FraudReport

PITCH DECK - PD3

Marco Muller
22250083

Tális Breda
22102202

Pedro taglialenha
22203674

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PROBLEM AND MARKET OPPORTUNITY

WE WILL SOLVE THE PROBLEMS

01 **Market problem and current solution**

Lack of quality service in gas station companies, along with potential frauds in these sectors, negatively impacting clients and the general public.

02 **Market**

Our market presents a significant opportunity for a company like ours, focused on addressing the prevalent issue of fraud in gas stations. With a pressing need for solutions in an environment marked by trust concerns, our platform, FraudReport, stands poised to carve a niche in this space.
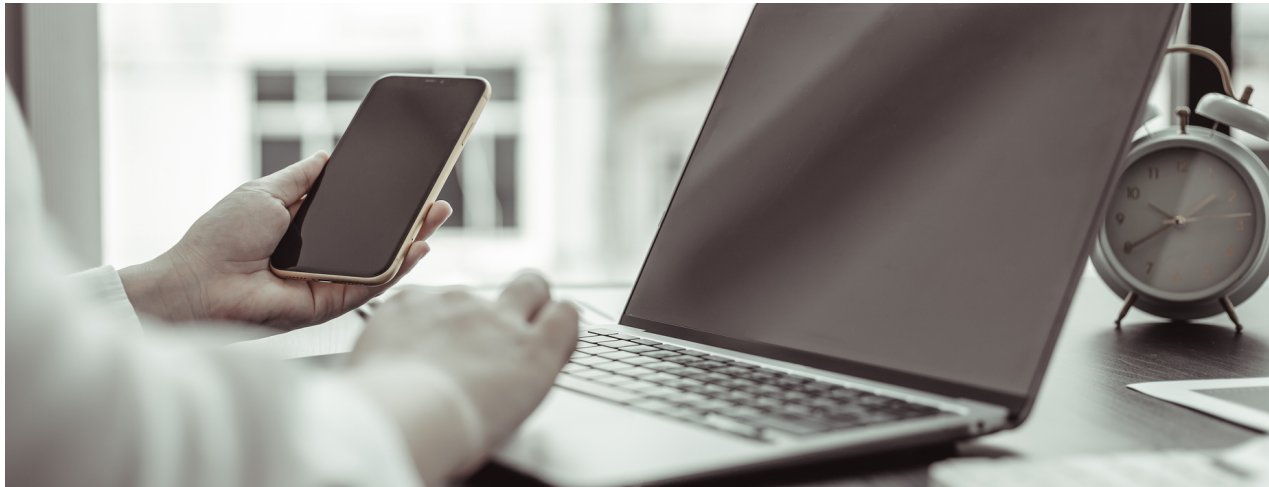
03 **Target costumer and market size**

Our target audience comprises gas stations seeking to enhance user engagement and ensure better quality control across their locations and products.

SOLUTIONS

WHAT WILL WE PROPOSE?

FraudReport

01 Solution 1

A blockchain-based reporting platform called "FraudReport" that empowers users to submit their feedback on a gas station's services. Hence, further providing trust on that location.

02 Solution 2

It also provides access to others' feedback and offers incentives for active participation. That way, when a company has a lot of bad evaluations, they can verify more deeply if it presents any type of fraud.

03 Traction

Our main customer acquisition channel will be marketing. We will offer companies free trials with minimal upfront costs, focusing on non-recurring engineering expenses. Additionally, we will conduct studies to verify the project's effectiveness.

WHO ARE WE?

FraudReport

★★★★★

A talented Mathematics student who brings a unique perspective to the "FraudReport" team, since Mathematics forms the bedrock of blockchain technology. The math student's prowess in this area is invaluable in the development of secure and trustworthy components.

Marco Muller

★★★★★

An outstanding computer science student and former chemical engineer student. Nowadays works with LABSEC, a distinguished laboratory specializing in computer science and, notably, blockchain technology.

Pedro Taglialenha

★★★★★

Another brilliant computer science student at UFSC also affiliated with LABSEC. His work and knowledge on coding skills and blockchain, enables him and Pedro to design and implement cutting-edge solutions that guarantee the platform's success.

Tális Breda

Revenue Model and Financial Projections

WHAT YOUR INVESTMENT WILL BE USED FOR

FraudReport

Revenue Model

Our project will generate revenue through two primary streams:

1. Selling Licenses: Companies interested in implementing our reporting platform in their applications can purchase licenses.

2. Government Contracts: We also explore revenue opportunities by securing contracts with regulatory agencies like INMETRO to integrate our reporting platform into their systems.

Financial Projections

Following the planned investment path for FraudReport, the year 2024 will be the year of obtaining investments and company growth, with the year 2025 providing the first returns on investment.

The ask: Capital Raise

We are seeking an initial investment of $100,000 to propel the growth of our innovative project. The funds will be used strategically for product development, market expansion, and establishing the company as an industry leader.

FraudReport

THANK YOU!

● ANY QUESTIONS?

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