

SPAFA AI Deepfake Security - Business Plan

Executive Summary

Company Name: SPAFA Security Solutions

Product: Secure Peer Authentication and Fraud Avoidance (SPAFA)

Mission: To protect individuals and organizations from AI-powered deepfake impersonation attacks through innovative peer-to-peer knowledge-based authentication.

SPAFA addresses the rapidly growing threat of deepfake-enabled fraud, which contributed to over \$12.5 billion in losses in 2024. Our solution provides real-time verification between familiar parties using mutual knowledge authentication, making impersonation attacks significantly more difficult and costly for bad actors.

Key Value Propositions:

- Real-time deepfake detection during video calls, audio calls, and text communications
- Peer-to-peer authentication requiring no central database of personal information
- Scalable solution deployable across consumer and enterprise markets
- Cost-effective alternative to complex biometric systems

Financial Projections: Targeting \$50M ARR by Year 3 with a freemium-to-enterprise model.

Market Analysis

Market Size and Opportunity

Total Addressable Market (TAM): \$31.2 billion (Global Cybersecurity Market - Identity & Access Management segment)

Serviceable Available Market (SAM): \$8.4 billion (Anti-fraud and deepfake detection solutions)

Serviceable Obtainable Market (SOM): \$420 million (Peer-to-peer authentication solutions)

Market Drivers

1. **Exploding Deepfake Threat:** LLM-generated phishing achieving 30%+ success rates
2. **Remote Work Proliferation:** Increased video conferencing creates attack surfaces
3. **Regulatory Pressure:** Growing compliance requirements for identity verification
4. **High-Profile Incidents:** \$25M Arup fraud case demonstrates urgent need
5. **AI Arms Race:** As deepfakes improve, detection methods must evolve

Target Customers