# facechex
## Protect Your Online Image Identity

# Investor Kit

Powered by DMCAForce

## Our Mission:

Protect Your Online Image Identity

We provide a convenient and easy way to protect your online identity by utilizing web spidering DMCA software combined with image recognition, facial recognition, and artificial intelligence.

We want to partner with social media sites, dating sites, adult sites, escort sites, and reputation sites to provide them our API for automatically indexing content at the time of creation or upload. Making these sites socially responsible prevents or eliminates catfishing, certain types of hackings, revenge porn, child exploitation, and disrupts outside bad actors from attempting social engineering in our online social media space.



## The Problem:

Image identity theft is an ever increasing problem in today's online social environment. We've found that over 36% of all the profiles on Facebook, Instagram, Snapchat, and general dating sites are fake. There are over a quarter **billion fake accounts** on Facebook alone. There are another quarter to half a billion fake accounts across dating sites, chat boards, and other social media sites. These fake profiles lead to not only other hackings, but false products, misleading information, and fake news. They also allow for more extreme long term negative affects such as exposing users to social hacking or social engineering. Facechex mitigates this risk by stopping the spread of fake profiles once detected.

According to wall street journal, 36% of internet users are fraudulent That would mean:

- 654 million Facebook accounts

- 216M of Instagram accounts (reports 8%)

- 114M Twitter accounts (reports 8.5%)

- 108M Snapchat accounts
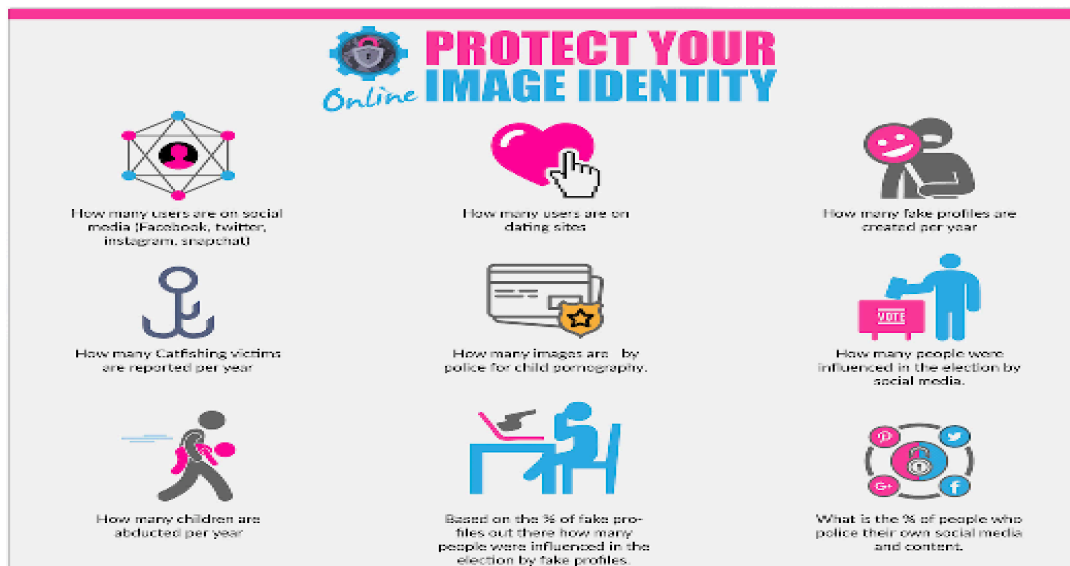


Along with eliminating fake profiles, FaceChex will also be able to protect against the distribution of illegal images of children.

## Who's the target market?

The reason image and identify theft is so prevalent is because it doesn't require a thief to hack you or talk to you, or interact with you at all. The more egregious acts, such as hacking, get the majority of attention, but millions of fake profiles are created without any hacking necessary. With the advent of social media, it is possible to simply download someone's entire image history and pretend to be that person online. Fake profiles are like the gateway drug to catfishing which can lead to hacking.

