

Introducing DeepSafe

Deepfake Detection for Video Conferencing

1 Verify Liveness with gestures & movements

Grace Clendenin's Personal Meeting Room
Host has joined. We've let them know you're here. Test Speaker and Mic

Touch your nose.
Hold it for 1 second.

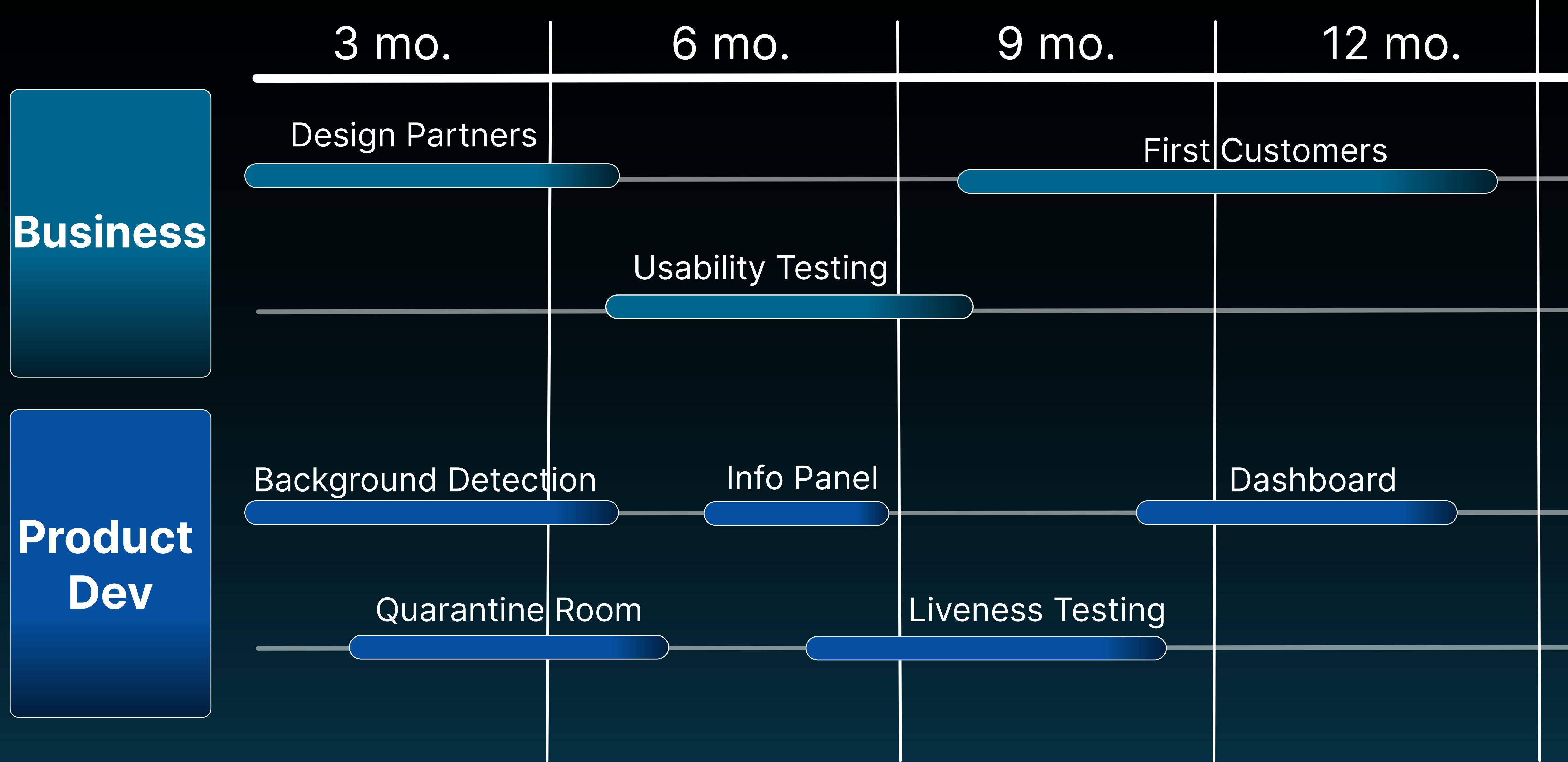
Turn your head to the side.
Hold it for 1 second.

You're good to go!

