



INTRODUCING TO YOU:

BYTEGUARD

CodeCrafters

A NEW ERA IN
FIGHTING SCAMS

PROBLEM

- Scams are evolving while awareness is not.
- Most people do not learn about scams until it is too late.
- Current tools focus on reporting, not understanding or retention.
- There is a lack of engaging, habit-forming ways to build cyber awareness.





TARGET AUDIENCE

THE GENERAL PUBLIC

Every individual is susceptible to
scams

SCOPE



Our value proposition centers on transforming scam awareness into a daily, emotionally engaging routine — driving long-term user engagement and deeper information retention through consistent, gamified interactions.

MAIN AIM OF SOLUTION

Incentivise the public to build scam awareness and cyber defence habits through consistent, engaging daily interactions



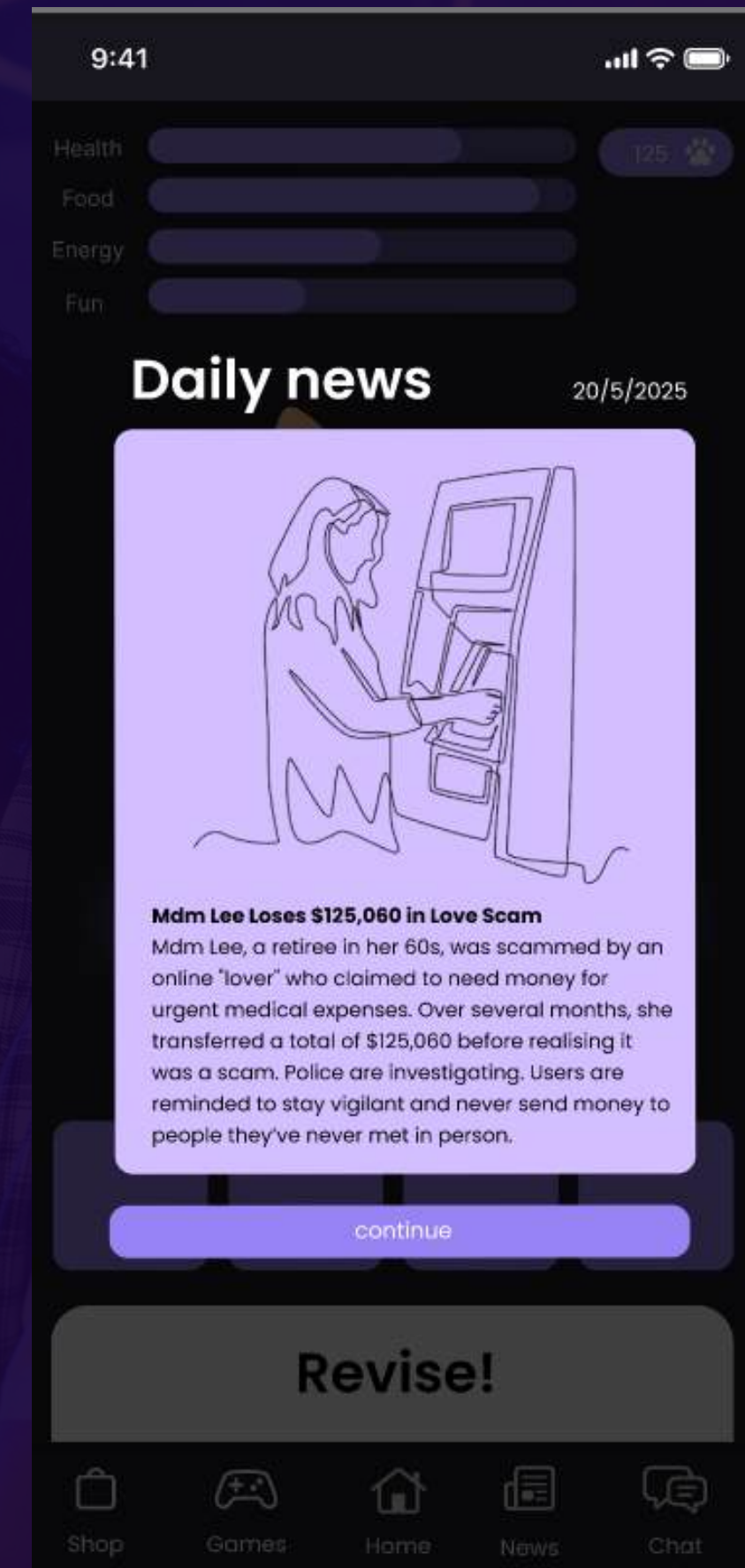
NEWS HIGHLIGHT POPUP

What it is:

