

Socalytix.io

De-Risking Your Business

Investors Presentation



Discovering Your Risks

Socalytix operates in the Digital Risk Protection market, creating a secure environment for our customers. Our AI-powered Behavioral Analysis platform, combined with an advanced data collection network, taps into hundreds of data points across the web and social media. This powerful combination delivers unparalleled insights through cutting-edge AI analysis, ensuring you're always a step ahead of potential risks.

Our present Offerings:

- **Background Screening:** Trusted by high-class clients, ensuring comprehensive and reliable checks.
- **VIP Digital Protection:** Safeguarding the online presence of high-profile individuals.

Our upcoming Offerings:

- **Credit Risk Protection:** Assessing and mitigating financial risks with precision.
- **Insurance Fraud Protection:** Detecting and preventing fraudulent activities.



We are GDPR Compliant (European Privacy Regulations)

Risk Reduction Use Cases

Background Screening

Background screening service utilizes our behavioral analysis machine to prove connections between individuals and relevant events, offering our clients ability to discover potential risks effectively.

Digital VIP Protection Service

High-profile individuals and their families are constantly exposed to online dangers. Our Digital VIP Protection service was designed to be your comprehensive shield, proactively identifying, and mitigating potential threats to your online presence.



Credit Risk Management

Credit risk management service leverages our behavioral analysis machine to identify and assess patterns of behavior that may indicate potential fraud risks, enhancing our client's ability to detect and mitigate risky loans.

Insurance Fraud Prevention

Insurance fraud prevention service harnesses our behavioral analysis AI machine to detect suspicious behavioral patterns and link individuals to events, thereby strengthening our clients risk assessment capabilities and aiding in the prevention of insurance fraud.

Socalytix Advantages

- Innovative behavioral analytics system, combines life events and individual characteristics.
- Current and dynamic data.
- Flexibility in adding new types of risks to the system.
- Automatic continuous monitoring of individuals, analyzing Patterns and Anomaly's
- Adaptability to serve different groups within the organization.



Background Screening

Our goal is to identify potential risk factors within organizations that may originate from different individuals. These individuals encompass candidates, current or former employees, suppliers, maintenance personnel, and anyone else who interacts with our clients and could potentially pose a threat to them.

The system conducts searches for information pertaining to substance abuse problems, such as drug addiction or alcohol misuse, mental health issues, gambling tendencies, impersonation, involvement in high-risk activities, a history of violence, radical behavior, sensitive location visits, connections with hostile entities, and other relevant factors.

We provide our clients with a comprehensive report that outlines the identified risk factors associated with the specific individual in question.



Background Screening



Market Insights:

The market size for Background Screening services is projected to reach 5 billion dollars by the end of 2023, with a compound annual growth rate (CAGR) of around 11% projected to grow to 9.9 billion dollars by 2028. This growth is attributed to the rising importance of background checks in employment, tenant screening, and vendor due diligence.

The major players are, **HireRight** value 2.8 B\$, **Sterling** value 2.2 B\$, **First Advantage** value 1.7 B\$, **Accurate Background** value 1.2 B\$, and **Kroll** value 800 M\$.

some of the players are using social media data as one of their inputs, other players are also exploring the use of social media data.

social media data is categorized as a blue ocean market for Background Screening . This is because there is a large potential market for social media data-driven Background Screening solutions.

VIP Digital Protection Service



The VIP Threats

- **Cyber Attacks:** Targeted attacks, ransomware, phishing
- **Physical Threats:** Detect Through digital monitoring
- **Data Breaches:** Unauthorized access to sensitive information
- **Identity Theft:** Stealing personal and financial information
- **Online Harassment:** Cyberbullying, doxing
- **Reputational Damage:** Negative content, fake news

Socalytix Answer

- **Advanced Monitoring:** Continuous surveillance of digital activities
- **Threat Detection:** Identification of potential risks in real-time
- **Incident Response:** Fast action to mitigate damages
- **Data Analytics:** Predictive insights based on big data analysis
- **AI & Machine Learning:** Advanced, proprietary technology for enhanced threat detection and response

Digital VIP Protection services



While there isn't a specific market size or named leaders solely for Digital VIP Protection services, we can look at the bigger picture of Digital Risk Protection (DRP) to understand the landscape.

