

AI or not?

Fraudster Detector: The AI Challenge

Introduction to the Challenge

Fraudsters are a persistent threat in today's digital world, with access to various AI tools that can be used to create fake content, identities, and deceive individuals. The impact of fraudulent activities extends beyond just the immediate victims, causing financial losses and reputational damage to businesses and society as a whole. In order to tackle this challenge, we need innovative and effective solutions that can help identify and prevent fraudulent behavior. In this hackathon challenge, we're looking for participants to develop creative and impactful ideas and prototypes using AI or other data-driven approaches to combat fraud and protect individuals and businesses from harm.

A few ideas/areas where you can find a problem/solution (these are only ideas, you can come with any other idea where AI/machine learning/data can help to avoid internet fraud):

- Marketplace fraud
- Email plugin to detect phishing “score” (with chatGPT)
 - email address analysis
 - content analysis
- Detecting fake messages across various communication channels such as SMS, WhatsApp, Instagram, etc.
- Preventing job advertisement fraud
- Conversational captcha (with chatGPT)
- Community platform for collecting and sharing information about fraudulent phone numbers, messages, fraud activities and common social media platforms used by fraudsters
- “Grandma protection”: solution against grandchild scammers
- Detecting multi-accounting and account sharing activities

Who we are

[SEON](#) is the go-to fraud prevention solution for ambitious FinTech leaders, like Revolut, NuBank, Afterpay, Patreon, Sorare, and Mollie. By offering rapid integration and pay-as-you-go flexibility, SEON is able to offer a simplified, modern way to fight fraud. The company's industry-leading solution uses AI and fully explainable machine learning to adapt across sectors.

Since its formation, SEON has served over 5,000 merchants and reviewed over 1 billion transactions. In turn, this has helped the company to save its customers more than €50 million in potentially fraudulent transactions. The globally focused business operates offices in Austin (TX), Budapest, London, Jakarta, and Singapore.

With specialties in the neo banking, crypto, eCommerce, Buy Now Pay Later (BNPL), and Web 3.0 sectors, SEON is well-equipped to deal with the demands of modern online fraud prevention and has recently launched an AI-based fraud detection and one-click prevention app on Shopify.

What we will provide

During the hackathon, several SEON Fraud fighters will be available to answer any domain-specific questions you may have. They can provide assistance with the AI/machine learning aspect, as well as explain how SEON approaches different types of fraud. You can locate these mentors throughout the hackathon venue or visit them at the SEON booth in the community hall of the Craft Conference.

Implementation and technology

While there are no technical limitations on which tool to use, it is recommended that feasibility is taken into consideration. A working prototype solution, such as a PoC, is expected. The solution can be developed using the ChatGPT API or any other external API, and it doesn't necessarily have to involve AI. There is flexibility to be creative in developing methods to combat fraudsters.

Judging criteria

evaluation will be done according to five aspects:

- Creativity / innovativeness
- Impact / validation / relevance
- Team achievement (level of progress from zero to prototype)
- Feasibility
- Prototype
- Future plans
- Presentation (video, artifacts, etc.)

We also take into account the team composition and the skills of the team members, so please introduce the team at the beginning of the presentation.

We would also like to see any future plans you have for the solution, even if time doesn't allow you to finish them completely. Please include an imaginary roadmap in your presentation outlining the possible future developments.

Prizes

1st team - 1500 EUR