

# Trinetra

Smart Spam & Fraud Protection for Digital India



THE PROBLEM

# Spam & Digital Fraud Are Growing Rapidly



India faces millions of spam calls and fraudulent messages daily. Bank frauds, OTP scams, phishing attacks, and fake delivery scams are rising at an alarming rate.

**Existing solutions fall short:** they're mostly reactive rather than preventive, lack India-specific intelligence, and raise serious privacy concerns.

Users desperately need strong, reliable, and privacy-safe protection that stops fraud before damage happens.

OUR SOLUTION

# Trinetra – Intelligent Spam Defense

## Advanced Call Detection

Identifies spam calls before you answer

## Real-Time Alerts

Instant fraud and scam warnings

## SMS Protection

Filters spam messages and phishing links

## Smart Advisor

Intelligent warnings guide user decisions

Trinetra provides a lightweight, fast, and user-friendly experience built to stop fraud before damage happens.

# Why Trinetra Wins

## Our Unique Advantage

Security without compromising trust

- **India-Focused Intelligence**

Deep understanding of local spam and fraud patterns unique to the Indian market

- **Privacy-First Approach**

No data selling. Your information stays yours, protected by advanced security layers

- **Advisor-Style Alerts**

Smart guidance, not just labels—helping users make informed decisions

- **Clean & Efficient**

Low battery and data usage with an intuitive interface anyone can use

PRODUCT

# Core & Upcoming Features

## Core Features

- Spam call identification & blocking
- Smart SMS spam filtering
- Fraud & scam risk alerts
- Suspicious link detection
- Simple and fast user interface

## Upcoming Features

- Verified business caller identity
- Community-reported scam intelligence
- Predictive fraud alerts powered by AI

MARKET OPPORTUNITY

# Massive Indian Market

## 700M+

**Smartphone Users**

Growing mobile-first population

## Rising

**Digital Payments**

UPI and online transactions surge

## Increasing

**Cybercrime Cases**

Fraud incidents growing yearly

India's digital transformation creates unprecedented opportunities in the spam protection and digital safety market.

With rapid adoption of smartphones and digital payments, the need for comprehensive fraud protection has never been greater. Trinetra is positioned to capture this expanding market with India-specific solutions.

BUSINESS MODEL

# How Trinetra Makes Money

## Freemium Model

Basic protection free for all users,  
building trust and user base

## Premium Subscriptions

Advanced fraud alerts, smart  
advisor insights, and enhanced  
spam blocking features

## B2B Enterprise Solutions

Business verification, trust services,  
and enterprise-grade protection  
packages

PROGRESS

# Current Status



01

## Problem–Solution Fit

Clearly defined and validated

02

## Product Architecture

Complete roadmap ready for execution

03

## Market Intelligence

Deep understanding of Indian spam ecosystem

04

## Early Validation

Strong user interest and positive feedback

Ready to scale with the right funding.

INVESTMENT

# Funding Requirement

**₹10 lakh**

**Seed Round**

18–24 month runway

**Founder:** Karan Pandey

## Investment Purpose

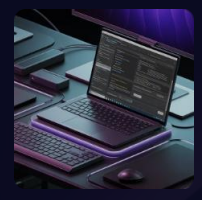
The funding will be used to build a strong, secure, and scalable spam protection system that prepares Trinetra for rapid growth in the Indian market.

With this investment, we'll establish the technical infrastructure, assemble a world-class security team, and launch targeted marketing campaigns to capture market share.

**This is India's opportunity to build homegrown digital safety leadership.**

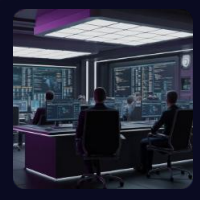
USE OF FUNDS

# Fund Allocation (18–24 Months)



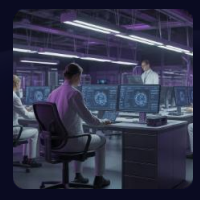
### Technology & Infrastructure

₹3 Lakhs – High-performance systems, secure development environment, advanced tools and custom infrastructure



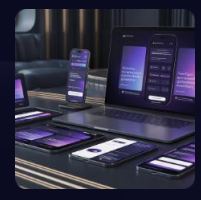
### Security & Core Team

₹2 Lakhs – Ethical security researchers, fraud pattern analysts, and core technical experts



### Research & Development

₹1 Lakhs – Advanced detection logic, scam behavior analysis, continuous testing and improvement



### Marketing & Acquisition

₹1 Lakhs – App launch, brand awareness, digital campaigns, and user acquisition strategies



### Operations & Misc

₹3 Lakhs – Servers, infrastructure, operations, compliance, and maintenance

Trinetra is building India's most trusted, privacy-first spam and fraud protection platform.