



Reach Incubator - Track 3

Challenge: Bootstrapping trust and legitimacy to the web

By the side of a nation
that never stands still

Discover more >

Log on to Internet Banking

Personal Business

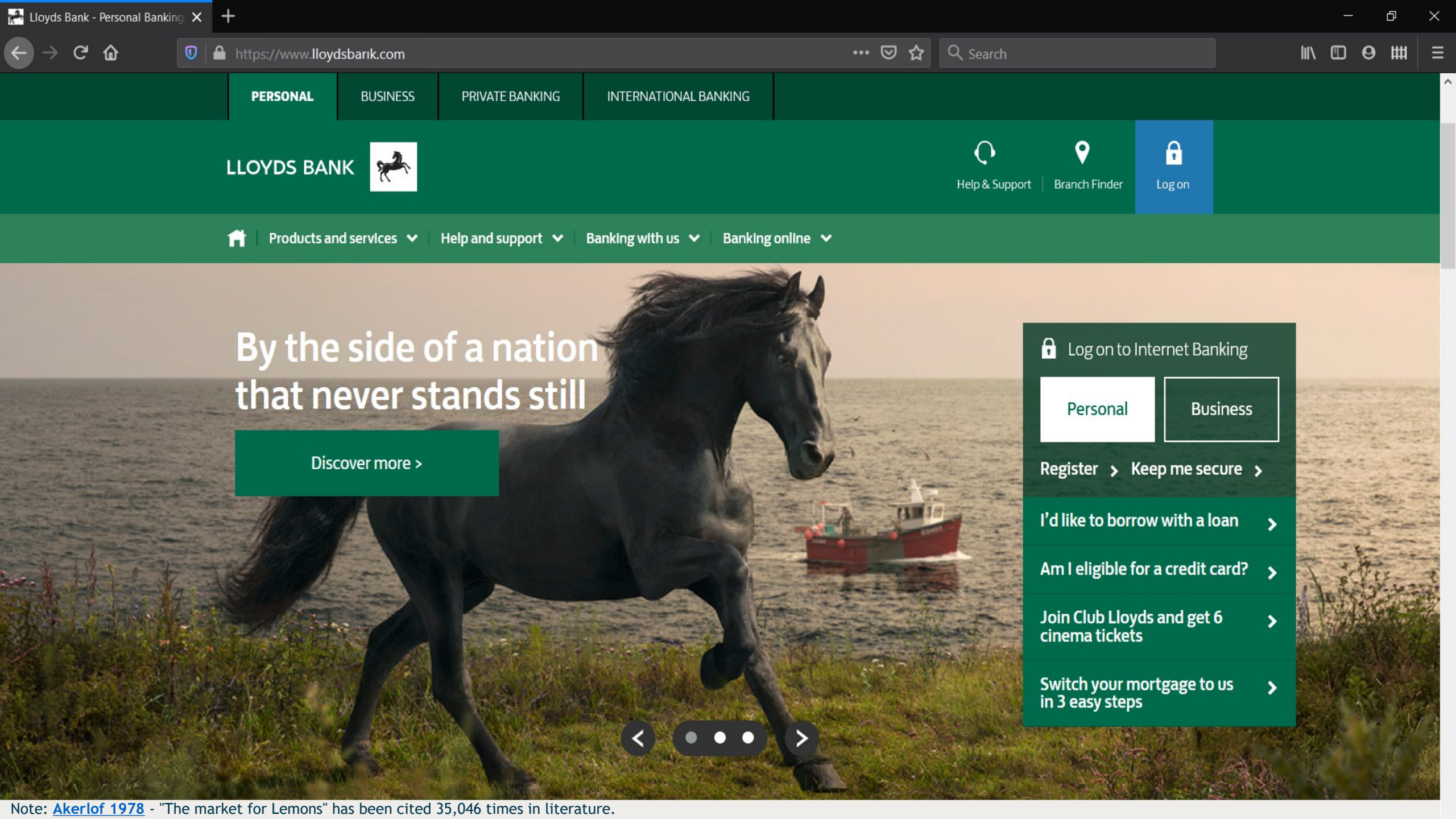
Register > Keep me secure >

I'd like to borrow with a loan >

Am I eligible for a credit card? >

Join Club Lloyds and get 6 cinema tickets >

Switch your mortgage to us in 3 easy steps >



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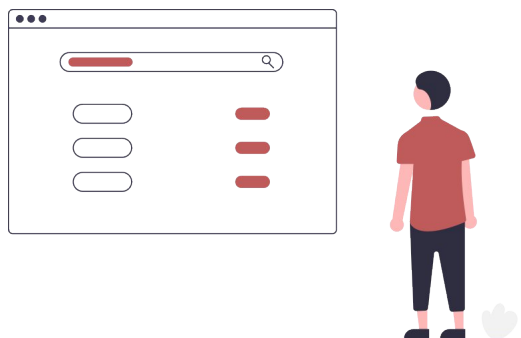
