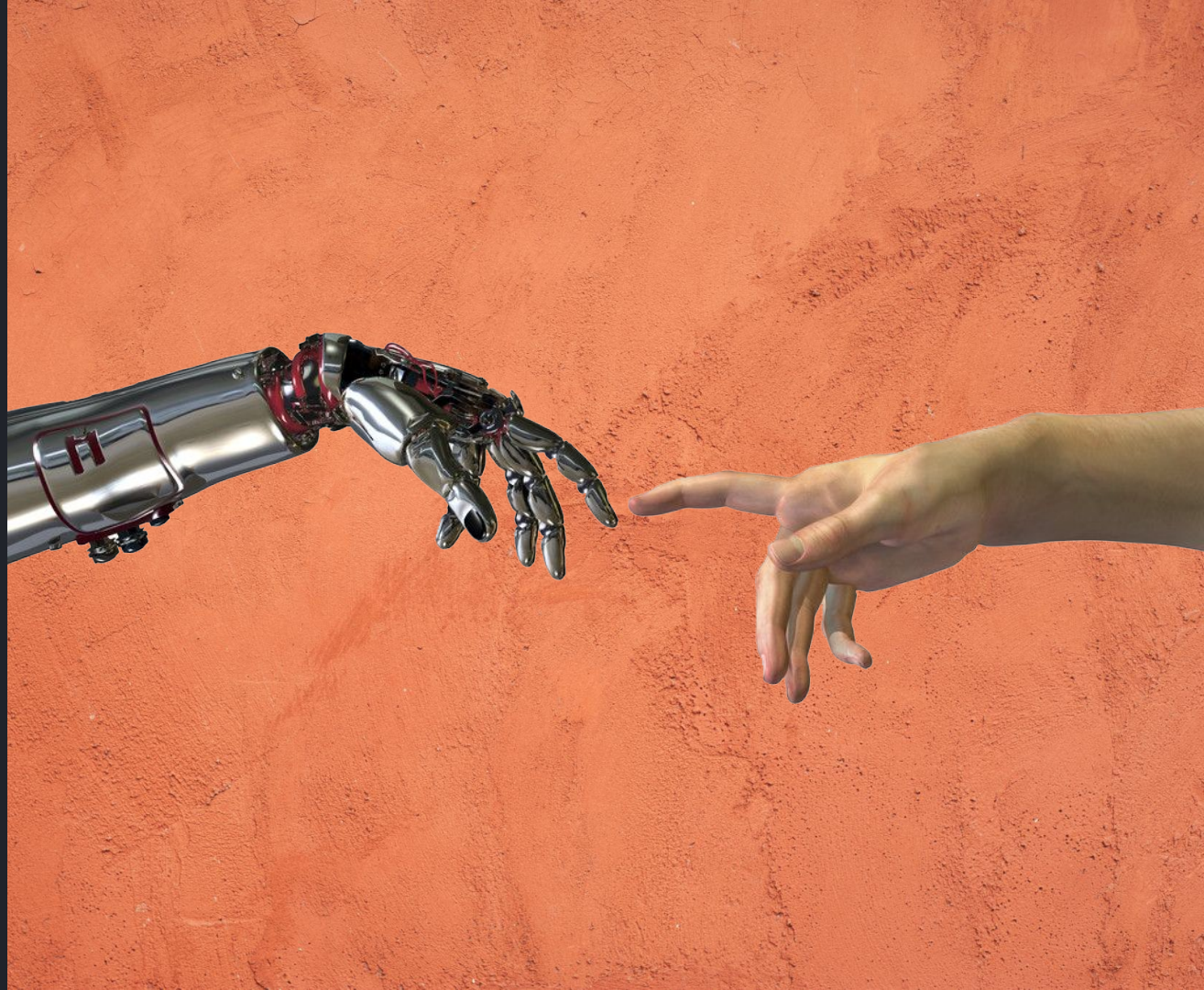


NewCo

Proof of
Humanity for
the GenAI Era

Investment Deck



AI-related Fraud is Set to Triple to US\$40B by 2027

Escalating AI-Driven Fraud

US\$12B

loss due to fraud in 2023

Deepfake Surge

704%

increase in identity
verification bypass cases

Traditional Solutions Are Failing

100%

CAPTCHA success rate by
GenAI in 2024



I'm not a robot



reCAPTCHA

Privacy - Terms

Why Now?

GenAI is Close to Passing the Turing Test ...and We Need to Fight Back

Erosion of Trust

60%

distrust in online content

- Bot content scaling rapidly on social media
- Algorithmic bias, deepfakes, and AI hallucinations are causing a crisis of authenticity

Tokenomics

90 – 99.9%

drop in token value

- Sniper bots destroy token value in pump and dump schemes
- Fairdrop tokenomics require Proof of Humanity to prevent Sybil attacks

Regulatory Tailwinds

74.4% increase

in legislative mentions

- Policymakers globally are actively discussing AI
- US, EU, and China have all launched AI-related laws in 2024

What If?

