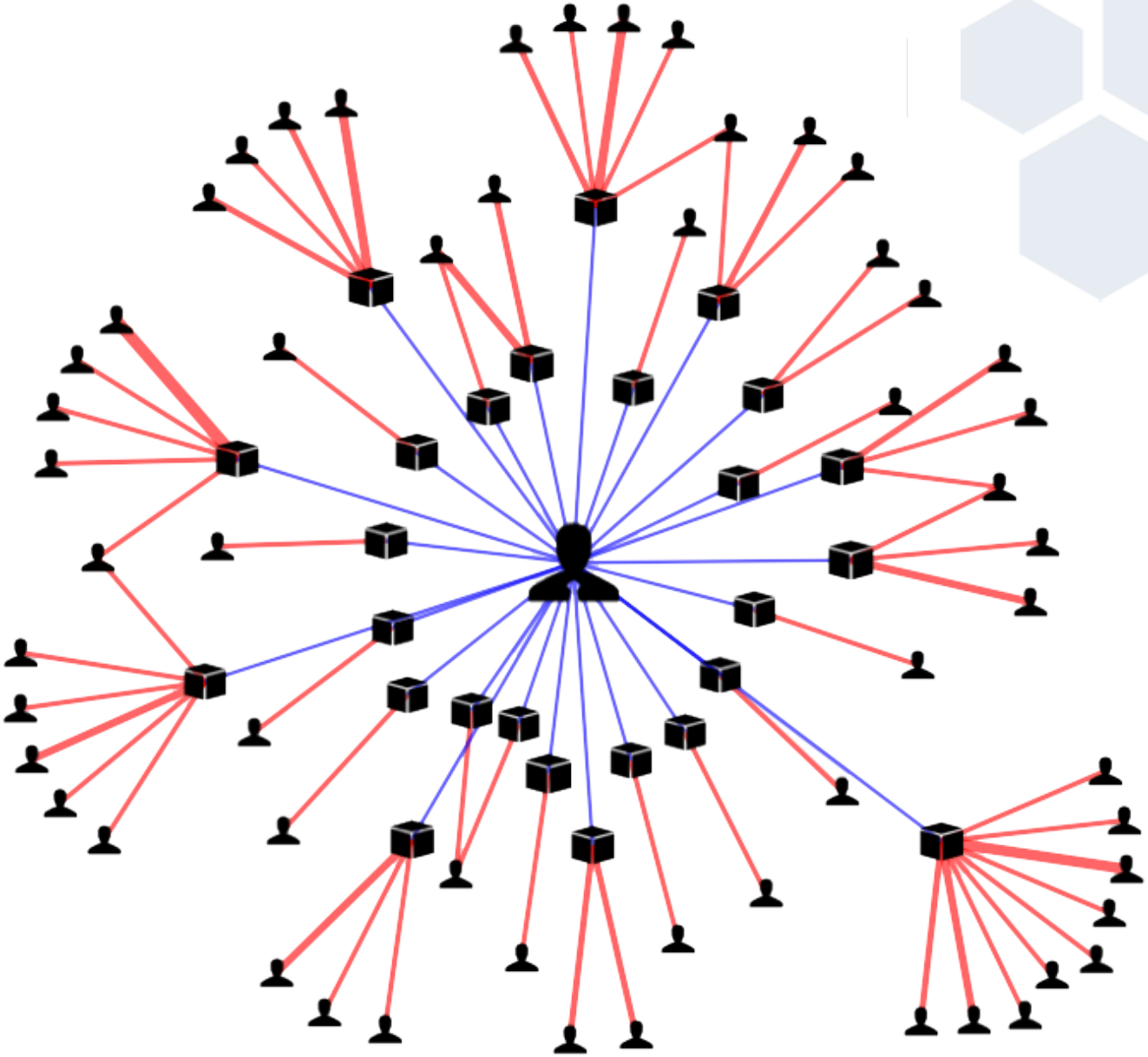
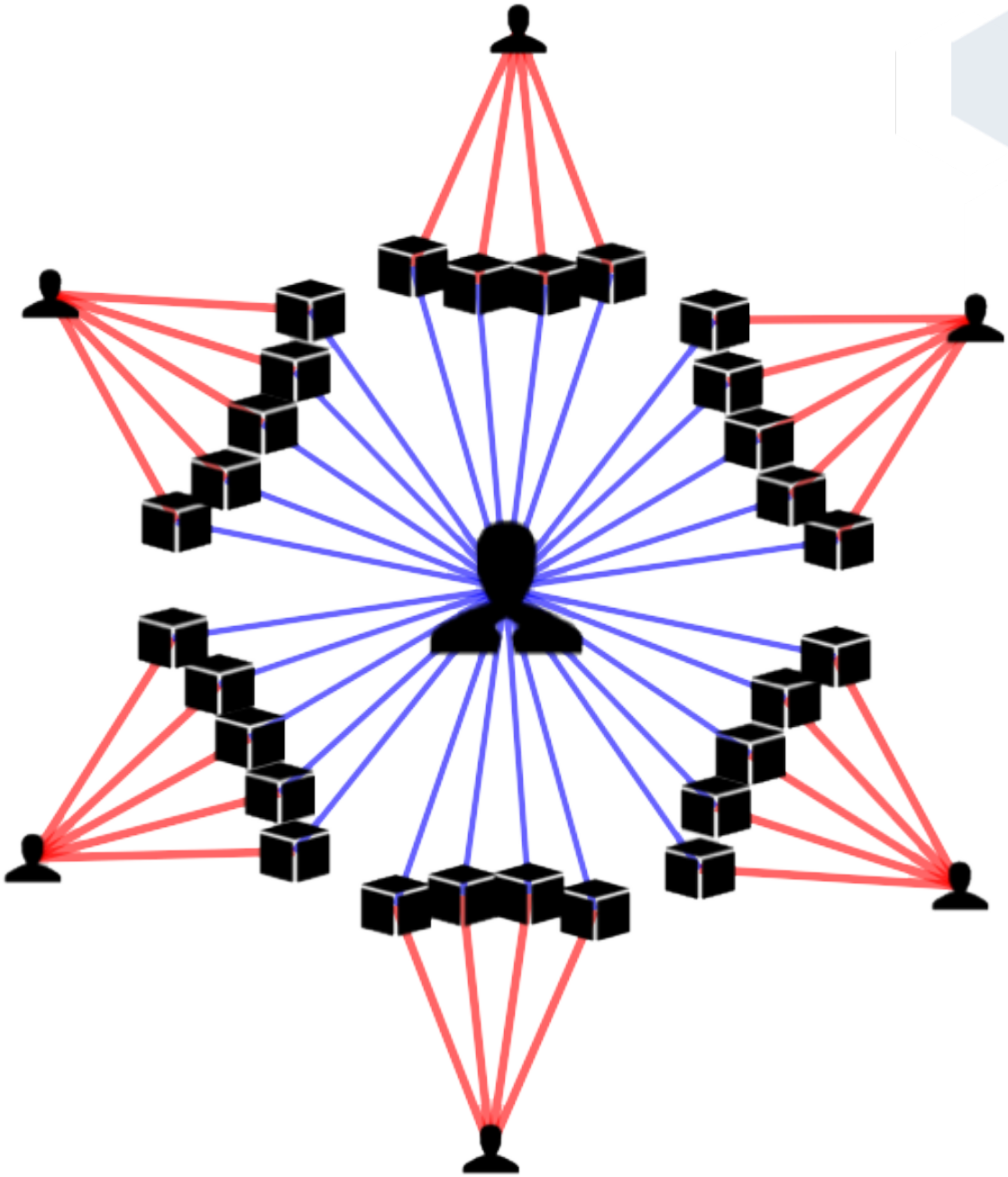
University of Washington

