

# RippleWorks





RippleWorks brings the practical support entrepreneurs need to scale faster and improve more lives.

Through short-term, high-impact projects, social ventures partner with an experienced startup executive to tackle top operational challenges.



# The RippleWorks Approach

Identify top priorities

- Scaling social ventures with commitment to impact
- Vet for team, business, top challenge
- Top caliber leadership

Provide proven expertise

- Deep functional experience
- Exceptional soft skills
- Entrepreneurial experience

Manage to completion

- Clear, defined scope
- 4 month projects
- In-country visit
- Measure results

## Coins' top operational priority

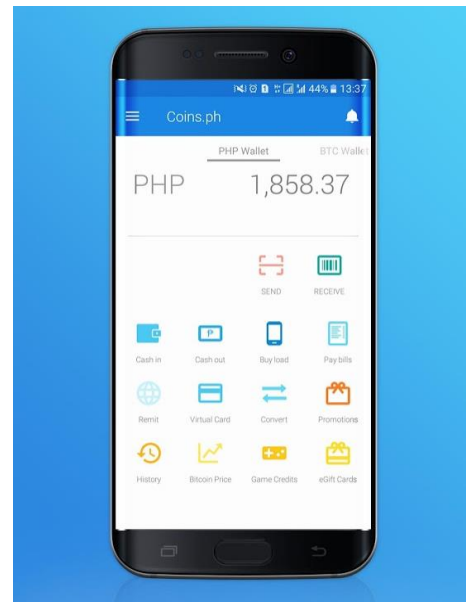
As coins.ph scales, need to ensure strong KYC/AML standards while not increasing friction in onboarding new customers

Conduct a gap analysis on current fraud detection system and define the long-term fraud platform

## The Expert: Alok Bhanot



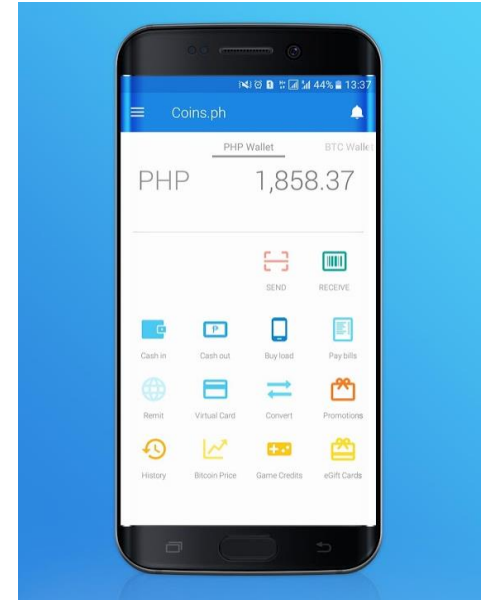
- Prior: CTO at VeriFone, VP of Risk at PayPal
- Founder of Inkiru (acquired by [Walmart.com](https://www.walmart.com))
- Industry expert on building & scaling fraud systems
- Technology consultant & advisor for Singaporean investment firms



Project Goals	Results	Key Learnings
<p>1 Define "end-state" for a fraud platform</p>	<p>Determined the technical capabilities for that end-state</p>	<p>Need flexible technical capabilities to expand fraud tools</p>
<p>2 Understand current fraud issues and detection process</p>	<p>Defined their process. Shared best practices from similar platforms</p>	<p>Quick detection of fraud requires specific tools and processes</p>
<p>3 Create a process and framework for how Coins should think about fraud</p>	<p>Defined business process to detect fraud</p>	<p>Repeatedly do the same process to measure progress</p>
<p>4 Pilot V1 of the platform</p>	<p>Flagged &amp; reviewed 278 potential cases of fraud Applied 68 fraud indicators through a regression algorithm</p>	<p>Volume is key to be able to detect patterns. Goal is to flag 30 cases daily to investigate</p>

## What we saw in the project

- Fighting fraud is a constant battle. As the platform gets bigger and better, fraud gets bigger and worse.
- Leverage agents who interact directly with the customers to identify new fraud patterns and bad behavior
- Coins team can build anything. No problem building data science environment. The key is to help with frameworks for fraud.
- Supporting the Coins team - Relentless workers who are extremely smart, yet still willing to learn



# Reverie: Defining A Scalable GoToMarket Strategy

## Reverie

Translation services for the lesser spoken languages in India, to allow for job-related mobility.