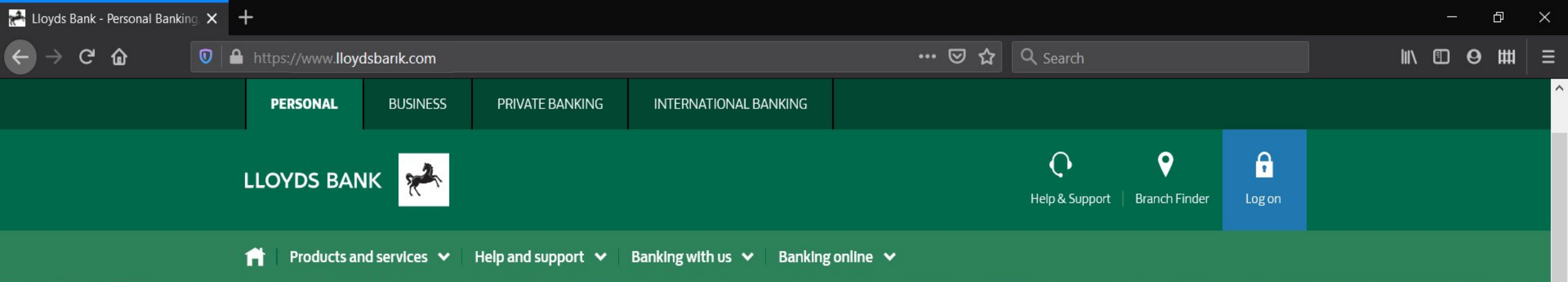
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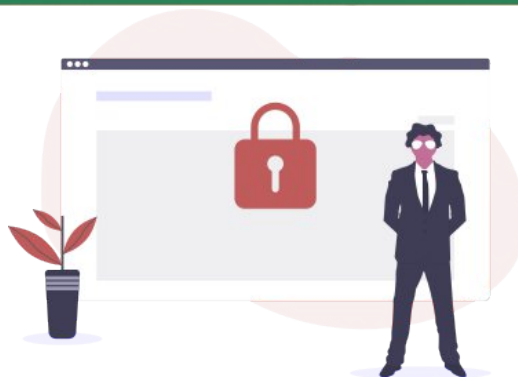
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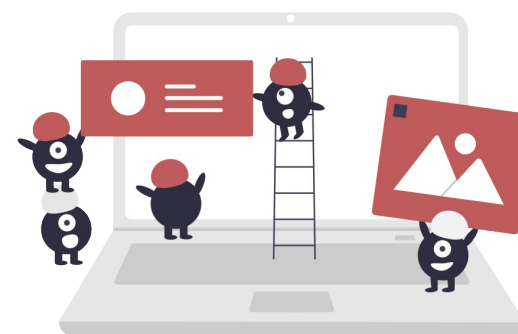
Getting a domain is cheap

1.5 million [new phishing sites](#) created each month in 2017
2018 saw a [220% growth](#)
2019 saw a [640% growth](#)



Getting a padlock is virtually free

80% of all phishing sites use browser padlocks, [against the web average of 67%](#).