What if we could combine the best of web3 and existing tech to prove humanity and even the playing field

...without compromising on user experience, accuracy, and accessibility?

Solution

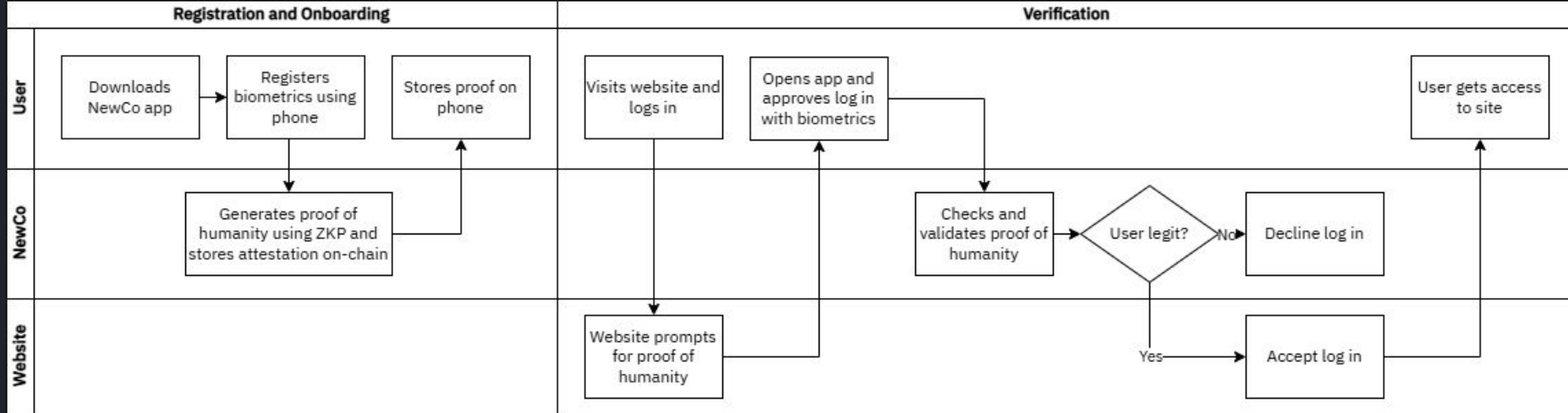
NewCo

Multimodal Proof of Humanity to Fight AI-related Fraud

Revolutionizing identity and personhood with combination of privacy-preserving tech, behavioural and network analysis, and biometrics.



Seamless Access to Websites Based on Stored ZKP-based Proof of Humanity



Proving Our Humanity Should Be Simple, Accessible, and Scalable in the Era of GenAI

Privacy-focused by Design

- Zero-knowledge proofs preserve user privacy while proving personhood and identity
- 2M hashes/second enables scalable use-cases

Biometrics + Behaviour

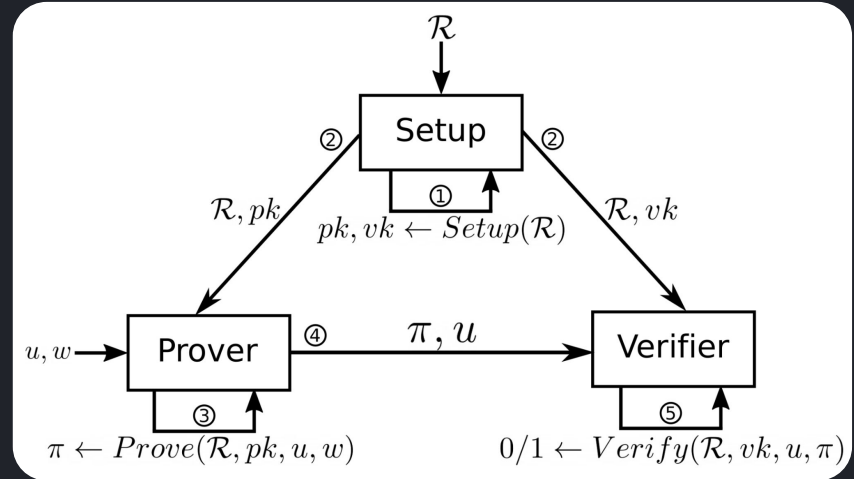
- Current smartphones have built-in biometrics capabilities, making verification accessible
- Multiple behavioural signals are combined to reveal usage patterns

Network-based Analysis

- Millions of transactions on the blockchain provide data points for robust network analysis
- Flagged accounts propagate across networks

Zero-knowledge Proofs Technology Provide Security Guarantees in Milliseconds

- State-of-the-art ZKP systems generate proofs in 1.5ms with minimal computation overheads
- Next-generation ZKP protocols preserve privacy and enable self-sovereign identity at scale
- National Institute of Standards and Technology (NIST) is standardizing ZKP in 2025, signalling widespread adoption