10/22/2012





Platform

Input

Collect user actions via a simple API

```
<script type="text/javascript" src="http://assets.siftscience.com/beacon.js"></script>
```

```
https://api.siftscience.com/v2/actions
```

Processing

Extract identity, behavioral, and network signals

- Transaction size
- Event sequence n-grams
- Event velocity
- Device fingerprint
- Phone number n-grams
- IP address analytics
- E-mail address n-grams
- User interaction graph
- Account age
- Account similarity
- Customer-specific fields
- *…and much more*

Combine signals into a sparse model using large-scale machine learning

$$\min_{\theta} \sum_{i=1}^{M} -\log p(y^{(i)} \mid \mathbf{x}^{(i)}; \theta) + \beta \|\theta\|_1$$

Output

$$\Pr(\text{future action } X \mid \textbf{past user actions})$$

Team

Jason Tan CEO

Buzzlabs CTO (acquired by IAC)

UNIVERSITY of WASHINGTON

Brandon Ballinger CTO

Google Tech Lead (Android voice input)

UNIVERSITY of WASHINGTON

Doug Beeferman Engineer

Google Tech Lead (A/B testing)

Fred Sadaghiani Engineer

Google Tech Lead (ecommerce analytics)

Johnson Hsieh Engineer

Google Tech Lead (search logs)

Sean Gerrish Engineer

Google Tech Lead (ads quality)

Carl Case Engineer

STANFORD UNIVERSITY (machine learning)

Grace Kim Operations

UNIVERSITY of WASHINGTON (began at age 16)

Investors

Max Levchin

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Ron Conway

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