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## Our Project Goal

Reverie partnered with RippleWorks to develop a scalable go-to-market strategy and developer platform to reach 30 million end users in 12 months, through an application ecosystem.

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## Our Objectives

- Design a scalable, open API for app developers
- Understand the needs of the app ecosystem
- Develop a GTM strategy for the platform

## Our Project Team



Vivek



Sameer



Dheeraj



Nitish

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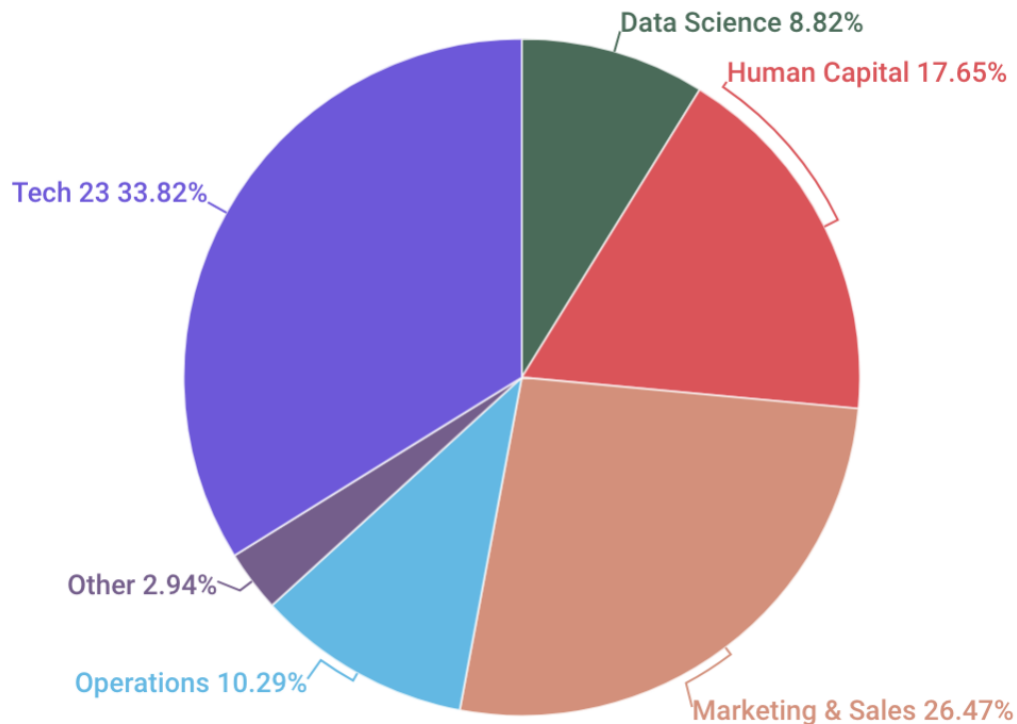
**Rick Levenson**

CTO-in-Residence, RippleWorks

- 28 years of experience in leading companies like Xerox PARC, Sun Microsystems, and Polycom
- Former VP of Engineering, Kiva
- Deep specialization in natural language technology product development at TellMe Networks

# 70 projects, with companies operating in 59 countries

Nearly half of our projects are tech / data science



## Trends we see with tech needs

- **Data Infrastructure at Scale**
  - Venture: GuiaBolso (Brazil)
  - Expert: Sr. Director Data, Walmart.com
- **Data Science**
  - Venture: Andela (Nigeria/New York City)
  - Expert: VP Data Science, Box
- **Scaling Systems**
  - Venture: Burn Manufacturing (Kenya)
  - Expert: Director of IT, StitchFix
- **Data Security**
  - Venture: M-KOPA (Kenya)
  - Expert: Chief Security Officer, Slack
- **CTO Hiring**
  - Venture: Zoono (South Africa)
  - Expert: Veteran CTO / Technical CEO



# Referring Ventures for RippleWorks projects

## Venture Criteria

1. Venture is past product-market fit & rapidly scaling
2. Venture needs support on an operational challenge
3. Commitment to social impact



## Referral Process

1. Introduce CEO to RippleWorks (esther@rippleworks.org)
2. RW & CEO hold session(s) to confirm priorities & define project
3. RW matches to Expert (3 weeks)
4. Project launches (1 week)