Truepic Vision
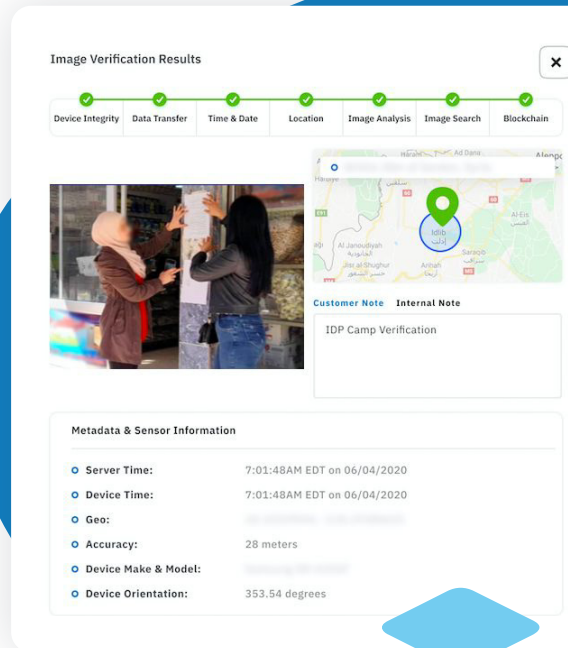
Case Study

Near East Foundation: Revolutionizes Development Finance with Provenance Media

Truepic's remote inspection platform - **Vision** - is being used in:

Leveraging Image Authentication in Development

In 2018, the Near East Foundation (NEF) quickly recognized the challenges, risks, and costs of oversight on programming and funds in non-permissive areas like Syria and it turned to Truepic to help close the trust gap with provenance media authentication. NEF has leveraged Truepic's Vision platform to innovate the way in which monitoring and evaluation takes place in some of the world's most difficult operating environments.

NEF benefits from over 20 computer vision, AI and fraud detection tests run on each image to ensure trust and veracity in media from the field. As a result, it has increased due diligence through verified media on millions of dollars in projects in Syria, Iraq, West Bank, and Sudan.

Banking the "Unbankable" with Authenticated Media

The past decade has decimated hope and opportunity for Syrians. The few business that are able to operate in the country's northeast are in desperate need of credit and access to capital. With funding from the Syria Recovery Trust Fund (SRTF) and the Vitol Foundation, the Near East Foundation (NEF) launched a community-centered Revolving Credit Fund (RCF) to accelerate the growth and sustainability of 640 small- and micro-enterprises owned and operated by entrepreneurs through individually tailored loans and complimentary business development services. The first of its kind, expanding access to capital and establishing credit for an entire swathe of the population.

Prior to deploying Truepic's provenance technology in other programming, monitoring, transparency and oversight on a revolving credit program in a non-permissive environment would have been incredibly challenging - perhaps impossible. However, image authenticity and verified remote inspections through the Vision platform empower NEF by giving trust and clarity on loan disbursement, repayments, deployments, and engagements in the field. As a result, NEF has successfully expanded access to credit to beneficiaries throughout the region, including Raqqa, Deir ez-Zour, and Hasakah with unprecedented integrity on all events, loans, and repayments in the field.

Since March 2021, NEF's Revolving Credit Fund has:

Authenticated over 10,000 images and videos as part of its due diligence

While deploying **~ 250 loans**

In Deir ez-Zour, Hasakah, and Raqqa throughout NE Syria
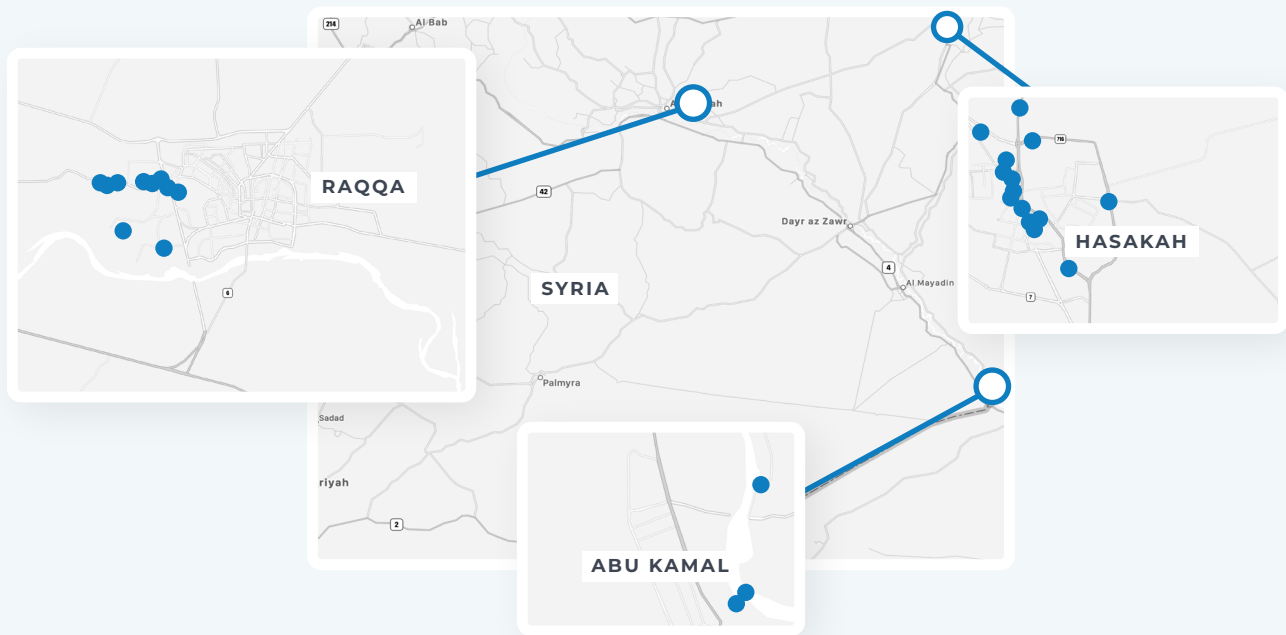
Totaling over **$300,000 USD**

Helping an estimated **1,500 beneficiaries** thus far

"Truepic's technology allows us to collect trusted information and perform the rigorous oversight needed in highly complex operating environments. This helps us to ensure the safety and security of our staff and the communities we aim to support, and effectively deliver critical support to hundreds of businesses and thousands of families in disadvantaged communities."

Dr. Simona Ceci
SVP of Global Operations, Near East Foundation

RAQQA

SYRIA

HASAKAH

ABU KAMAL

Truepic develops the world's most secure camera technology for mobile devices. We empower viewers to make better-informed decisions through high integrity photos & videos. Truepic Vision, our flagship product, enables our partners to instantly gather and view trusted visual documentation from anywhere in the world. Our team is dedicated to restoring trust in every pixel of consequence, with the goal of having a shared sense of visual reality across the internet by 2030.

Truepic

To learn more about Truepic or to request a demo, please contact:

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