



Mallient

Identity Verification That Scales With You

Pre-Seed Funding Round



The Problem

Compliance friction kills growth

Fragmented Solutions

Businesses juggle 3–5 vendors for KYC, AML, and risk scoring — creating data silos and compliance gaps.

Verification Abandonment

Up to 40% of users abandon onboarding due to slow, clunky verification flows.

Regulatory Complexity

GDPR, CCPA, SOC 2, and jurisdiction-specific AML laws require teams most SMBs can't afford.

Deepfake & Fraud Surge

Face swap fraud rose 704% in 2023. Legacy systems can't keep up with AI-generated synthetic identities.



Market Opportunity

A massive, fast-growing market driven by regulation and digital transformation

\$63B

TAM by 2033

Global Identity Verification
18.2% CAGR

\$16.8B

SAM by 2033

KYC Software Market
20.6% CAGR

\$2.5B

SOM (initial)

SMB & Mid-Market KYC
Initial target

→ 67% of banks moving to automated KYC

→ 80+ countries introduced digital ID laws since 2020

→ 704% rise in deepfake fraud — liveness demand surging

→ 45% of fintechs rely on API-based KYC



The Solution

One unified KYC platform — from onboarding to continuous monitoring

Identity Verification

Document OCR, biometric matching & liveness in <2s across 200+ countries

Continuous Monitoring

Real-time screening against sanctions, watchlists, PEPs & adverse media

Risk Assessment

AI-powered risk scoring and analytics for fast, confident decisions

Compliance Stack

SOC 2 Type II, GDPR & CCPA certified — built for global requirements

API-first · Developer SDK · No-code workflow builder · Go live in under 1 hour



Product

Complete KYC stack — built for compliance at every scale

Document Verification

2,500+ doc types · 99.5% OCR accuracy · Tamper & forgery detection

Biometric & Liveness

Passive & active liveness · iBeta deepfake resistance · Sub-2s face match

AML Screening

Sanctions, PEPs & adverse media · Real-time watchlist alerts · 24/7 monitoring

Risk & Analytics

AI risk scoring engine · Configurable workflows · Full audit trails

API & Integrations

REST API + native SDKs · No-code builder · Webhooks & CRM sync

Compliance Stack

SOC 2 Type II · GDPR & CCPA compliant · Multi-jurisdiction support



Business Model

Scalable SaaS + usage-based revenue with strong expansion economics

Starter

Pay-per-verify

Low-friction entry. Transparent per-verification pricing, no setup fees.

Growth

Monthly SaaS

Volume subscription tiers for scaling SMBs. Includes monitoring & risk scoring.

Enterprise

Annual contract

Custom SLAs, dedicated support, white-label. High ACV with multi-year terms.

Unit Economics

\$48K+

Target ACV

75–80%

Gross Margin

>120%

Net Rev. Retention

<12 mo

Payback Period



Competitive Landscape

Enterprise compliance depth + modern API-first agility

Feature	Mallient	Trulioo	Onfido	Jumio	ComplyCube
Global Coverage (200+)	✓	✓	✓	✓	✓
<2s Verification	✓	✗	✗	✗	✓
Continuous Monitoring	✓	✗	✓	✓	✓
No-Code Builder	✓	✗	✗	✗	✓
SOC2 + GDPR + CCPA	✓	✓	✓	✓	Partial
SMB-Friendly Pricing	✓	✗	✗	✗	✓
Unified Platform	✓	✗	Partial	Partial	Partial



Go-to-Market

Land with API-first developers, expand through compliance teams

Phase 1
Months 1–12

Land

- Free developer sandbox
- Product-led growth
- API marketplace listings
- Fintech & crypto verticals

Phase 2
Months 12–24

Expand

- Compliance team upsell
- Channel partner program
- SMB outbound sales
- BFSI vertical campaigns

Phase 3
Year 2+

Scale

- Enterprise sales team
- Geographic expansion
- Strategic partnerships
- White-label OEM deals

Target Verticals

Fintech

Banking

Crypto

eCommerce

Insurance

Healthcare

RegTech

Gig Economy



Financial Projections

Conservative product-led growth model into high-growth KYC market



Key assumptions: PLG drives Y1 · 20% free-to-paid conversion · NRR >120% · Series A target at \$4–5M ARR

Year	ARR	Customers	Gross Margin
Year 1	\$300K	25	65%
Year 2	\$1.2M	120	72%
Year 3	\$4.5M	380	76%
Year 4	\$12M	850	78%
Year 5	\$28M	1,800	80%



The Ask

RAISING

\$500K

Pre-Seed · SAFE Note

18-Month Milestones

✓ 25+ paying customers

✓ \$300K ARR

✓ Series A ready

✓ 5 enterprise pilots

45%

Product & Engineering

Core platform, API, SDK, security infra

25%

Sales & Marketing

Developer community, PLG, demand gen

20%

Compliance & Ops

Regulatory certifications, data partnerships

10%

G&A / Reserve

Finance, HR, working capital buffer



Let's build the future of digital trust.

Raising \$1.5M to bring enterprise-grade identity verification to businesses of every size.

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