



**Company**  
Modak



**Industry**  
Financial Services



**Solution**  
Facial age estimation



**Implementation**  
API and SDK

Modak is a US startup based in California that's empowering teens through fintech, gamification, and community to help them reach their full potential, regardless of their background.

## How a US fintech platform is creating one of the safest spots in town for teens

### Challenge

From the start, Modak prioritised trust and user safety as they began to build their community of teenagers. Still, they needed a strategy to ensure that new members were 18 and under. This proved to be difficult since teenagers in the US typically don't own government IDs.

With any new startup, you want attention and for your customers to believe in you as quickly as possible. For the company to grow to the size it wanted to, and at speed, new verification methods would have to be considered in order for the platform to get up and running with members on it, and to be trusted - both by its community and to those outside of it looking to join.



*I am pleased to say that implementing age verification software through Yoti has been a great enabler of our growth. It has enhanced our customer experience by streamlining the process of verifying age, reducing manual errors, and minimizing the risk of fraudulent activity. Our customers appreciate the added layer of security and convenience, and it has resulted in increased customer trust and loyalty.*

**Madhu Yalamarthy** - Chief Executive Officer

## Solution

Modak became aware of Yoti after seeing their work with Instagram, with the two companies coming together to verify the age of users to create age-appropriate experiences.

Eager to find a solution to make certain their own users were being honest about their age, the Modak team believed that Yoti's relationship with well-known brands, such as Instagram, would provide a level of trustworthiness among their users. Modak's users mentioned that a trusted verification system was paramount for their trust in the platform, and to help foster a safe and secure environment. Their own tech team was also curious about how Yoti's technology would introduce new security measures.



## Results

By working with Yoti, Modak's platform has been able to become a safe space for teenagers, with over 25,000 joining, all verified using Yoti's facial age estimation technology. The age verification requirement is consistently identified as one of the highlights of the Modak user experience, recognised as a necessary security measure to

ensure they are among the right people in the Modak community.

As a result, it supports the Modak community globally, and teens feel they can express themselves freely.



*The Yoti team has done a wonderful job of harnessing the powerful technology of AI to create world-leading age estimation technology. They simplified this complex technology into a simple API and easy-to-understand UI that our users can understand and trust. It is because of them that we are able to leverage the advances in AI to make a positive social impact and help thousands of teenagers across the US.*

**Madhu Yalamarthy** - Chief Executive Officer

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