- A pop-up that appears **immediately** when the app loads
- Displays the **latest scam news headline and summary**
- Users can tap to see the **full details**

What it achieves:

- Grabs user attention with **urgent scam alerts**
- Keeps users **up-to-date on current scam trends**
- Encourages **proactive scam vigilance** from the moment they open the app



SCAM AWARENESS STAGES & QUIZZES

What it is:

- **Interactive, progressive** learning stages focused on different scam types
- Each stage includes **short quizzes** with various question types (MCQs, True/False)
- Covers **various realistic scam scenarios and how to spot scam red flags**

What it achieves:

- Engages users with **bite-sized, interactive** learning
- Trains users to **identify scams tactics in different formats**
- **Builds confidence** and awareness **progressively**



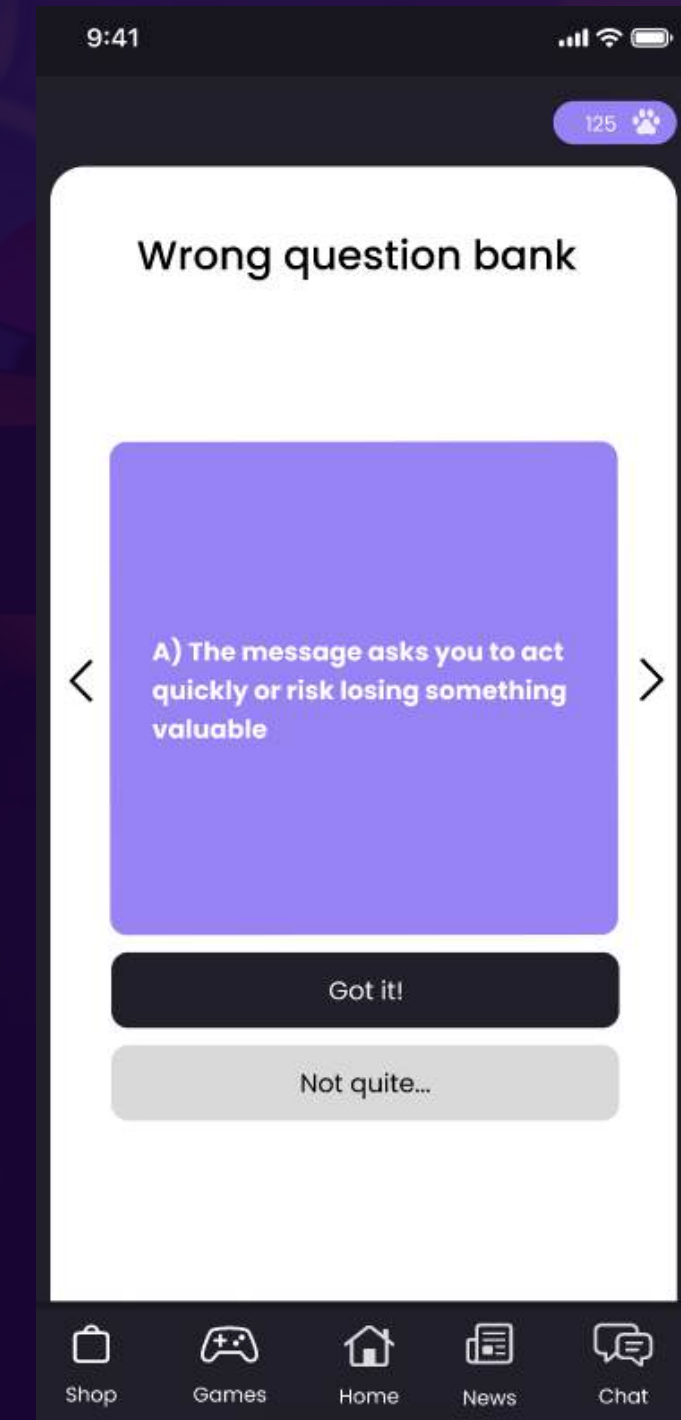
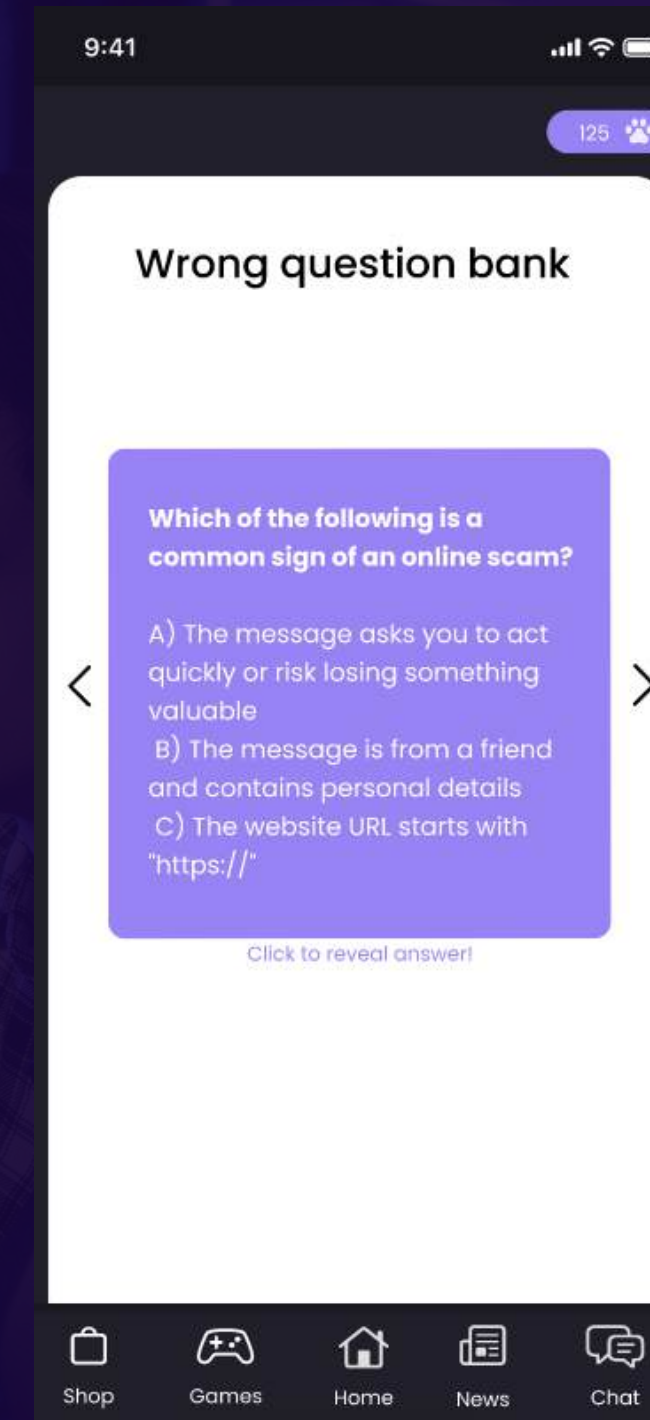
WRONG QUESTION BANK

What it is:

- **Wrong questions answered** during the quizzes are stored in a personal **Wrong Question Bank**
- Flashcard-style review for reinforcement

What it achieves:

- Helps users **review mistakes**
- Reinforces scam red flags and **correct actions**
- Encourages **active recall**, improving long-term scam awareness