Our target market are those susceptible to:

Image Identity Theft – 85% Female / 15% male
Identity Hacking – 85% Female / 15% male
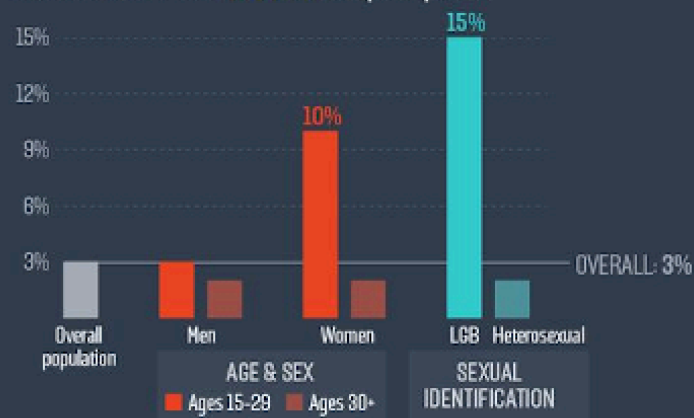Social Influencing – 40% Female / 60% male
Catfishing - 65% Female / 35% male
Child Exploitation - 70% Female / 30% male

Anyone in the world with their images online is susceptible to online identity theft, but our target market is women ages 25-50 as this is the group that is most likely to suffer from someone stealing their photos. Depending on the nature of the photos, these could be used either to catfish someone or to post as revenge porn. Members of our target market that are parents would be especially interested in FaceChex's protection of children and online safety education. Models or professionals in the entertainment space are also incredibly susceptible targets for identity theft. There is also an opportunity to reach those in our target market that realize the social implication of image protection and would participate not only to benefit themselves but to benefit society. There was a recent episode of Bill Maher that highlighted the current psychological warfare happening through social media as foreign governments work to influence domestic affairs. The inventor and owner of FaceChex, Mark Bauman, also contributed an article to Forbes about Russian meddling and how fake profiles played a role in the 2016 U.S. elections, accentuating the need for image protection by all consumers.
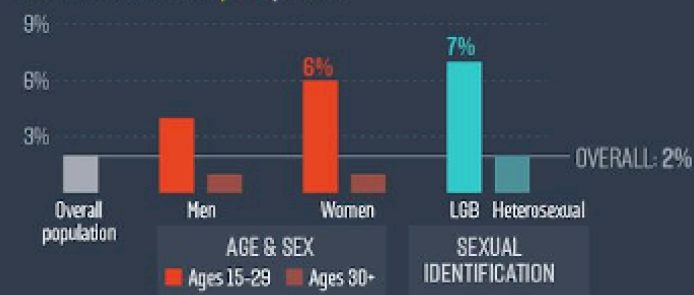
# Who's Most Affected By Revenge Porn?

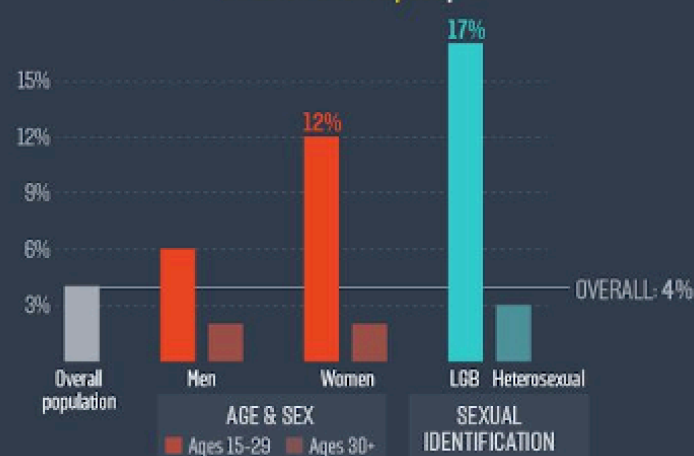Some demographic groups are more targeted than others

