



We help Latam companies fight online fraud efficiently

At Rappi, we reduced Identity fraud **70+%**!



Pablo Rojas, CEO

- Led Rappi Bank's Onboarding and KYC
- Rappi's chargeback reconciliation process
- +3 years in Product and Payments



Rafael Casabianca, CTO

- Built risk engine for Rappi Bank's Credit Card
- Led Rappi Bank's anti-fraud origination models
- +5 years in MLE, Data Science and BE Dev

We found
3 huge problems facing fast growing
companies in Latam...

1

Chargebacks are a nightmare

Common

Chargeback-to-Transaction rate: **10.5%**

Expensive

True cost: Transaction value **x 2.5**

But, disputable

>40% Recover lost revenue

Inconsistent information

Over 50 sources

4 to 8 per country

Time-consuming

NDAs, POCs, multiple integrations

No single source of truth

Multiple backoffice reviews for a single decision

3

No Playbook for preventing fraud

Non-automated processes

Inefficient manual reviews

No sharing

No **fraudulent user Bureau**

Painful integrations

Up to **8 months** to integrate vendors

Our vision: build an all-in-one KYC and anti-fraud solution



**Launched 1 month ago.
\$4,300 MRR, 1 Pilot, 4 LOIs**

Rappi



Online transactions increase 16% YoY, fraud is not left behind



\$1.3B

Chargebacks

19B USD CBs x **70%** Fight Rate
x **40%** Success rate x **25%** Success fee



\$0.8B

Transactions

14B txns x **\$0.03**
0.5B txns x **\$0.7**

Raising **\$1.5m** to...

- Milestone: \$100K MRR in 24 months
- Hire engineers
- BD team
- Legal team & advice



Thank you!

Pablo Rojas

CEO

pablo@protegosolutions.io