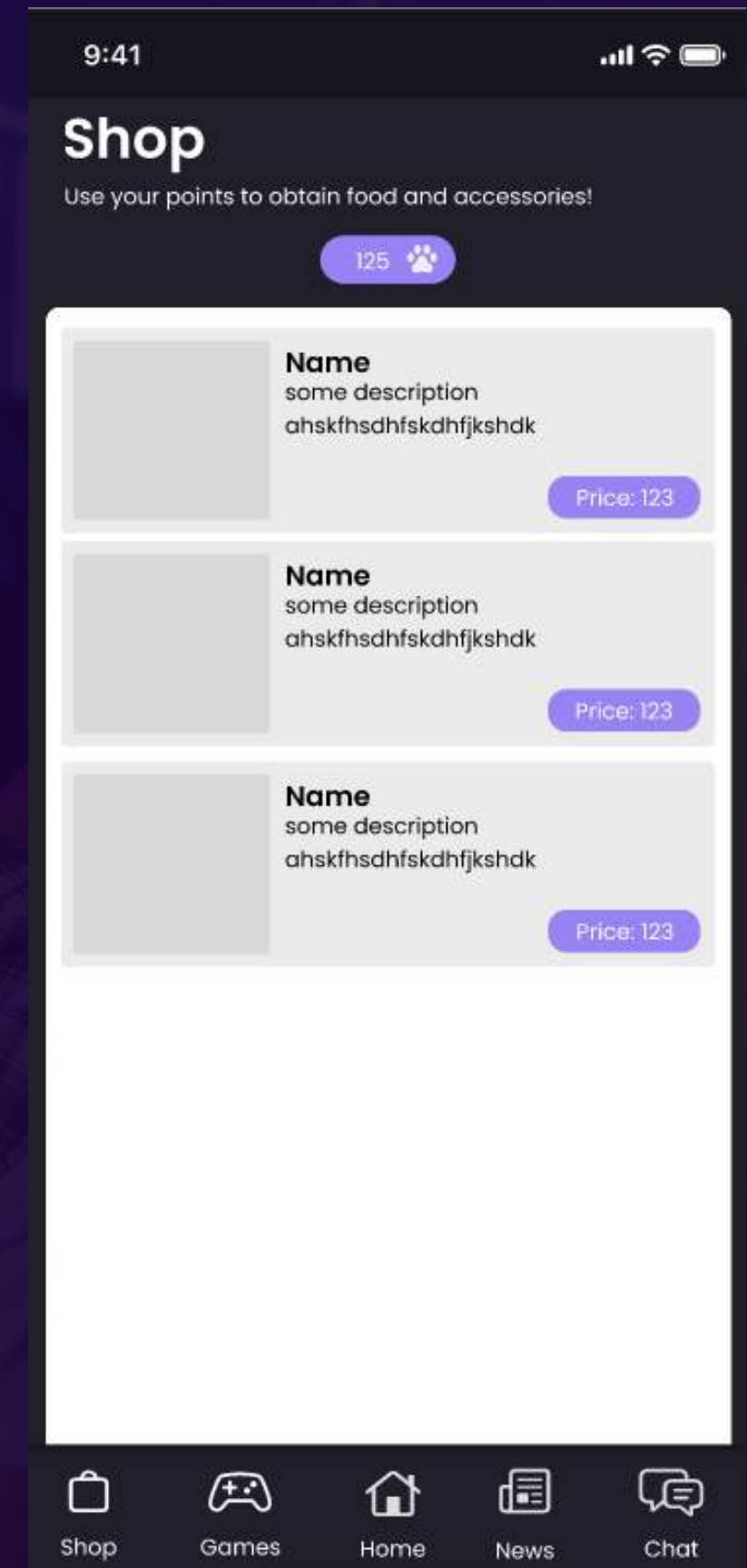
BYTE'S REWARD SHOP

What it is:

- Users earn **paws** ("points") from completing quizzes and streaks
- Uses paws to **buy clothes, foods and accessories** for their **customisable Byte**

What it achieves:

- Adds **reward-based motivation** to keep learning
- Builds a **fun emotional bond** with the app via Byte (i.e., Byte!)