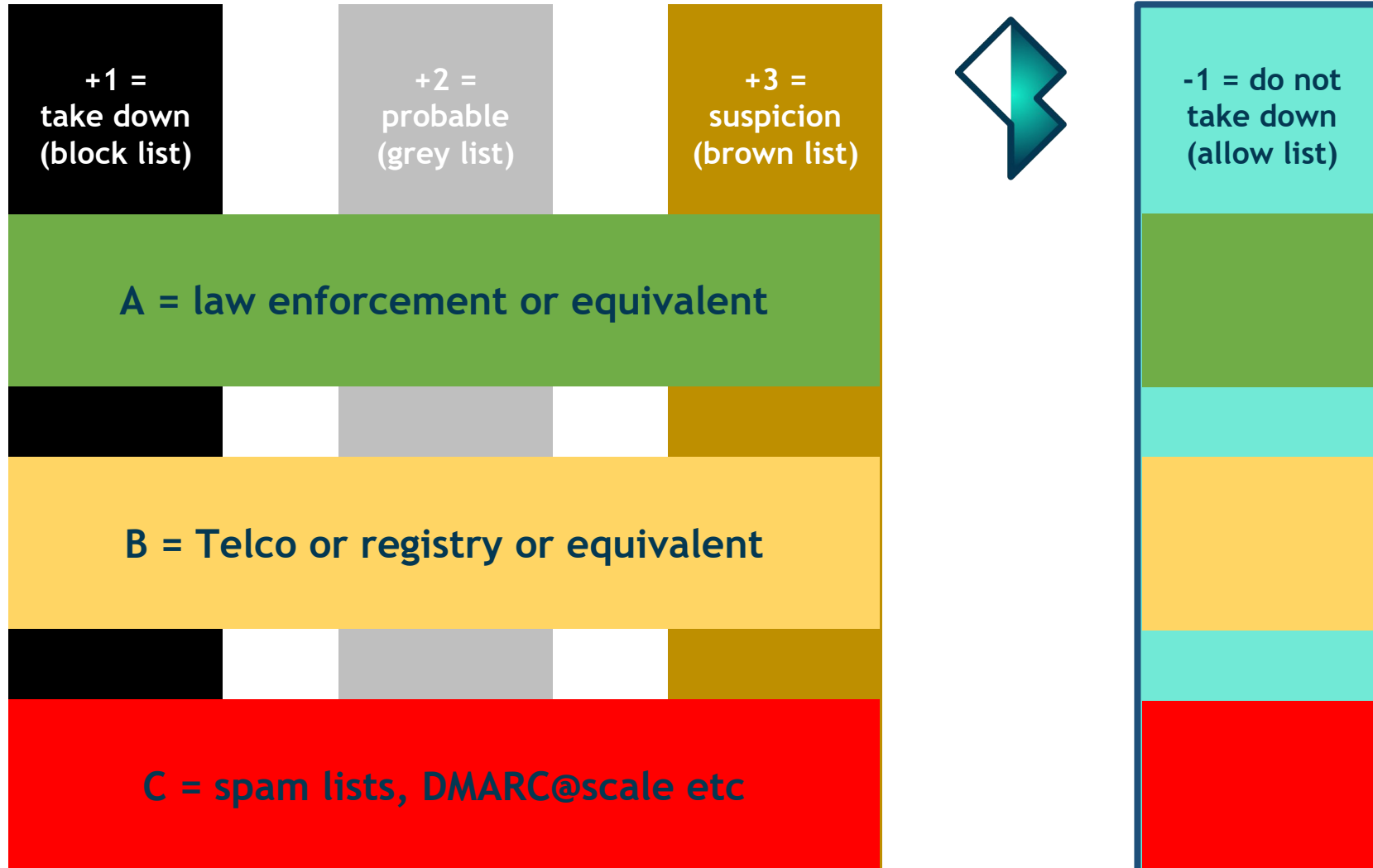
Phishing sites are proliferating

[84% are active for less than 24h](#), to evade blocklists

That “typo”: the above URL uses $r_1 = r_1 \neq n$ (non-ASCII characters [icannwiki.org/IDN](https://www.icann.org/IDN))



