



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.

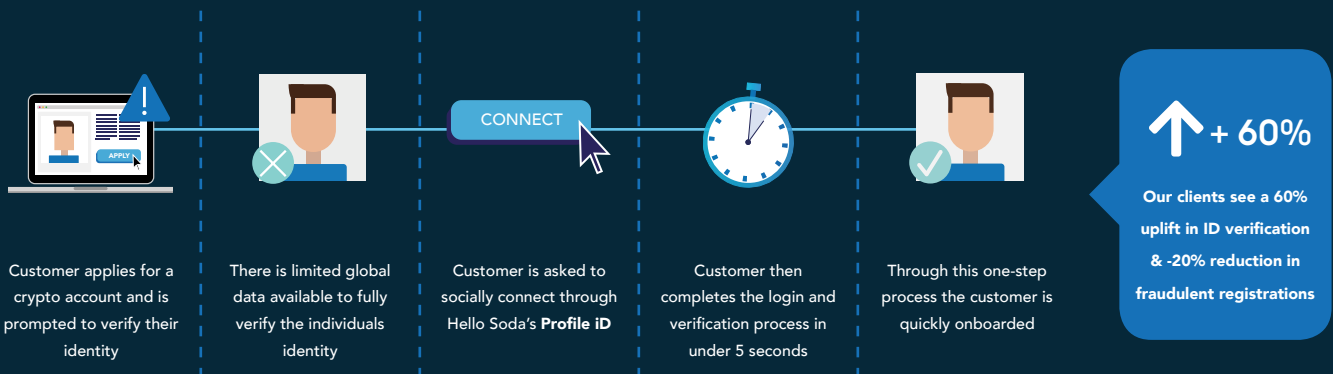


Utility Connect

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



Aimee is currently Business Development Director at Hello Soda, focusing on helping Money Transfers & Payments companies to improve their identity verification and fraud prevention processes. Before joining Hello Soda, Aimee was Business Development Director at Pareto Law for over 5 years.

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