



## MARKET CHALLENGES

**With regulation on the horizon, it's apparent that the crypto market will need to prepare for KYC.**

Many crypto exchanges and wallets have already introduced a KYC process but often this isn't as good as it could be for the customer but in particular the business as it often requires a manual process.

- ✗ Traditional data is poor in growth territories
- ✗ Inconsistent global user experience
- ✗ Lengthy and costly customer acquisition

## MARKET KNOWLEDGE

**+19%** The cost of KYC is increasing year-on-year by 19%.

**24 hrs** On average it takes 24 hours to onboard a new crypto customer.

**+60%** Over 60% of crypto-exchanges fail to comply with requirements.

## KEY BENEFITS

Enhanced & Faster  
KYB Checks



Reduction in  
Labour Costs



Consistent Global  
Verification



65% Uplift in  
Customer Acquisition



## KEY RESULTS



**70%**  
REDUCTION

Reducing the number of manual reviews by up to 70%.



**30%**  
UPLIFT

Delivering a 30% uplift in ID verification, and reducing fraud by 20%.



**0:00:05**  
VERIFICATION

Instantly verifying crypto customers in sub 5 seconds.

## HOW IT WORKS

At Hello Soda we use a range of data points to help build the profile of an individual. These data points are used to both verify and authenticate a user. Our methods for profiling include;

### Social Authentication

Connected through **Profile iD**, Hello Soda's engine analyses thousands of data points contained within an individual's digital profile.

### Document Verification

Personal documents are upload via **Profile iD**, these images are analysed for any inconsistencies and indications of falsification.

### Biometric Matching

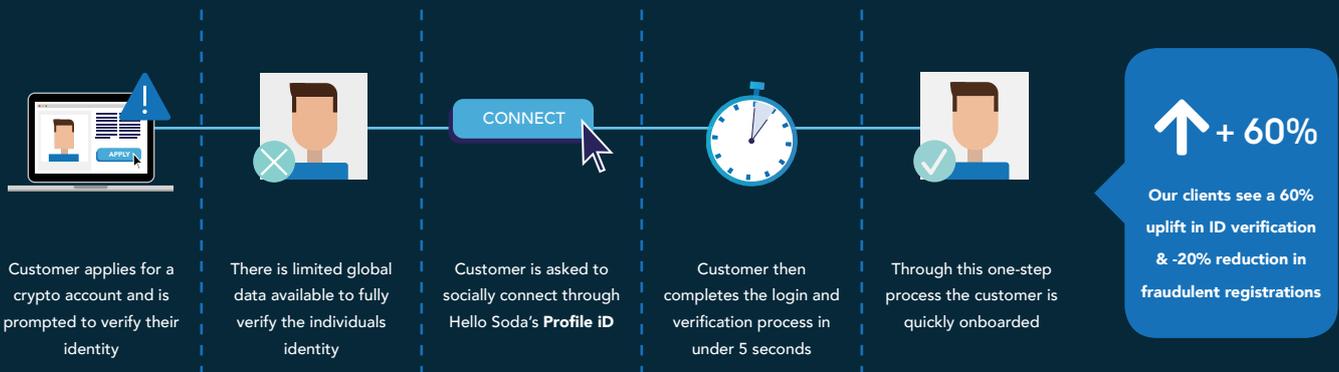
Using any device an individual takes a short 'selfie' video that is cross-checked with the photo on their ID document.

### Utility Connect

Via **Profile iD**, individuals are able to verify their address or identity by connecting with their utility providers.



## WHERE WE FIT



A typical user journey of a new cryptocurrency customer.

## OUR SECTOR EXPERT



Scott is Business Development Director for Hello Soda where he is responsible for growing new business across the financial services verticals including the lending and cryptocurrency markets. Joining Hello Soda from GBG, Scott brings over 5 years' experience to the team when it comes to ID and fraud solutions. Prior to his ID&V background, Scott spent 7 years in the British Army.

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