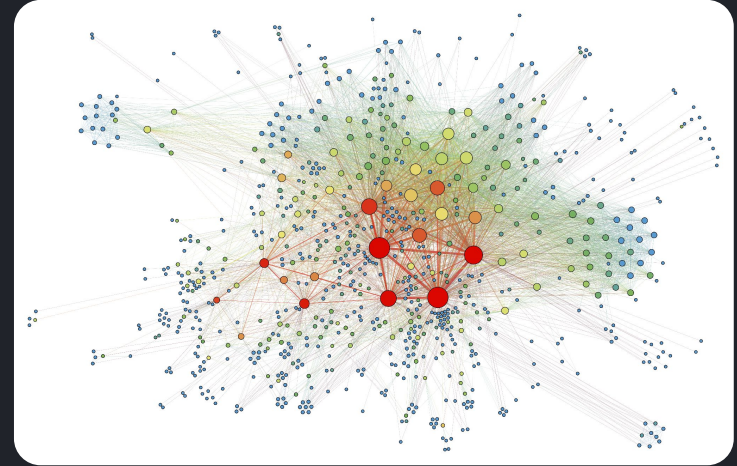
Biometrics and Behavioral Meta-scoring Algorithm Reveals Abnormal Usage Patterns

- Mobile devices possess accessible biometrics functions, enabling **device-based self-sovereign identity** when coupled with ZKP.
- Continuously evaluates a user's digital behavior, **detecting abnormal usage patterns** that AI bots replicate.
- AI-driven scoring improves over time, making fraud detection **more accurate as the system scales**.



Proactive Security via Network-based Fraud Detection

- By analyzing on-chain interactions, NewCo detects and blacklists wallets associated with Sybil attacks and bot-driven exploits.
- Once a fraudulent account is flagged, the system automatically updates verification records, preventing repeat offenses by propagating warnings within the NewCo networks.



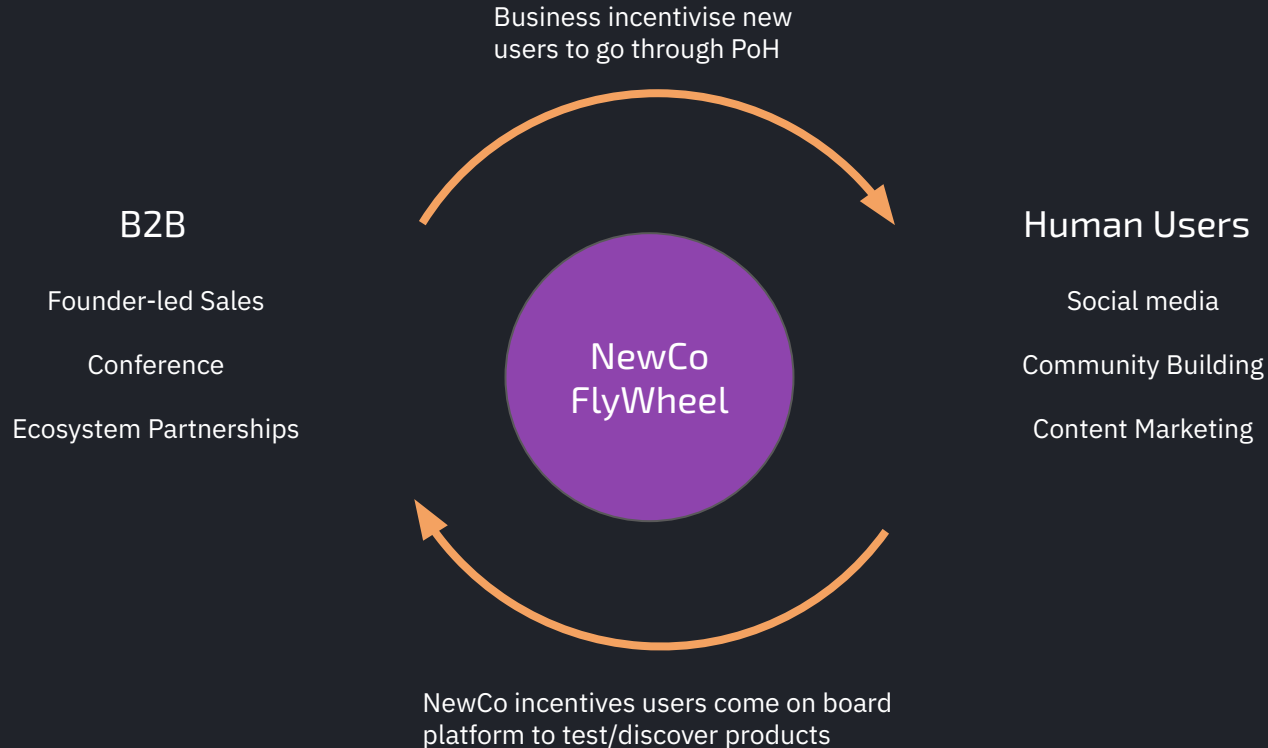
Holistic Privacy-Preserving Solution that Combines Identity, Personhood, and Behaviour