Market Background

The global Digital Risk Protection market is expected to reach around \$333.44 billion by 2032, with a significant annual growth rate (CAGR) of 20.2% [1]. This indicates a rapidly growing market driven by the increasing need for online security.

Leading Companies (DRP)

Since Digital VIP Protection is a niche within DRP, major security firms offering broader DRP solutions are the likely leaders. Some examples include, Cisco, IBM, Palo Alto Networks, MacAfee, Rapid7.

Note

The market for Digital VIP Protection services is likely driven by the same factors as DRP - increasing cyber threats, data breaches, and the need to protect online reputations. As the market matures, we might see companies specializing in Digital VIP Protection emerge, offering more targeted solutions.

Credit Risk Management

Will you give a loan to a drug addict?

Loan officers are always seeking ways to enhance their ability to assess the creditworthiness of loan applicants. Various financial reports are available to help them gauge the financial strength of applicants. One of the most significant challenges they encounter is obtaining information about the applicant's personal life. This information can be highly valuable in comprehending an applicant's risk profile.

Socalytix Loan Risk Assessment service proves to be a valuable tool for loan officers, offering them access to information that is not currently available. This information can assist in identifying red flags, such as issues related to drug or alcohol addiction, mental health issues, gambling problems, or a history of violence. Here are the main benefits of the Loan Risk Assessment service:

- Reduced fraud
 - Enhanced Risk Assessment
 - Improved Decision-Making
 - Mitigating Non-Financial Risks



Credit Risk Management



Market Insights:

The worldwide credit risk management market is expected to grow from \$37.8 billion in 2023 to \$55.6 billion by 2028, at a CAGR of 10.5%. The growth of the market is attributed to the increasing need for businesses to protect themselves from credit losses, the growing adoption of AI and ML in credit risk management, and the increasing regulatory requirements for credit risk management.

The major players are, **SAS** value 11.2 B\$, **Experian** value 5.7 B\$, **Equifax** value 4.9 B\$, **TransUnion** value 3.2 B\$, and **Fico** value 2.8 B\$.

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Insurance Fraud Protection

We possess the expertise to identify individuals who engage in insurance fraud, resulting in time and cost savings during claim settlements.

What sets us apart from other fraud detection solutions is our capability to collect current and continuous external data on both the claimant and the accident.

By leveraging data from these sources, we employ advanced risk analysis techniques to identify potential fraud indicators, enabling insurers to take proactive measures and mitigate risks effectively.



Insurance Fraud Use Cases

Change in Lifestyle: Significant change in the claimant's lifestyle after the accident could be a sign of fraud.

Inconsistencies in the Claimant's Story: Posts that contradict the claimant's story.

Suspicious Behavior: Posts or interactions that may reveal suspicious behavior.

False Alibis: Claimant provides false alibis to support the claim.

Suspicious Location: Car stolen in an area known for insurance fraud or high crime.

Fake Witnesses: Claimant provides fake witnesses to support the claim.

Staged Accidents: Look for purchasing a new car shortly before the accident.

Prior Relationship: Prior relationship with the other party involved in the accident could be a sign of collusion or staged accidents.

Medical Evidence: Posts that contradict the claimant's medical evidence.

Conflicting Evidence: Posts or photos taken after an incident suggesting a different version of the event.

Criminal History: Investigate social media for indications about criminal activity.

Financial Motivation: Claimant experiencing financial hardship, may be motivated to commit insurance fraud.

We built in our system 50 use cases of insurance fraud that we can detect.

Insurance Fraud



Market Insights:

Estimating the size of the Insurance Fraud market is a complex task, but it is widely believed to be valued at billions of dollars annually. The FBI states that Insurance Fraud costs the U.S. approximately \$40 billion each year. Given the escalating prevalence of digital technology and the ease of perpetrating fraud, this figure is expected to increase rapidly.

The key participants in the Insurance Fraud market comprise insurance companies, law enforcement agencies, and private investigators. Moreover, there are specialized firms dedicated to the detection and prevention of Insurance Fraud.