## Have had someone threaten to expose photos

- 15% — LGB
- 10% — Women (Ages 15-29)
- OVERALL: 3%

**AGE & SEX**
Ages 15-29 ■ Ages 30+

**SEXUAL IDENTIFICATION**

Overall population | Men | Women | LGB | Heterosexual

## Have had someone post photos

- 7% — LGB
- 6% — Women (Ages 15-29)
- OVERALL: 2%

**AGE & SEX**
Ages 15-29 ■ Ages 30+

**SEXUAL IDENTIFICATION**

Overall population | Men | Women | LGB | Heterosexual

## Have had someone threaten and/or post photos

- 17% — LGB
- 12% — Women (Ages 15-29)
- OVERALL: 4%

**AGE & SEX**
Ages 15-29 ■ Ages 30+

**SEXUAL IDENTIFICATION**

Overall population | Men | Women | LGB | Heterosexual

**Market Share**
The market consists of approximately one billion people affected by fake profiles.

Even Facebook is realizing the importance of this issue and is beginning to crack down on profiles within its system. They are under immense pressure as governments attempt to point the blame at them for having an open market for users, which has perpetuated fake profiles. Mr. Bauman has published several videos to his Youtube account detailing the market share for FaceChex:
- o In a Huffington post article in 2012, Facebook admitted that there were 83 Million fake profiles
- o Mathematically, if there were 83 million fake profiles in 2012, then 5 years later, at a rate of 41.5M new fake profiles per year, there is a minimum of 290.5 million fake profiles exist today.
- o However, with the rate of advancement in technology, it is very plausible, that a conservative estimate of a 300% increase in technology, that we would be facing 1.245 billion fake profiles.
- o Including those indirectly affected, the market then becomes at least half a billion users.
- o Inject those dooms-dayers, the ones that buy the tactical flashlights, and we can double that to 1 billion.

While Facebook has been cracking down, other platforms such as Twitter and Snapchat, eager to outperform the social media giant, have not.

The numbers above do not reflect dating websites or other sites. With our connections, we can reach 20 million users per day via email in the dating space alone. With the right landing page, marketing budgets, and backing, the opportunities are endless.

## Cost Analysis

Attached are some figures outlining our overhead costs. Upfront development and management costs prior to scanning will be $25,000 per month up to $40,000. Ongoing development and management costs will be about the same, but we may need to increase depending on how much the company scales. Monthly estimated profits are expected to be $19k per month the 1st quarter with an estimated 10k customers at $7 per customer, then $141k per month the 2nd quarter with an estimated 30k customers at $7 per customer on average, then $319,730 for 3rd quarter an estimated 60k customers, and scale from there with 1.5 years in, with a projected $420k in profits with 100,000 customers paying $7 per month.

See "FaceChex Cost Structure.XLS"

| Quarter | Volume scanned | Total Monthly hosting Costs: | Total Monthly hosting Costs: | TotalMonthly Revenue: | Estimated |
|---|---|---|---|---|---|
| Q1 | 10000000 | $25,012.31 | $50,012.31 | $70,000.00 | |
| Q2 | 20000000 | 43744.6154 | $68,744.62 | $210,000.00 | |
| Q3 | 40000000 | 75269.23079 | $100,269.23 | $420,000.00 | |
| Q2+1 | 200000000 | 254646.154 | $279,646.15 | $700,000.00 | |

**These costs do not reflect marketing, customer service, and general admin. However, these should be marginal and the user acquisition was set at very modest targets. Pricing plans range from $5 to $20 per month, to $1k for the year.**
**FaceChex has deals in place with 2 dating sites looking to use our API scans for automatic scanning. We can use these funds to offset costs. FaceChex has APIs out to 30 websites already who would be interested to add image scanning to their audio and video services already offered. We have over 6,000 internet marketers ready to promote this across**