Category	Competitor	Data Privacy	Decentralized	Scalable	Real-time verification	Anti-AI	Fraud Detection
Our Solution	NewCo	✓	✓	✓	✓	✓	✓
Web 2 Identity	Microsoft Entra	✗	✗	✓	✓	✗	✗
	Affinidi	✓	✓	✓	✓	✓	✗
	Okta / Auth0	✓	✗	✓	✗	✗	✗
web3 Identity	Worldcoin	✓	✓	✗	✓	✗	✗
	ETH Proof of Humanity	✗	✓	✗	✗	✗	✗
	Kilt Protocol	✓	✓	✓	✓	✗	✗
KYC Solutions	Onfido / Jumio	✓	✓	✓	✗	✗	✓
	Civic	✓	✓	✓	✗	✗	✗
CAPTCHAs	reCAPTCHA/hCAPTCHA	✗	✗	✓	✓	✗	✗

Targeting critical verticals to get our first 100k users in 6 months

	What	Target customers	Why	Market size + Est User Base	LOI-based Traction
Gaming	Entertainment that incentivizes users based on their activity	Games that reward users for their activity on the platform	Bots regularly farm for rewards and defeating human users, depriving them from rewards	18M users/month	Game VC Ethlas Ventures
Task	Platforms that rewards users for participating in their partners' ecosystems	1. Platforms that distribute rewards on behalf of partners 2. Partners who want to reward their users	Bots deprive partners from genuine human user activity	\$12B rewards disbursed in 2024	TaskOn (8M) StackUp (200k users)
DeFi	Platforms that allow users to conduct transactions and trading	Platforms that issue governance tokens for users to partake in decision-making	Fake accounts manipulate the market and collude to influence voting	19M users/month	N/A