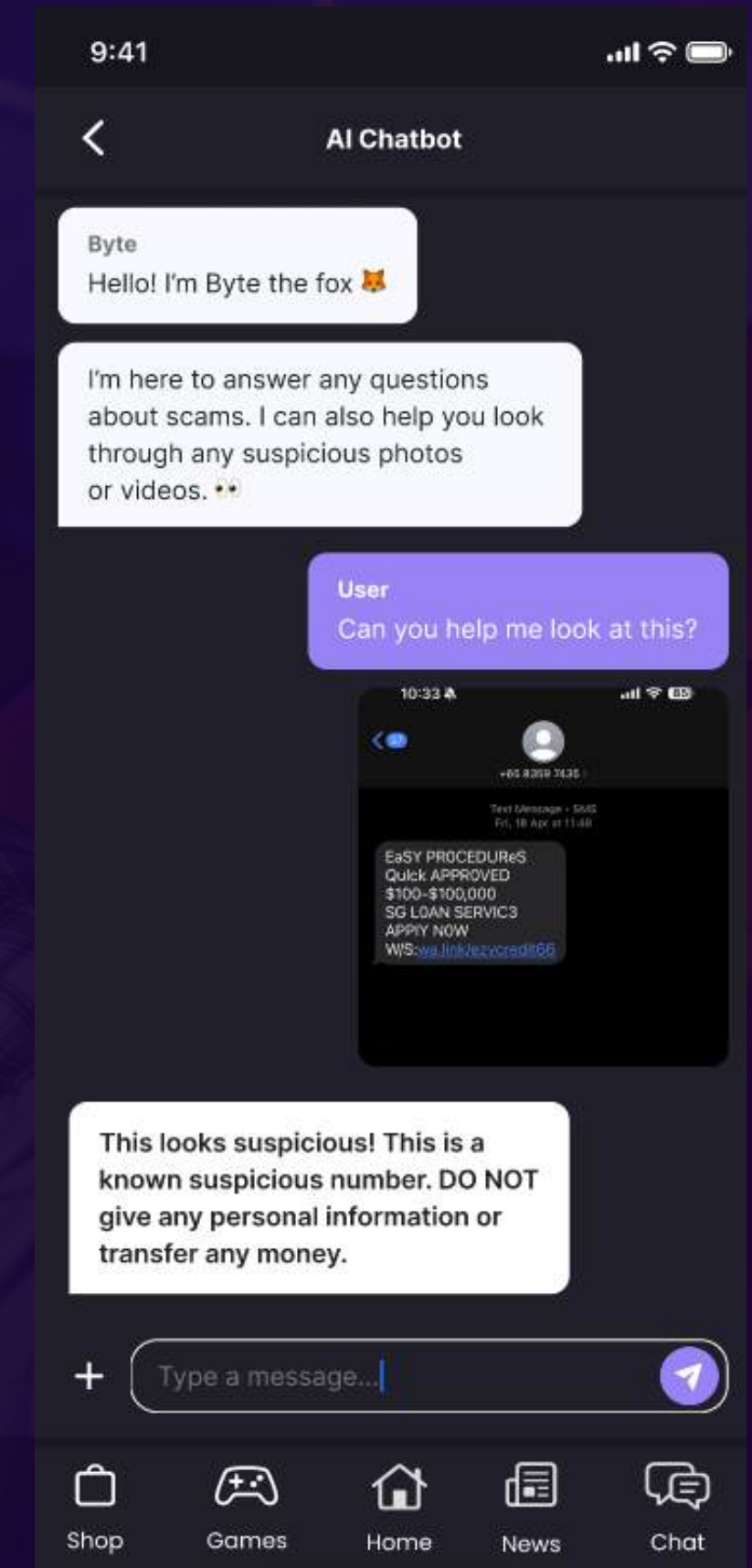
AI CHATBOT

What it is:

- A **smart assistant** that helps users **verify suspicious messages**
- Users can **upload screenshots** or **paste texts** from emails, chats or websites
- Chatbot will analyse and respond with **risk assessment and safety advice**

What it achieves:

- Provides **real-time scam detection support**
- Educates users on **why** something may be a scam
- Encourages users to **think critically** before acting