# Facebook and other advertising channels.

| BASIC PROTECTION PLAN #1 | PROTECTION PLAN #1 | PROTECTION PLAN #2 | PROTECTION PLAN #3 |
|---|---|---|---|
| **$4.95** | **$19.99** | **$49.99** | **$199.99** |
| per month | per month | every 3 months | per year |
| ✔ Up to 15 images protected | ✔ Up to 50 images protected | ✔ Up to 50 images protected | ✔ Up to 50 images protected |
| ✔ 24/7 internet scans for your name | ✔ 24/7 internet scans for your name | ✔ 24/7 internet scans for your name | ✔ 1 month basic plan for a friend |
| ✔ Advanced matching and ID technology | ✔ Advanced matching and ID technology | ✔ Advanced matching and ID technology | ✔ 24/7 internet scans for your name |
| ✔ Instant member notification | ✔ Instant member notification | ✔ Instant member notification | ✔ Advanced matching and ID technology |
| ✔ Fast file DMCA Takedown | ✔ Fast file DMCA Takedown | ✔ Fast file DMCA Takedown | ✔ Fast file DMCA Takedown |
| See More | See More | See More | See More |
| **GET 1 MONTH PROTECTION NOW** | **GET 1 MONTH PROTECTION NOW** | **GET 3 MONTHS PROTECTION NOW** | **GET 1 YEAR OF PROTECTION NOW** |

## How does it work?

Facechex.com utilizes the DMCAForce copyright protection software. We currently protect the identities and brands of over 400 entertainment clients from piracy around the world with our company, [DMCAForce](). We also have an audio and video recognition software which identifies the origin of content through audio and video, generates templates, or fingerprints, and spiders the internet for matches. DMCAForce technology searches the internet, using our proprietary spiders, for our client's name, profile, audio or video. We search various sites known for piracy and those that we've collected over the years in our database. [Facechex]() will do the same, mainly focusing on dating sites like yourdatelink.com and Match.com, social media sites, and then more nefarious sites like revenge sites and escort/hookup sites.


## Feel safe with FaceChex

Control over your content is important to you. We live in a world where identities are stolen, images are misused and social media can be dangerous. With FaceChex, you can feel safe knowing that your content is being protected and you are, in turn, protecting others. And it's controlled by you and only you.

## HOW facechex PROTECTS YOU

**06 FACECHEX FILES DMCA TAKEDOWNS**

FaceChex files immediate DMCA takedown requests and contacts the server owners. We bring the full weight of the law against offending webmasters and content uploaders.

**01 YOU UPLOAD YOUR CONTENT**

Maybe you're streaming cam video. Maybe you're uploading pics of yourself. Maybe you're uploading pics of your family.

**05 FACECHEX ALERTS YOU**

FaceChex immediately sends you an alert letting you know where your content is being displayed.

**02 YOUR CONTENT GETS STOLEN**

Someone decides to take your content and make it theirs. They download it and make a copy.

**04 FACECHEX DETECTS YOUR CONTENT**

FaceChex constantly searches the Internet 24/7 for your content. If we find it, we get to work.

**03 THIEF UPLOADS YOUR CONTENT**

The content thief uploads your content to social media, or to their own pirate website for profit. Your content starts to get views on sites outside of your control.

## Key Features:

### Image Moderation

FaceChex is able to detect explicit and suggestive content so that clients can filter images based on application requirements. Also, it provides a hierarchical list of labels with confidence scores to enable precise control over what images you want to allow.

### Facial Analysis

With Facechex, you can locate faces within images and analyze face attributes, such as whether the face is smiling, the eyes are open, or whether it is showing emotion. FaceChex will return the position and a rectangular frame for each detected face along with landmark points such as left eye, right eye, nose, left corner of the mouth, and right corner of the mouth. This position information can be used to deliver additional functionality such as automatic face frames, highlights, or crops.

### Face Comparison

FaceChex enables you to measure the likelihood that two facial images are of the same person, and provides a confidence score to help you evaluate the match.

### Facial Recognition

With Facechex, you can find a face among millions of images. First, you create a face collection which can store faces (vector representations of facial features). We then specify a single photo, and conduct searches of the face collection for visually similar faces. Facechex will return a confidence score for each of the photos, so we can display likely matches in our application.

### Celebrity Recognition

With Facechex, we detect and recognize thousands of individuals who are famous, noteworthy, or prominent in their field. This allows you to index and search digital image libraries for celebrities based on your particular interest. The API provides the name and unique ID of the celebrity, confidence of the match, and URLs pointing to related content for the celebrity, such as the celebrity's IMDB link.

### Object and Scene detection.

Facechex will be able to automatically identify and filter out thousands of objects such as vehicles, pets, or furniture.