Global Cyber Alliance - framework

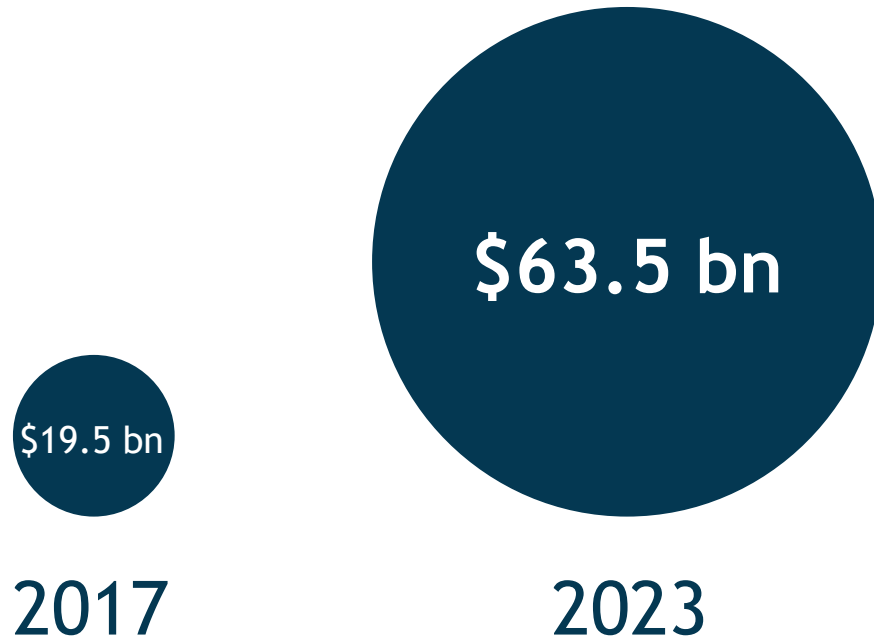


Markets we can disrupt



Fraud Detection and Prevention market size

26.6% CAGR



Source: [Statista](#)

Account Takeover (ATO)

\$9bn market losses

Business Email Compromise (BEC)

\$26bn market losses

Business Model

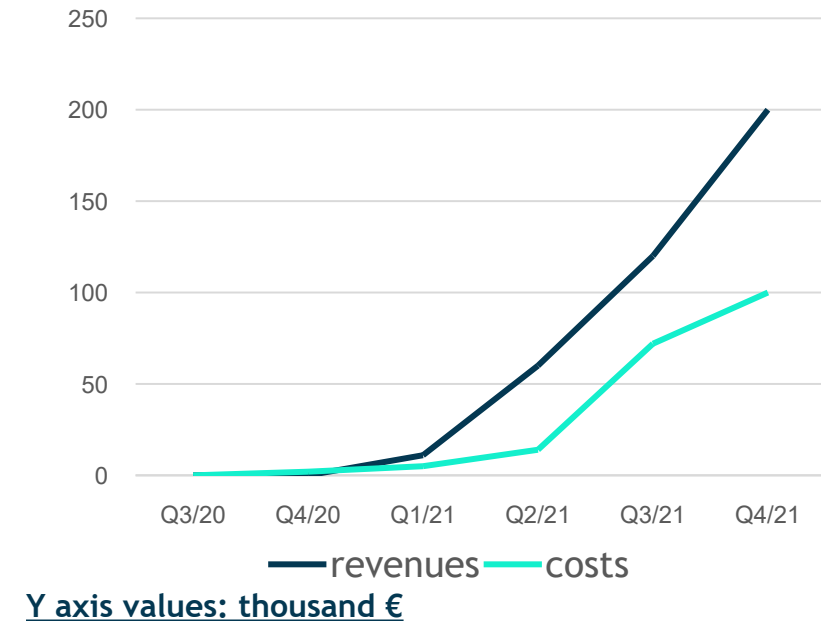


Secures the B2B2C digital value chain

Our SaaS platform brings value to:

- ❖ Businesses and Governments
- ❖ DNS resolvers (ISPs/Telco's)
- ❖ Registries (e.g.: domains.EU)
- ❖ People in general

Financial Projections



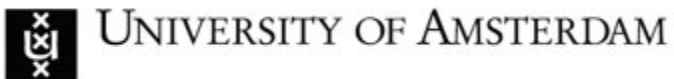
Just because the internet is stateless, it doesn't have to be lawless!