We establish a flywheel effect to acquire customers and users



Evolving Verification Revenue into Full-stack Digital Identity Infrastructure

Transactions fees

5%

transaction fees levied on company budget for acquiring users

Enterprise API Access

\$1 – 5

per thousand calls for verification

Anti-Fraud Subscriptions

US\$10k/mo

for firms seeking extensive fraud prevention and analytics

Proof of Humanity

Data Monetization

Proof of Humanity in web3 x Web 2 = US\$43B+ Opportunity

What NewCo can capture in near-term

web3 fees

\$1M

→ 50 projects/year × \$2M/project * 5% take rate

Verification as a Service

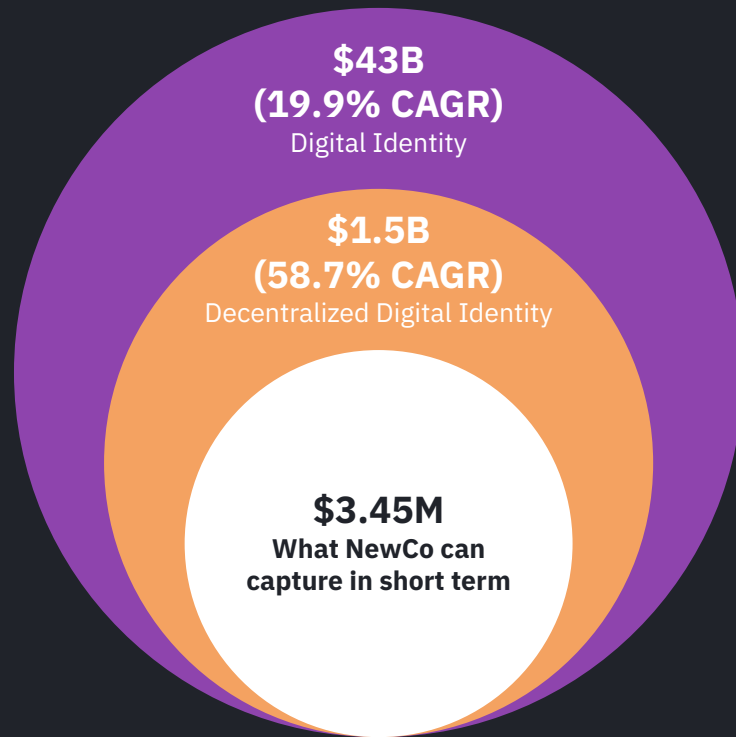
\$1.25M

→ 25 enterprise clients × 10M calls/client × \$5/1000 calls

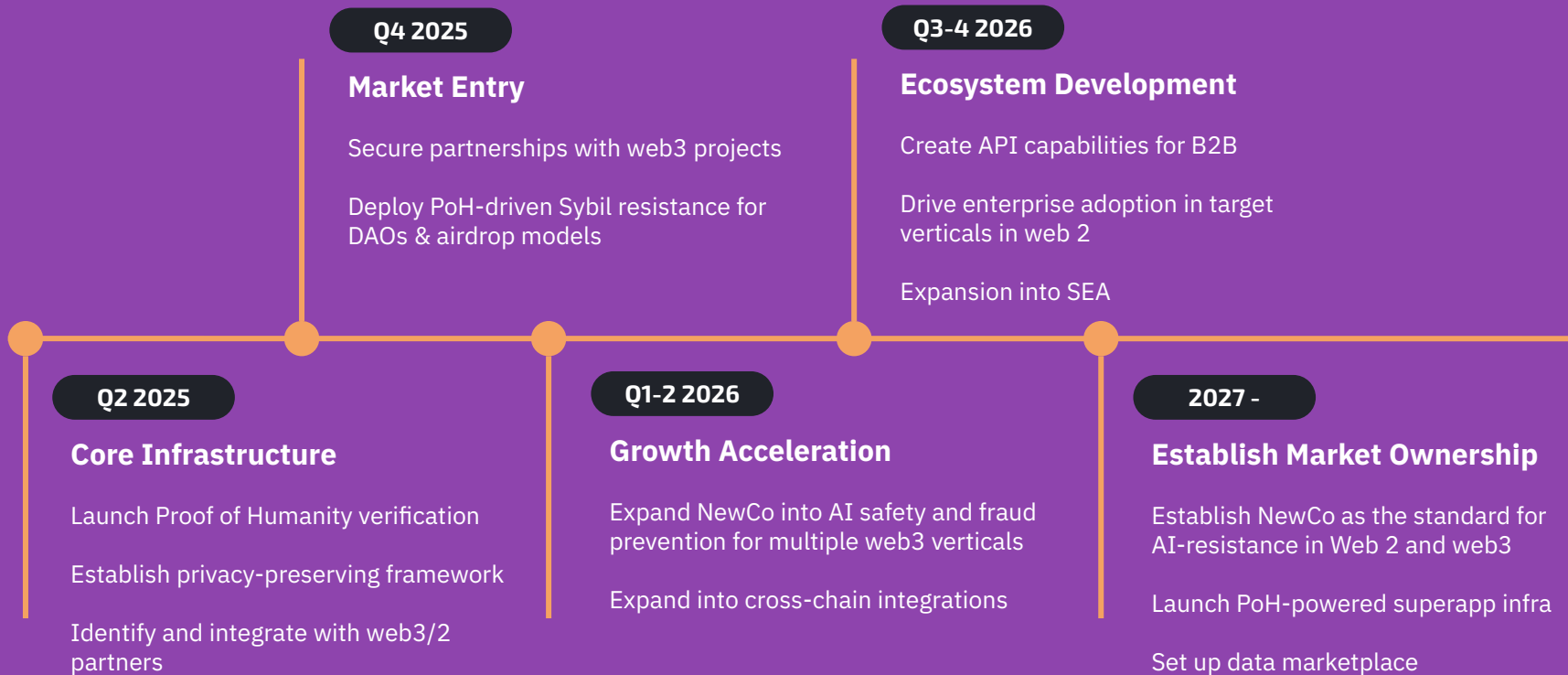
Anti-fraud Subscription

\$1.2M

→ 10 clients × \$120k/year



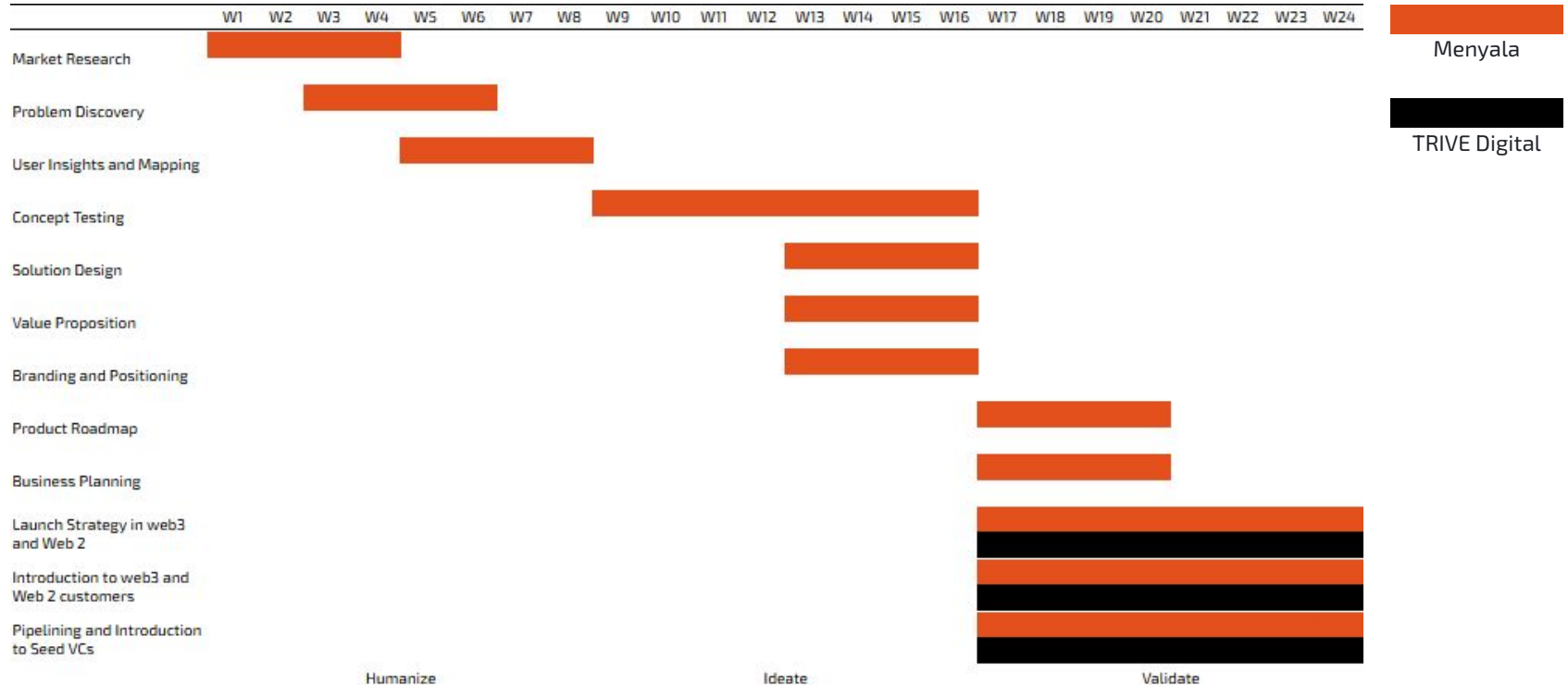
From Trust Layer to Application Layer at Scale