### Administration via API, or Console.

Facechex can be accessed using our API or the management console. The API and console provide the ability to use APIs automatically to detect labels, analyze faces, compare faces, and find a face. It will make it easy to integrate and provide an image vetting service for interested companies.

### Data Privacy

Images analyzed using our system are not stored and cannot be retrieved from the system. These images can only be searched.

**Other Applications**

## Cheaters and Age Detector:

In addition to the above uses for detecting duplicate profiles, and to create an awareness for where your images are being used or misused, Facechex can also be used for identifying where there are pictures of your spouse online. This can reveal if they have a second social media profile or if they're active on dating sites, providing a way to detect cheating. We can not only identify a match, but we can also use our spiders and scraping technology for when a user was last online and whether they are active or not.

## APIs to image and video sharing sites and Torrents:

Sites like file shares and torrents are filled with images or videos of child exploitation and revenge porn. We will be providing these APIs to websites free or for a small fee to protect themselves and the users. We are able to tell the age of the person, which is very beneficial in determining the unauthorized use of images of children and is key in protecting your children and stopping the distribution of child pornography. We will also be able to index databases where missing persons may have their images posted, allowing us to find them.

## How will the funds be used?

We are continuing to cast and hire developers, designers, and focus on fundraising and marketing. We have an internal team already working with high profile clients, but we are looking to protect consumers as well. We have the spiders done, are adding on more sites weekly, and will be utilizing the existing channels and funds to connect our name, audio and video recognition with image recognition as well.

## How will investment funds be spent?

$50,000 will be spent to incorporate a third party image recognition software. However, if we want to build our own, more advanced image recognition technology, we need $400,000 to $500,000 to be fully funded and reach our development goals and run time of 1.5 to 2 years, with 2 in-house developers, manager, marketing and sales teams.

After the build-out we can cut our development costs and it will be 100% marketing. Our marketing strategy includes offering an incentive program to our existing internet marketer database of over 6000 active advertisers who are active on Facebook and other social media platforms. We are currently connected to several domestic and international programs, as well as community groups, such as Charlotte Laws, ASACP, and are reaching out to others. It all begins with our loyal base of current DMCAForce clients, currently over 1,000 users.

Our challenges right now involve time and a cost-effective image recognition scanning to start building our library of image templates. The server costs involved, which we have a road map for reducing, is what becomes our largest challenge, but the better our technology gets the more cost-effective it will be. Scanning and spidering takes a lot of development time. Negotiations with Facebook and other social media companies will

also take time but we need to build those relationships so we can scan their systems through APIs rather than brute force.

We hope to have your support in combating the theft of identity, images, and their distribution online.

You can see the owners bio below:

**Owner Bio:**
Active Entrepreneur and Crusader in the online advertising space. To fully understand who Mark Bauman is and why he's dedicated himself to his latest product FaceChex, watch the video on FaceChex's Youtube page: "Deskside Chat". He explains some of the reasons for starting Facechex, including his own personal hacking story. The main businesses Mark is involved in revolve

around online marketing, advertising, and content curation and protection. He has built 10 pivotal products and companies from the ground up and is an industry leader in the online advertising and marketing space. Mark Bauman has over 17 years experience as an internet entrepreneur with experience as both a online marketer, website operator, copyright protection company, app developer, and advertising agency. His active companies include DMCAForce (copyright protection services), HalfAppit (app development), Media Reps (advertising and sales services), ReviveAds (ad block circumvention technology - patent pending). ReviveAds is the first ever ad block solution to circumvent ad block systems and deliver ads in real time through use of a proprietary real time bidding platform.

You can find articles by Mark Bauman on several publications, including, but not limited to, Forbes.com regarding ad blocking and Russian meddling, as well as Adweek regarding ad blocking and its effect on Facebook in relation to ReviveAds.

On top of circumventing ads, ReviveAds also gives the user back their choice. No matter what site they're on they can block ads, the website owner can circumvent this, and our system lets the user and the website owner create an understanding and their own ecosystem of advertising.

Mark Bauman is now addressing the issue that's led to so many broken lives, infiltration of social ecosphere by hackers, social influencing, stolen image identities, child exploitation, and unauthorized use of personal images.