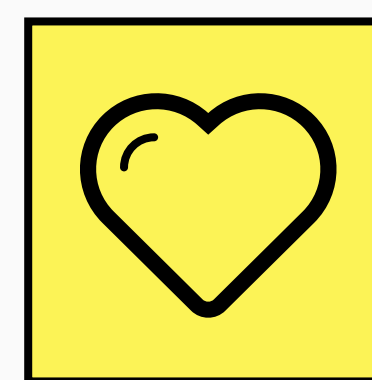


GOAL

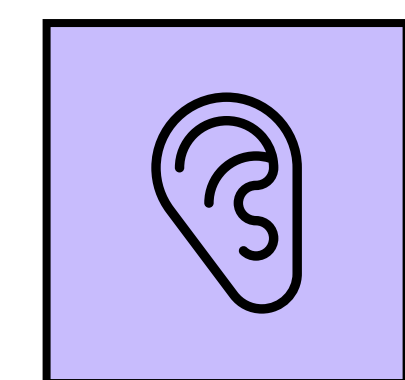


WHO are we empathizing with?

We empathize with online shoppers and e-commerce businesses.

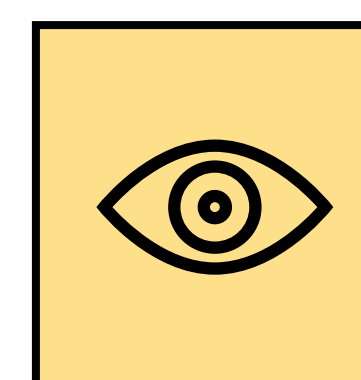


online payment fraud detection



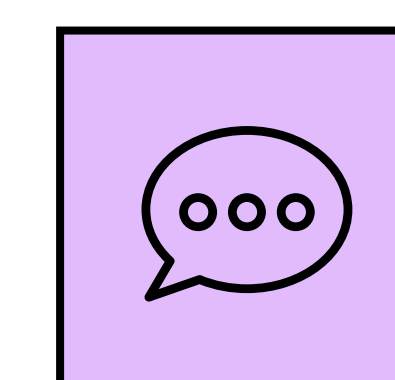
What do they HEAR?

Customers hear about the security measures and fraud detection technology in place, while businesses hear about the growing threats of online payment fraud.



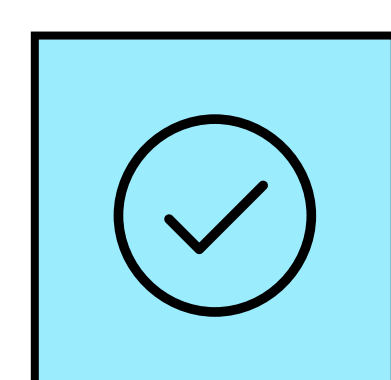
WHY to use it?

To protect customers from financial loss and businesses from reputational damage, ensuring secure and trustworthy online transactions.



WHERE is the problem

The problem is prevalent in the online shopping ecosystem, where both customers and businesses face risks from fraudulent transactions



when it starts?

The concern for online payment fraud has been escalating with the rise in e-commerce, emphasizing the need for real-time ML-based solutions.