TUMAINI · BUSINESS MODEL

A safer digital world. Built to scale.

Tumaini gives people a simpler way to check suspicious content and gives institutions the infrastructure to protect their customers.

Free protection for people. Trusted infrastructure for organisations.

01

People receive suspicious content.

02

Tumaini helps assess the risk and verify what can be verified.

03

Institutions integrate verification into important customer interactions.

04

Institutions pay for platform access and usage.

05

Protection becomes available wherever the integration is deployed.

Steps 3 to 5 describe the model. No institution has integrated Tumaini today.

Who pays, and for what

RESIDENTS

Free to check

Principle: checking a suspicious message is never charged to the person receiving it.

INSTITUTIONS PAY

A. Subscription for platform access

B. Usage for verification and media analysis

C. Scoped integration and onboarding

All proposed. Prices are set after pilot cost validation.

DEVELOPERS

One integration, many users

Each institution integration protects that institution's customers wherever it is deployed.

Three different checks, three different limits

Authenticity verification

“Did a registered institution sign this, and has it been changed since?”

Limit. Proves origin and integrity only for content signed by that institution. Unsigned content is “unknown”, not “fake”.

Manipulation detection

“Does this voice recording show signs of AI generation?”

Limit. Probabilistic. Has an inconclusive band. Tested on public data, not on modern zero-shot voice clones or Gulf dialect. Not available for images or video.

Fraud-risk assessment

“Does this request show pressure, secrecy or payment patterns that call for a pause?”

Limit. Rule-based on the request’s wording and amounts. Indicates risk; it never approves or blocks a payment on its own.

From prototype to institutional pilot

Days 1–30

Validate

Find out whether one institution wants to test this, and on what terms.

Days 31–60

Integrate

Prove the integration works in a non-production environment.

Days 61–90

Evaluate

Run a controlled, staff-only pilot in shadow mode, then decide.

No pilot partner has agreed to this plan. All targets are proposed until validated.

THE BUSINESS IN 25 SECONDS

Tumaini is free where protection matters most: for people. Banks, governments, and digital platforms pay to integrate the verification infrastructure into their services. Through subscriptions and usage-based pricing, every new institutional integration can protect more people, and create a recurring revenue model we will test in the pilot.

Hypothetical starting assumptions for illustration only. Not validated prices, not forecasts, and not income.