App Plug-in

Platform
Agnostic

Roadmap to Launch



Our Business Model: SaaS

Revenue Streams



\$2400/yr

Seat Licensing



\$6000/yr

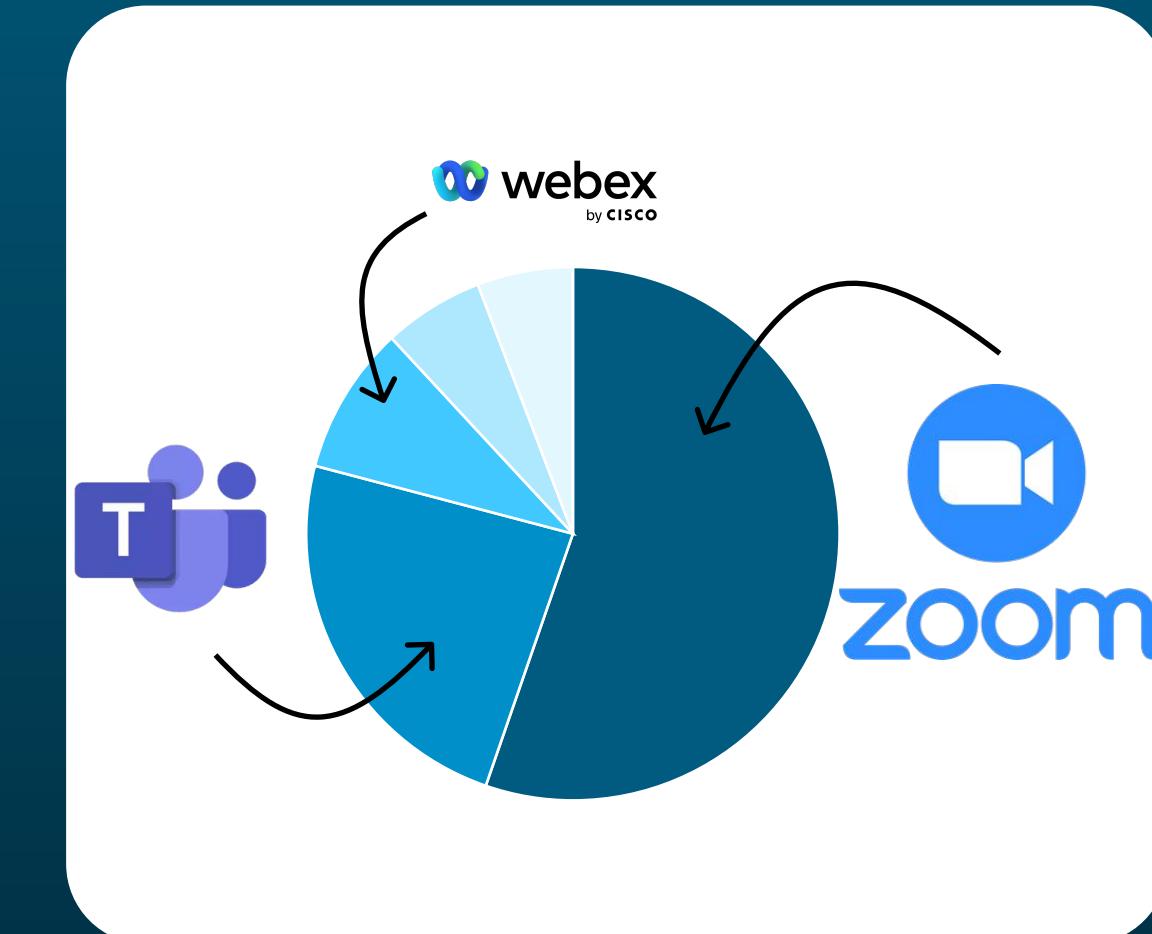
CSO/CISO Security Dashboard

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



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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 Scam Through Video Call

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

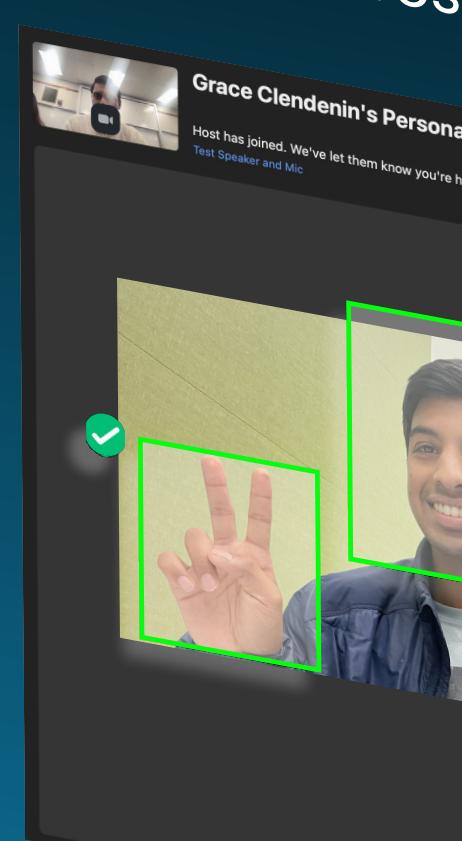
\$1.3B

TAM

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1 Verify Live guestures



2 Run background detection to notify host & participants



App Plug-in

Platform Agnostic



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The diagram illustrates the DeepSafe process in three main steps:

- 1 Verify Live Gesture:** Shows a video feed with a green box highlighting a participant's hand making a peace sign. A checkmark icon is visible in the top left corner.
- 2 Run background check:** Shows a video feed with a green box highlighting a participant's face. Below the feed, a progress bar indicates "Reasons for Suspicion": Audio (85%, red), Video (50%, yellow), and Company Credentials (30%, green).
- 3 Enable meeting host to remove suspicious participant:** Shows a zoom meeting interface. A participant profile for "Nupur Agarwal" is displayed with detailed company information. A message states "This meeting is Protected by DeepSafe". A callout box shows the "Reasons for Suspicion" again. A large blue button with a checkmark icon says "Thank you for protecting this meeting with DeepSafe". A warning message below it says "Unfortunately the security was compromised. The security team will be notified of the meeting shortly." A black overlay at the bottom right asks "Are you sure you want to remove this user?" with a red "REMOVE" button.

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Platform
Agnostic



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