Scaling PoH by Leveraging web3 Adoption Before Expansion into Web 2 Financial Services with High ID Fraud Exposure

	2025 (Early Market Entry)	2026 (Scale & Adoption)	2027 (Mass Expansion)
Market	Africa, LATAM	South-East Asia, South Asia	APAC, North America
Industry Adoption	Bounty / airdrop platforms X-to-earn websites	RWA platforms Gaming applications	Payments platforms Financial services suffering from ID fraud
Marketing	Personal network	Partnership with launchpads Founder-led sales	Enterprise sales and marketing Establish thought leadership
Product	PoH app using biometrics	Network-based fraud monitoring	Web 2 enterprise compatible integration stack
Potential User Base	User base: 1M	User base: 10M	User base: 50M+

Leveraging Partners' Resources and Network to Supercharge Product Development and Growth



15 years of combined experience in AI, fintech, and blockchain



Dr Jackie Tan
CEO / CTO

- 4x founder, 2x exit
- Built blockchain financial infrastructure processing \$14M
- Developed AI-driven fraud detection for government agencies
- Led P2P lending algorithms with 98% accuracy rate
- Ex-NTU professor in data science x blockchain



Kenneth Yap
COO

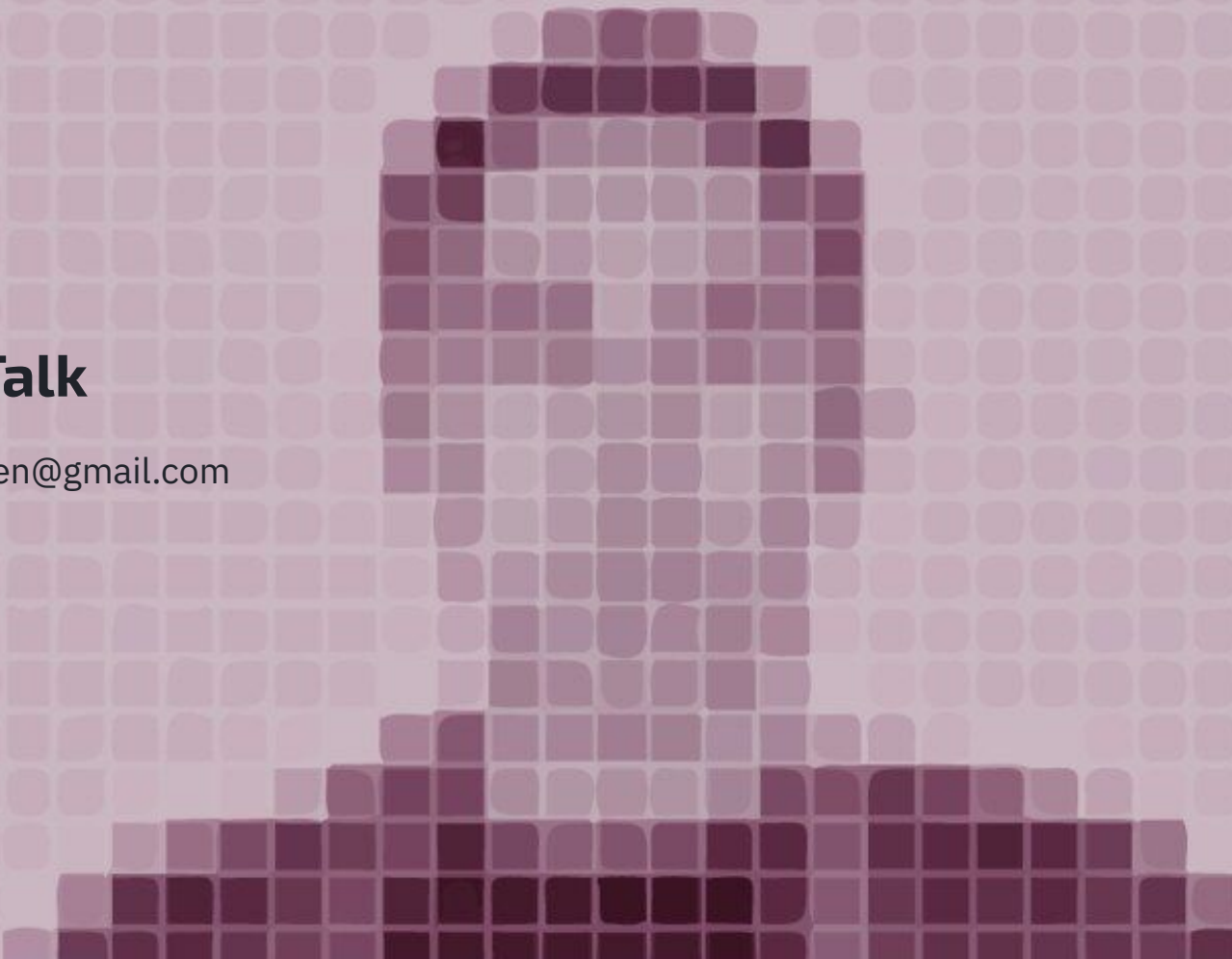
- 4x founder
- Scaled fintech operations to HKD20M monthly volume
- Built compliance frameworks across 3 Asian jurisdictions
- KYC & CDD Certified
- 8 years of founder and venture building experience