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Our Customers – June 2024

20 existing customers, including Government Agencies and National critical infrastructure companies
Thousands of background screening purchase orders in our backlog



Israel Electric Co



Dead Sea Minerals



Tel Aviv Stock Exchange



Noga Elect. Distribution



Several Government Offices



Europe Asia Pipeline



Energy Station



National Gaz Lines



Ashdod Oil Refineries



Grand Hotels



Israel Oil Refineries

Technology

Behavioral Analysis Technology

Our behavioral analysis machine provides significant indications that link individuals to events our clients are searching for.



Based on **Open-Source** information (open web)



Information is gathered through sites' **official API**, open to any user



Data is **Analyzed and Categorized**



Person's digital footprint is constructed according to **21 life Categories & Events**



Recommendations are provided to our client



We are **GDPR Compliant** (European Privacy Regulations)

The Process



ENRICH

We enhance individual data by generating a digital footprint, which provides an updated and comprehensive overview of the person's profile.



ANALYZE

By analyzing the person's digital footprint, we can identify specific life events that our clients are concerned about, as these events may indicate a potential risk to them.



RECOMMEND

Subsequently, we are sending a recommendation to the client, indicating the assessed level of risk associated with the individual under evaluation.



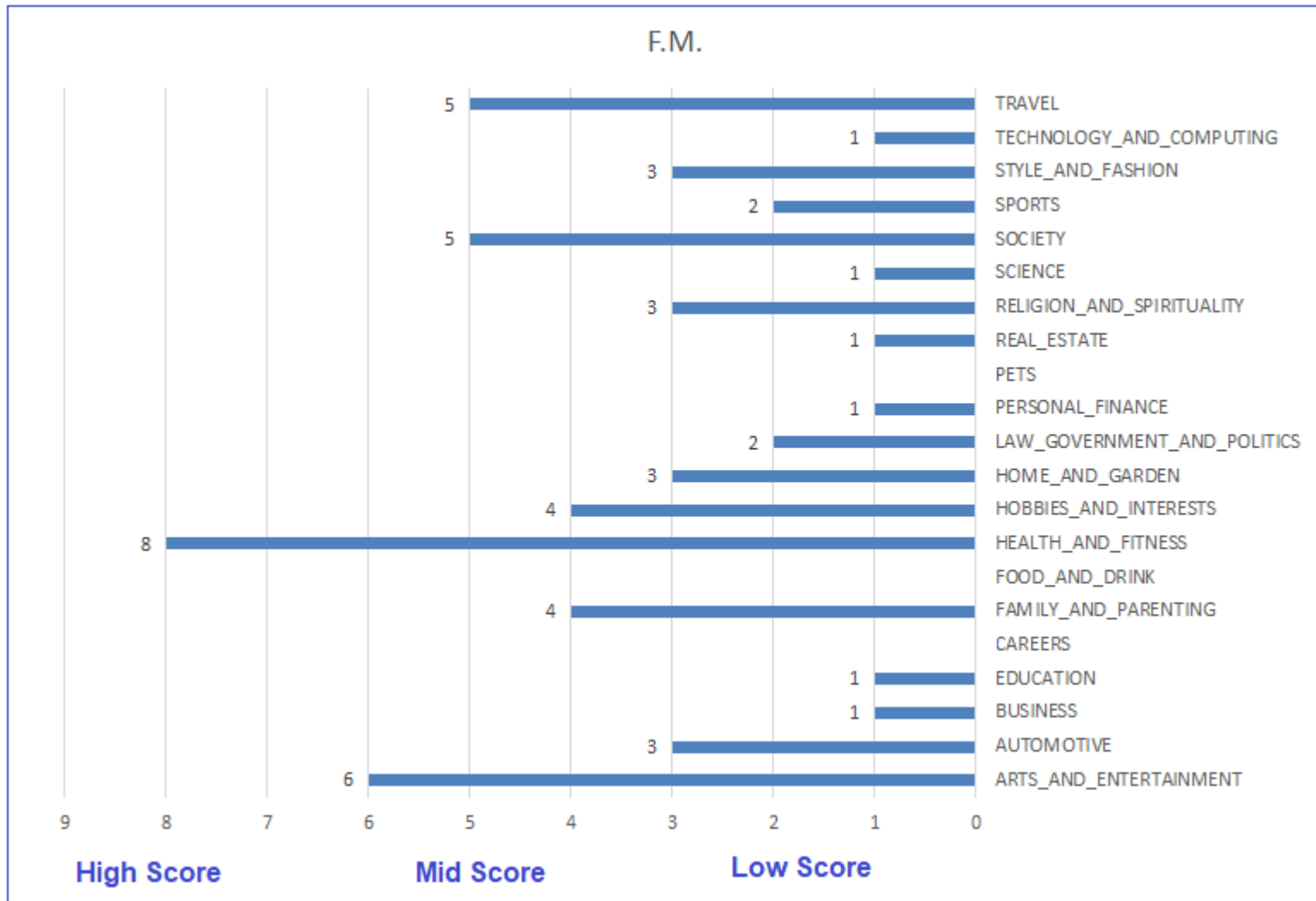
COMPOSE PROFILE

We generate a complete profile of the person in PDF format, containing textual information, images, and links to various topics within the profile.



21 Life Categories Analysis

We look for the person's basic personal characteristics



Life Events Analysis

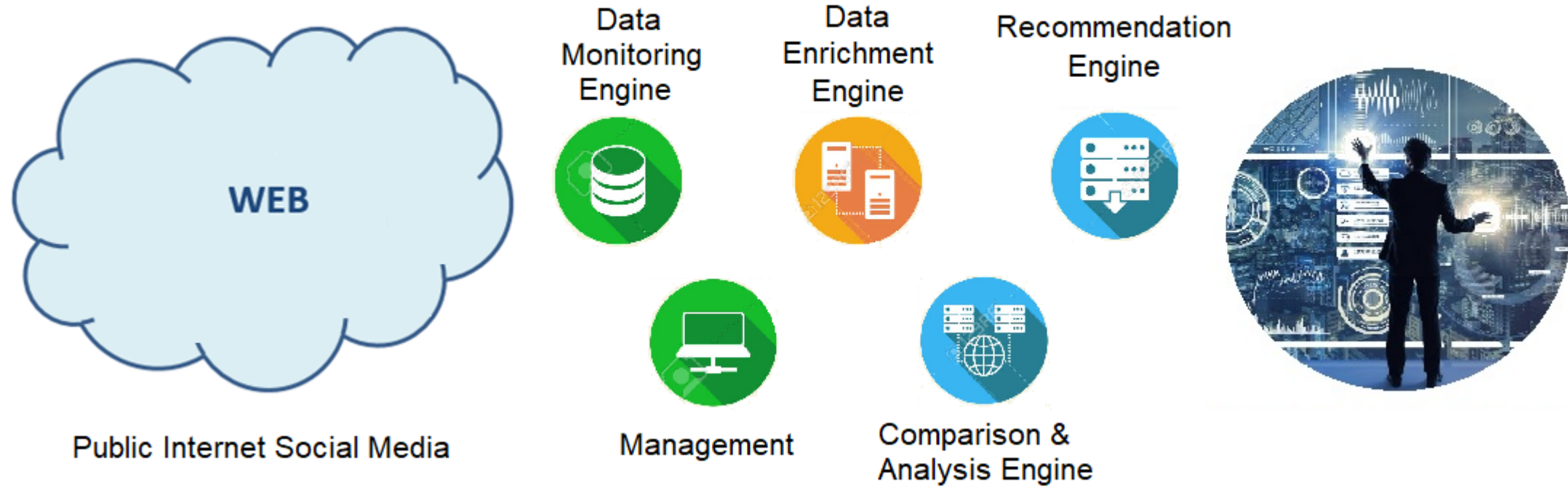
Our advanced event tracking technology ensures high accuracy, real-time updates, and easy integration of new events.

Making our solutions versatile and adaptable to diverse industries and customer needs.

