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STARTUP PROTECTS SMALL BUSINESSES AGAINST ONLINE FRAUD

GOVERNMENT & DEFENCE

Smyte is an out-of-the-box solution for small businesses, which can improve security for any platform with a two-sided marketplace.

As more and more financial activity moves online, the possibility of consumers and businesses getting defrauded and spammed increases. While most large companies can employ people to protect them against online fraud, smaller companies simply cannot afford to take the necessary measures. **Smyte** aims to address this with an out-of-the-box solution that improves security for small marketplaces and social networks.

To use, clients simply add a line of code to their mobile app or website. This enables Smyte to access the platform's data feed and identify any questionable activity. The system flags up potentially malicious behaviour so that the user can be reviewed manually. Smyte uses machine learning and real-time analysis to scrutinize behaviour and trends across the internet, enabling them to spot abuse before it happens.

Smyte was created by former Google employee Julian Tempelsman, Instagram alumni Josh Yudaken and Pete Hunt, who built the open source project React. The company is currently working with a number of crowdfunding platforms to establish secure and trustworthy systems. What other small business tech problems could be outsourced in this way?

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