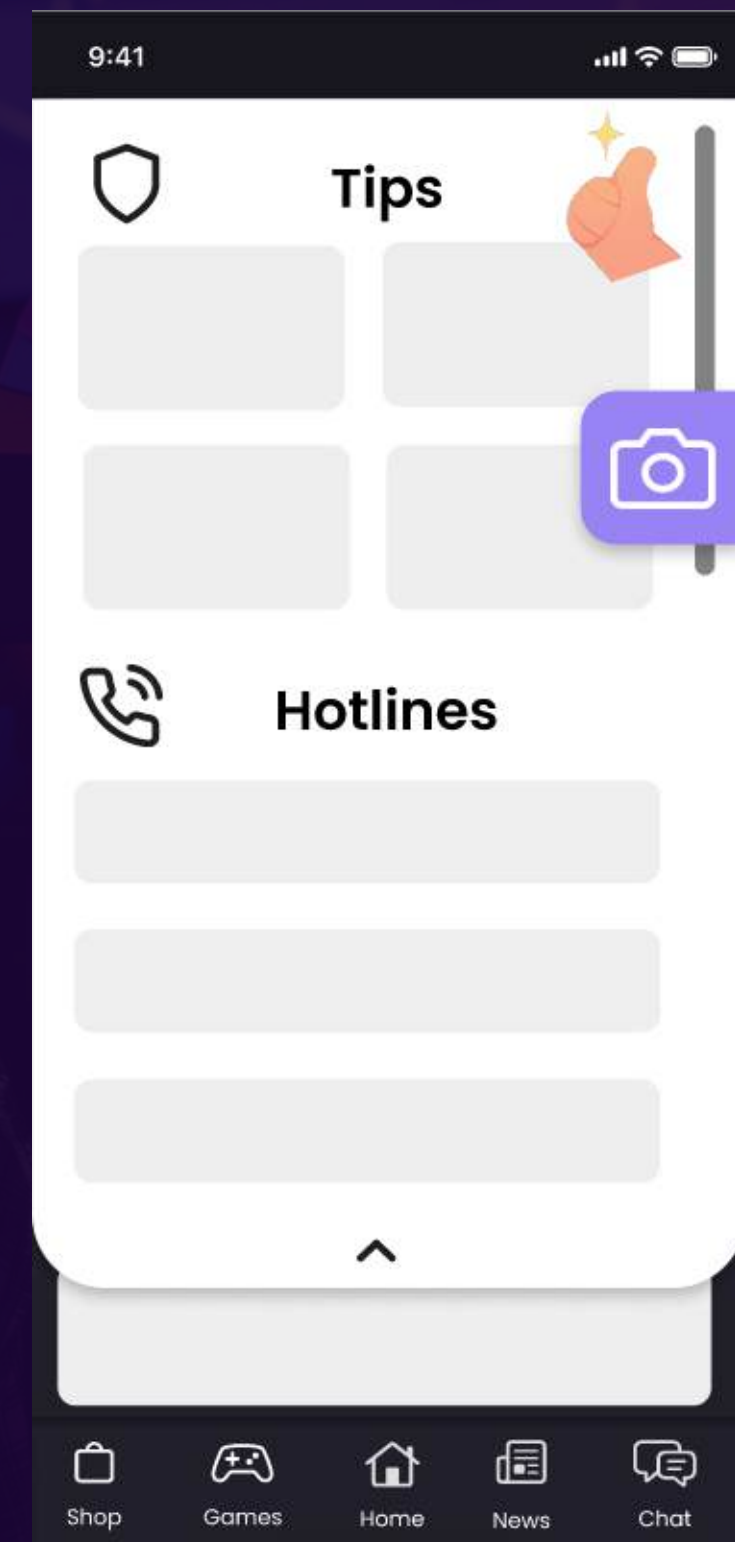