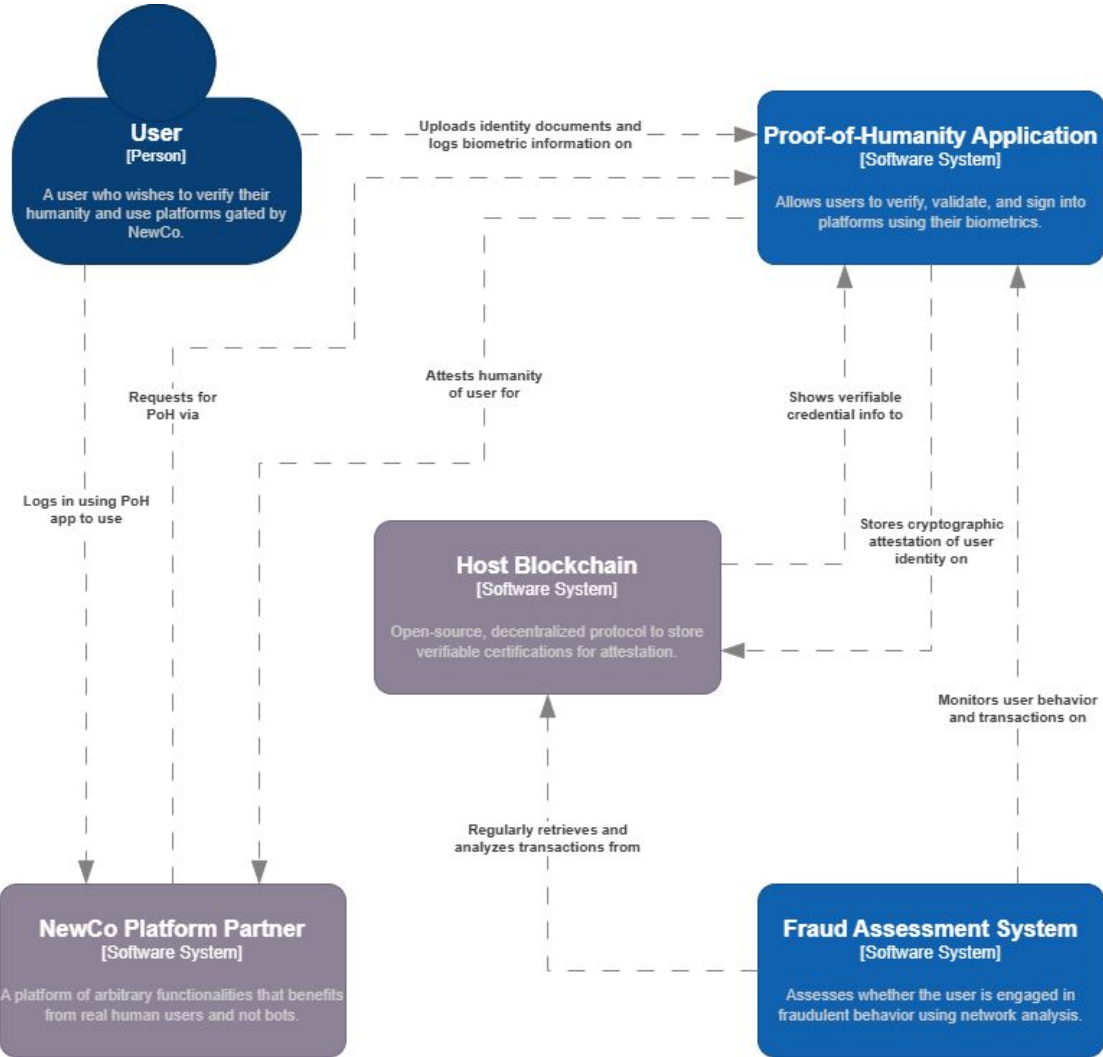


Let's Talk

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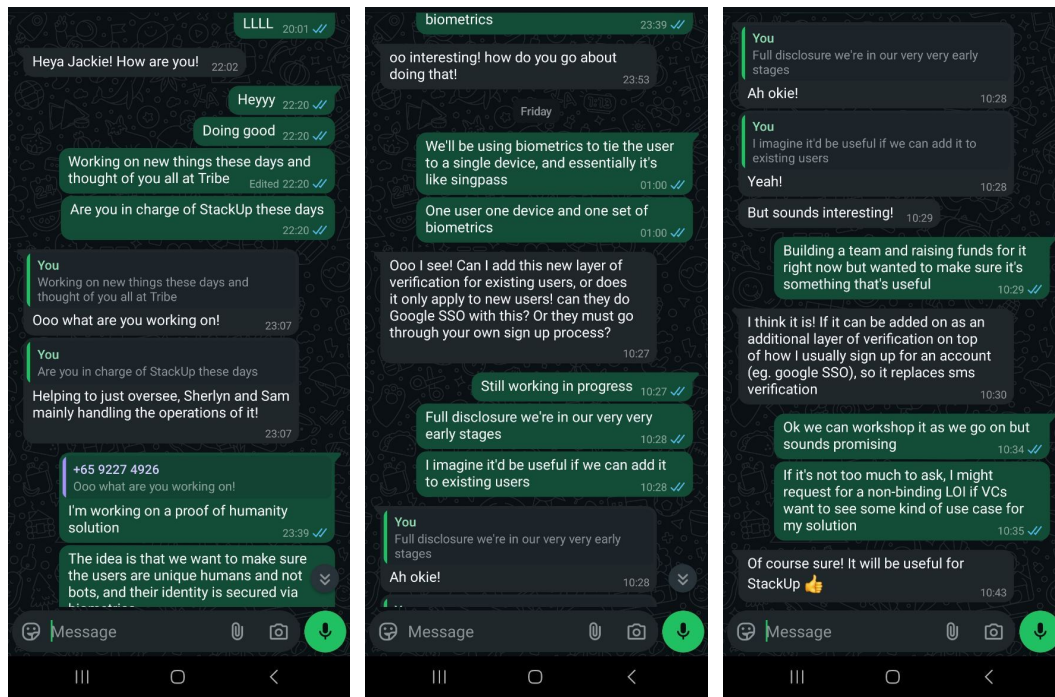




Legend

Person
Software System
External Software System

< 1 day for LOI verbal agreement for Learn-and-Earn platform StackUp (200k users) demonstrates urgent need for PoH



Holistic Privacy-Preserving Solution that Combines Identity, Personhood, and Behaviour

	NewCo	CAPTCHAs	KYC Providers	Web 2 Identity Providers	web3 Identity Protocols
Privacy-preserving	✓	✗	✗	✗	✓
Continuous Detection	✓	✗	✗	✗	✗
AI Resistance	+++	+	++	+	+
Scalability	+++	+	+++	+++	+

Holistic Privacy-Preserving Solution that Combines Identity, Personhood, and Behaviour

Category	Competitor	Strengths	Limitations
Our Solution	NewCo	ZKPs for privacy, continuous fraud detection. Biometric data tied to user device. Self-sovereignty.	-
Web 2 Identity	Microsoft Entra	Enterprise adoption	Centralized, no self-sovereignty
	Affinidi	Decentralized identity	Lacks fraud detection
	Okta / Auth0	SSO authentication	Not privacy-first, static credentials
web3 Identity	Worldcoin	Global biometric ID using iris	Hardware bottleneck, privacy risks
	ETH Proof of Humanity	Community-driven verification of member	Slow, manual vouching
	Kilt Protocol	Enterprise credentials	No behavior tracking / network analysis
KYC Solutions	Onfido / Jumio	Compliance-ready proof of identity solution	Requires extensive documentation, costly
	Civic	Blockchain-based KYC	Static verification, no bot detection
CAPTCHAs	reCAPTCHA/hCAPTCHA	Free, widely used	Easily bypassed by AI