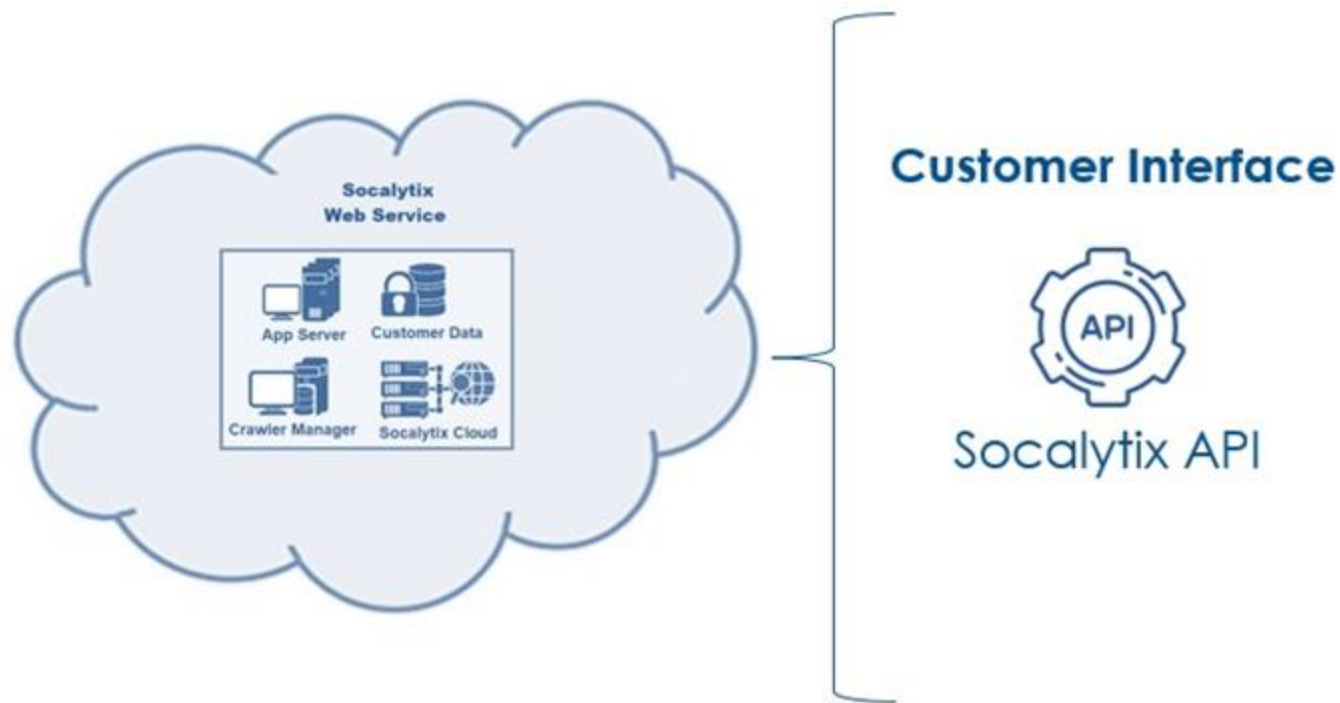
This translates to effective and tailored solutions for various clients.



System Illustration



Saas Model



Applicable Solutions



DATA ANALYTICS
(Available)



WEBINT Solutions
(Available)



CRM / Integromat
(Planned)



AI based Apps
(Planned)

Founders



At Socalytix, we believe that every team member is a leader. Leadership is not defined by a title, but by our actions, values, and the impact we create. These principles serve as our guiding light, shaping our culture, and driving our decisions. Together, we lead by example, inspire one another, and achieve greatness.

- ❖ **Liran Sorani** – a distinguished expert in Cyber Threat Intelligence, Machine Learning, and Semantic Search technologies. With a track record of executive leadership in top Cyber Intelligence companies, Liran has been instrumental in driving their success. His strategic contributions have played pivotal roles in facilitating two successful exits in the past decade.
- ❖ **Moshe Brown** – high-tech entrepreneur with a wealth of experience in senior sales and services roles within major international enterprises in Israel and the US, bringing a unique perspective to our team. Over the past 20 years, he have founded three successful startups in the fields of IP telephony and AI, demonstrating his exceptional entrepreneurial acumen and industry expertise.

Thank you

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