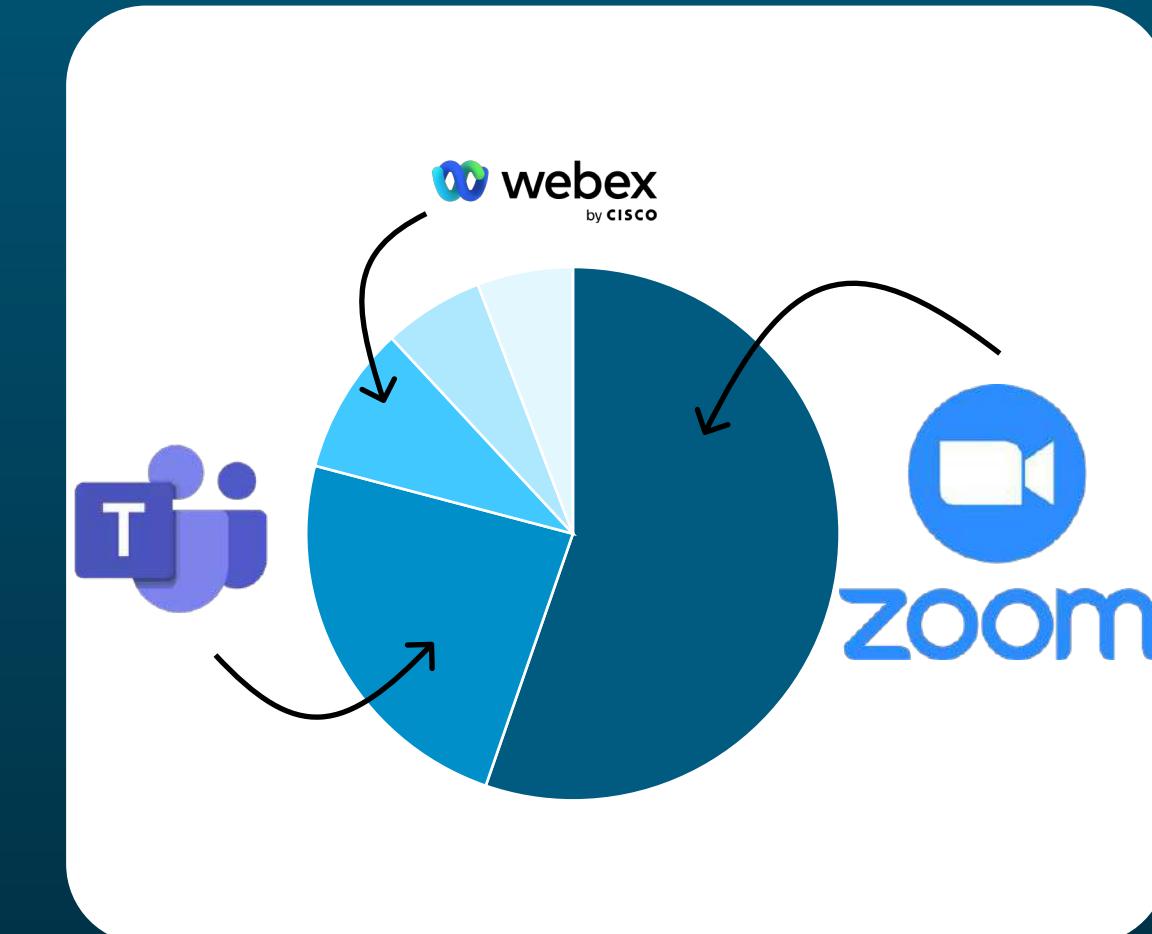
CSO/CISO Security Dashboard

Annual Subscription

Progressive Pricing Based on Size

Integration

Video Conferencing



Top 2 Market Share

Zoom - 55.3%

Teams - 23.8%

Competitors & Differentiators



Pindrop

Multi-factor authentication
& vocal verification

Only focuses on auditory
deepfake detection

No specialization in online
meetings



Deepsafe
Hands-off
approach with
minimal user
intervention

Integrated video
conferencing



Reality Defender

Detects AI generated images,
text, audio, and video

User must drag file into web-
app
Does not do real time visual
detection

No specialization in online
meetings

Go to Market Strategy

Initial Target Customer

CSOs/CISOs at Financial Institutions in the US

\$100M ← → \$10B



Certifications & Regulations

- CISSP, CEH, & CISM
- ISO/IEC 27001
- SOC 2
- NIST



Partnerships

Financial and cybersecurity firms



Expansion



Banking
2 YEARS

Insurance
3.5 YEARS

Government
5 YEARS

Phase 1 → Midsize banks, <\$1B assets
Phase 2 → Large banks, >\$1B assets

The Ask

We ask to raise pre-seed round of **\$250,000** to achieve our milestone for the next 12 months

Product Development

66%

\$250K

10%

24%

General and
Administrative

Marketing and Sales

The Team



**Nupur
Agarwal**

DS & Econ @
UC Berkeley,
Skydeck Start-
Up Founder



**Manan
Bhargava**

CS & DS @
UC Berkeley,
6+ mo. cybersecurity
products, Founder



**Sri
Chandramouli**

CS @ UC Berkeley,
Exp. enterprise
SaaS products



**Grace
Clendenin**

Berkeley Haas,
Skydeck Start-
Up Founder



**Nils
Tabard**

Master in Management
Maîtrise in Business Law,
Certificate in Start-Up
Management @UC
Berkeley



Berkeley

Sutardja Center for
Entrepreneurship & Technology

Berkeley SKYDECK



DeepSafe

Revolutionizing video call security against deepfakes



DeepSafe

Revolutionizing video call security against deepfakes

Video of Meeting

Deepfakes are becoming easier to create & harder to identify

“71%
don't know
what a
deepfake is

– iProov

“900%
increase in
number of
deepfake videos
available online

– KPMG

“8%
higher accuracy
than random for
identifying a
deepfake

– Research paper

“1 year
until deepfakes
are
indistinguishable
to naked eye

– Industry Interviews

Social Engineering Scams are becoming more advanced



Deepfake Detection Global Market

\$15.7 B

in 2024
source: [Bloomberg](#)

\$5.5B

in 2022
source: [Bloomberg](#)

TAM calculation

3730 x **150** x **\$2400**
financial Institutions in target market
(source: [FDIC](#))
avg seats per financial institution
per seat per year

42%

CAGR
2024 to 2026

\$1.3B

TAM

Introducing DeepSafe

Deepfake Detection for Video Conferencing

The image shows a video conferencing interface with a grid of participant video feeds. A callout box on the left provides instructions for using DeepSafe:

- 1 Verify Live guestures
- 2 Run background detection to notify host & participants

Key UI elements visible include:

- A sidebar on the left with a camera icon and a green checkmark.
- Participants' names and status: Grace Clendenin's Personal Host has joined. We've let them know you're here.
- Video feeds for six participants, each with a different background.
- Annotations and notifications:
 - A blue banner at the top right says "Nupur is being moved to Quarantine. Not Now".
 - A warning message on the right side of the screen states: "The meeting's security might be compromised. Follow DeepSafe for further action."
 - A red "WARNING!" box on one participant's feed says: "WARNING! This user may not be live!"
- Control buttons at the bottom: Unmute, Stop Video, Quarantine, Participants, Chat, Share Screen, Record, Show Captions, Reactions, Apps, Whiteboards, and Leave.

App Plug-in

Platform
Agnostic



DeepSafe

Introducing DeepSafe

Deepfake Detection for Video Conferencing



App Plug-in

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DeepSafe

Revolutionizing video call security against deepfakes