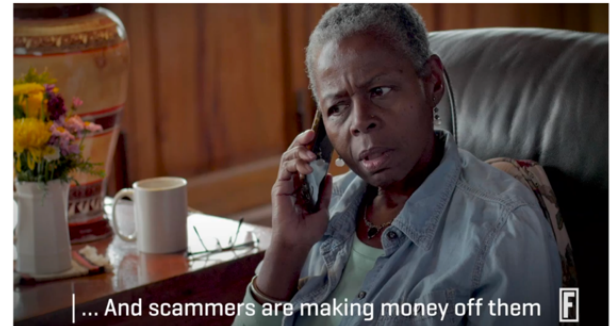


# Introducing Gabriel

the robocall blocker

Americans received over 15.2 billion scam calls (vishing attacks) in 2020, and according to the Communications Fraud Control Association, the scams disproportionately impacted senior citizens, disabled veterans, and unemployed and low income Americans. According to the Wall Street Journal, senior citizens lost \$380M in Q12021 alone due to vishing attacks, and losses due to phishing and smishing is much higher and under reported.

Backed by a National Science Foundation (NSF) Small Business Innovative Research (SBIR) grant, **Gabriel® Zero-Day Scam Detector** (Gabriel®) is a new technology with multiple patents pending designed to protect users from vishing and smishing attacks while rewarding users for their participation in the process.



## Technology innovations

- ◆ Purple Alerts™ real-time caregiver notification when a client or a loved one is engaging with a fraudster
- ◆ Special content and algorithms to protect Baby Boomers and other vulnerable communities
- ◆ Sophisticated, Artificial Intelligence based monitoring network operates 24 hours a day, 7 days a week to detect new scams
- ◆ Enterprise Edition built on Microsoft Azure Communication Services for unmatched scale and performance – extend protection to all of your customers and employees
- ◆ California Privacy Act Compliant and European Union General Data Protection (GDPR) compliant – Decentralized Blockchain and no storage of customer information on our servers

## Why this matters?

- ◆ 56 percent of all eCommerce will be mobile in 2021
- ◆ For businesses, financial losses can extend to regulatory fines and remediation costs including \$3.92M average total cost of data breach, 90% of losses are due to smishing, and \$12B losses caused by business email compromise scams
- ◆ Smartphones are a lifeline for accessing telehealth, friends and family, and benefits during the pandemic



For 40 years, America's Seed Fund powered by NSF has helped startups and small businesses transform their ideas into marketable products and services.

NSF's early stage funding is designed to de-risk high-impact technologies and increase the likelihood of later round investments. Forward Edge-AI, Inc. is also a Microsoft for Startups Company and the Gabriel App proudly leverages the full Microsoft technology stack including Azure, Azure ADLS, Azure/ML, Azure Content Moderator, and Azure PlayFab.

## Exclusive Purple Alerts™

**Here's How it Works!**

- 1 Invite your loved one to join Gabriel and add them to your "Favorites" in the app!
- 2 If they get engage with a robocall or scammer...
- 2 Gabriel will send you a notification to let you know.

**Continue** →

**You intercept the scam!**

Can you hold on? My daughter is calling on the other line...

Mom, Gabriel says that's an IRS scam on the other line, hang up!

Enterprise Edition Available in the Microsoft Azure Marketplace

Stop smishing and vishing | Protect friends and family | Get rewarded