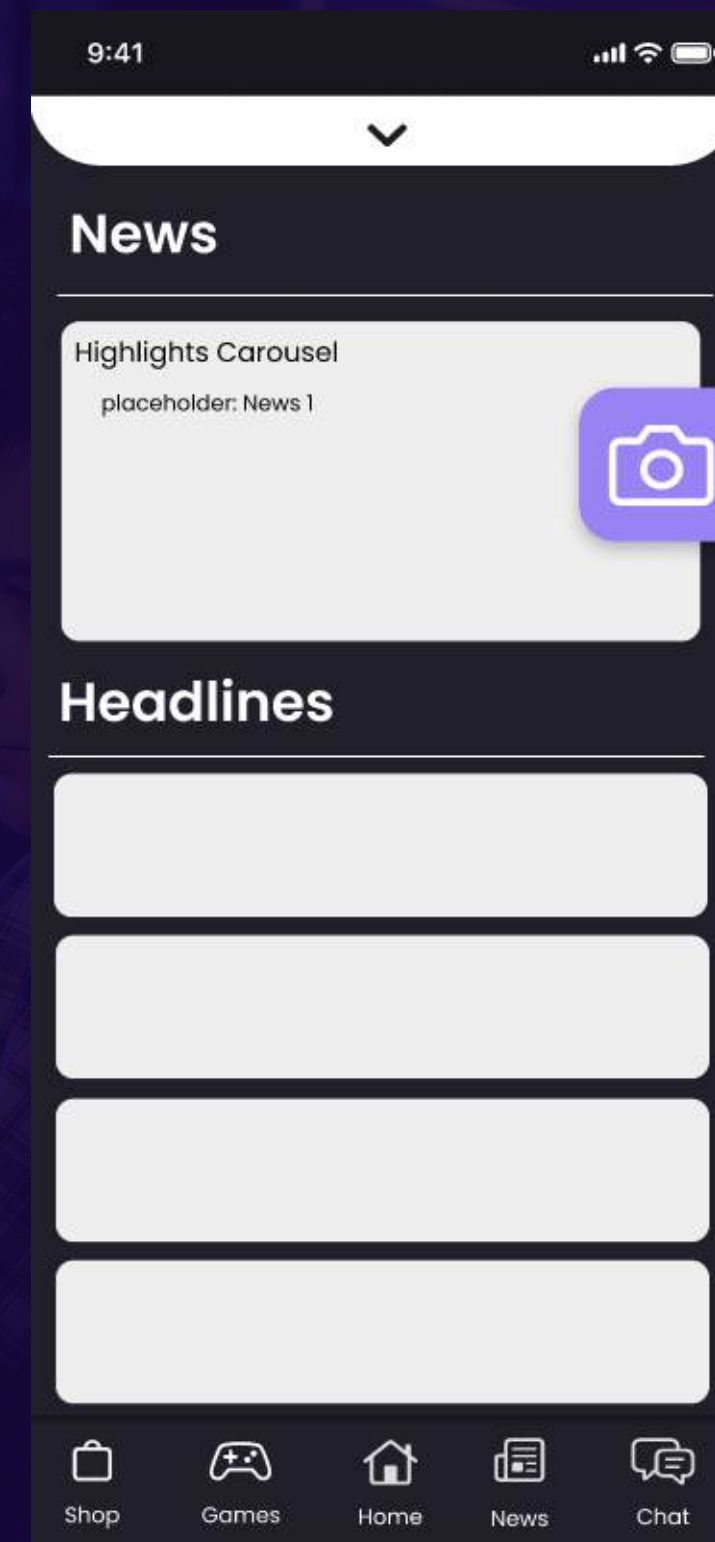
NEWS & PREVENTION TIPS PAGE

