



MARKET CHALLENGES

With many businesses built on merchants it's important they are verified like any person would be.

As global merchant onboarding grows it makes it harder to verify and onboard merchants efficiency due to;

- ✗ Traditional data can't validate SMEs
- ✗ Lack of global data to verify merchants
- ✗ Manual KYC methods delays merchant onboarding
- ✗ Merchants have a higher risk of money laundering

MARKET KNOWLEDGE

\$200m Over the past 8 years fraudsters managed to steal over \$200m.

\$352bn Every year over \$352bn is being laundered globally.

-7% Merchant loses continues to rise by 7% year on year.

KEY BENEFITS

Enhanced & Faster
KYB Checks



Improved Merchant
Acquisitions



Consistent Global
Verification



Reduce The Risk of
Impersonation Fraud



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 merchants 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

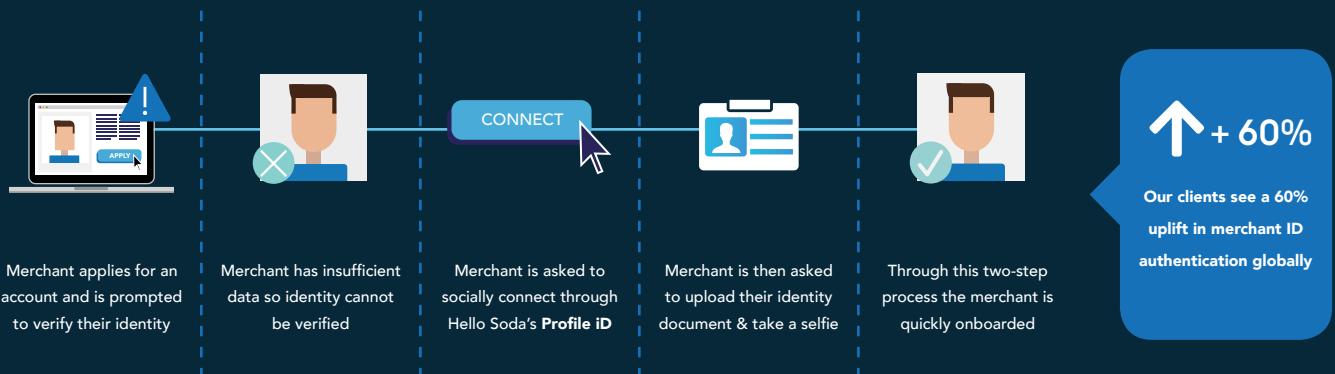
Using any device an individual takes a short 'selfie' video that is cross-checked with the photo on their ID document.

Utility Connect

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



WHERE WE FIT



A typical user journey of a business merchant.

OUR SECTOR EXPERT



George is Business Development Director at Hello Soda where he is responsible for growing new business across the Payments, Digital Banking and Money Management verticals. Joining Hello Soda with a background in technology start ups, George brings over 8 years' experience to the team when it comes to delivering strategy and driving growth for disruptive tech start ups.

George Rogers - Business Development Director

Email: george.rogers@hellosoda.com

Mobile: 07917 137 137