Founding Team



Marco Soares

- Built a B2C SMS delivery platform
- Several roles in Economic and Financial Affairs in National Ministries and the European Commission
- MSc in Game Theory and Behavioural Economics



Dhruv Ahuja

- Built Deep Packet Inspection solutions for GCP & AWS
- Several Lead Engineering roles:
Thomson Reuters, HSBC Bank, Rackspace, Worldpay
 - MSc in Advanced Software Engineering

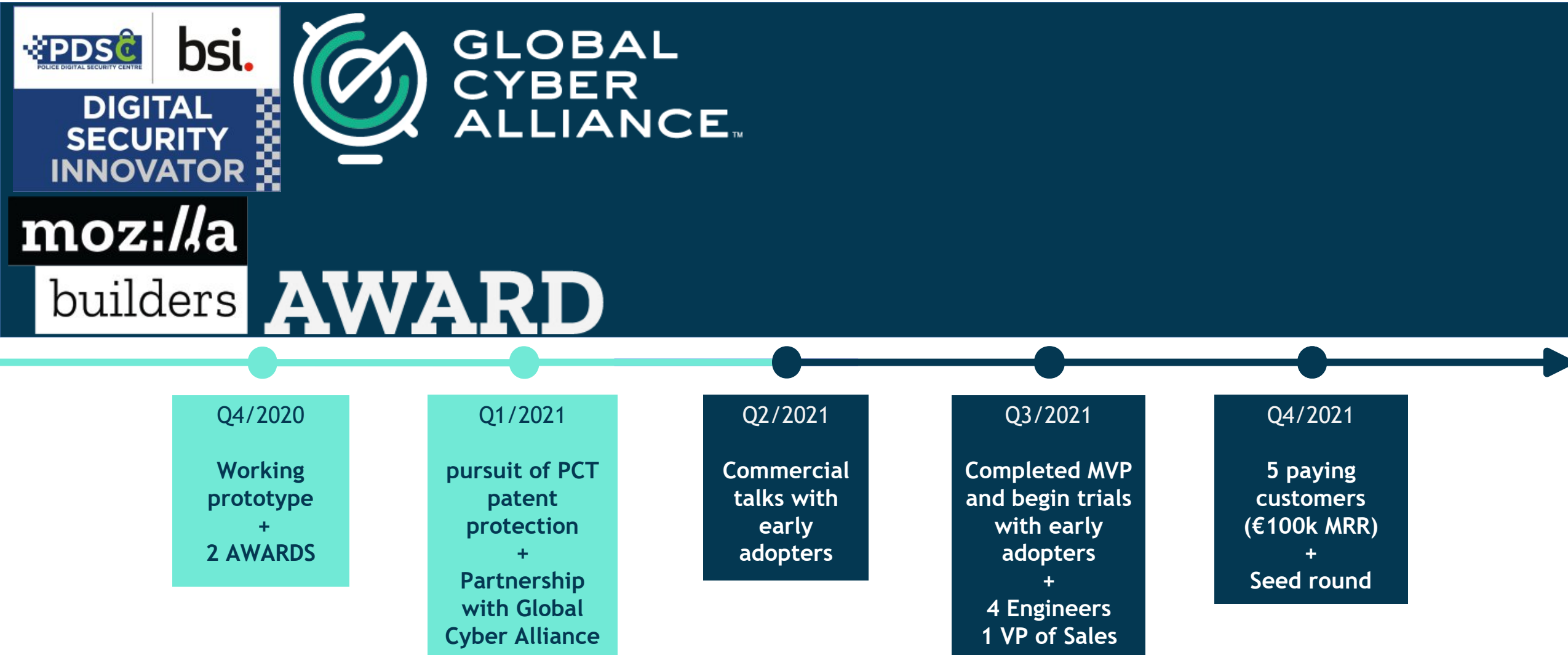


Bruno Macedo

- Lecturer and mentor in Fintech & Cybersecurity
- Several roles as Head of Delivery, CIO and CISO across different sectors and geographies.
- MSc in Management and Information Systems



Traction and Roadmap



A SaaS platform to displace website impersonation



Thank You!

marco@trustmark.it

<https://trustmark.it>

We're happy meet with the present partners