What it is:

- A central page that shows:
 - **Scam news**, categorized by scam type (e.g., phishing, job scams)
 - **Tips to avoid scams** (e.g., red flags, do's & don'ts)
 - **Emergency hotlines** and reporting channels

What it achieves:

- Keeps users **informed on trending scams**
- Reinforces **preventive actions** with practical tips
- Gives users **quick access to help** if targeted





ENGAGE AND EMPOWER EVERYDAY ONLINE CITIZENS

BENEFITS

Through daily practice and feedback, users learn the common scam types that might befall them and its red flags, turning passive online users into active cyber defenders.

Key benefits:

- ✓ Builds confidence and critical thinking skills in everyday online interactions
- ✓ Helps users develop lifelong scam detection habits
- ✓ Moves people from “victims” to “vigilant”





BENEFITS



AWARENESS THAT STICKS

Unlike traditional scam education that people passively consume but do not meaningfully engage with, BYTEGUARD uses gamification, rewards, and emotional bonding (with Byte!) to make learning sticky and continuous.

Key benefits:

- ✓ High knowledge retention through gamified education.
- ✓ Builds good habits of checking potential scams, staying updated, and reporting scams through daily micro-interactions.



BENEFITS



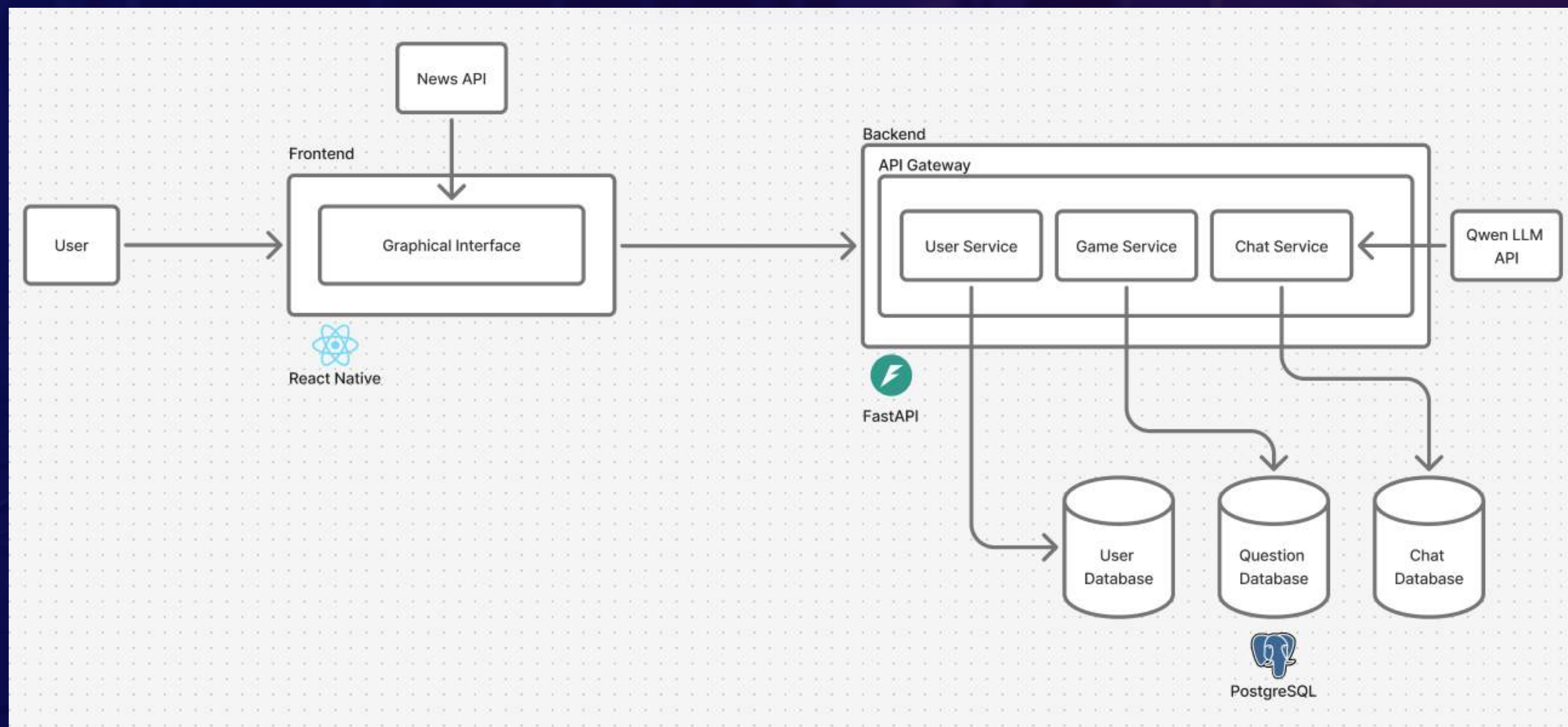
REAL-TIME PROTECTION, REAL-WORLD IMPACT

BYTEGUARD doesn't stop at training — it steps in when it matters most. With our scam-check assistant, users get instant help before they fall for a scam. Education + intervention = real protection.

Key benefits:

- ✓ Prevents real-world harm.
- ✓ On-demand scam analysis allows users to put their knowledge to action when spotting potential scams.
- ✓ Chatbot (with our friendly BYTE!) reduces the shame and fear associated with seeking help.

ARCHITECTURE





DOWNLOAD

ByteGuard Now!

BRING HOME
YOUR VERY OWN
VIRTUAL PET,
BYTE!

