

# WAFFLE

# Digital Infrastructure



## Countering spear-phishing attacks and data thefts

**WAFFLE (Web Application Firewall For Large-scale phishing attacks) offers a solution to protect small and large companies against spear-phishing and large-scale phishing attacks.**

Phishing is a phenomenon that is flourishing and industry players, banks, and citizens are reporting severe economic losses due to attacks.

WAFFLE develops an advanced protection mechanism, which uses disruptive technologies combining predictive analysis, probing and scraping techniques focused

on malicious websites to stop phishing campaigns before they start.

WAFFLE helps to prevent data theft (e.g. intellectual property), severe financial losses and reputational damages. By making digital services safe for online consumers, WAFFLE helps to strengthen the trust among consumers in digital services.

## Competitive Advantages

- Machine learning
- Pro-active detection of phishing sites
- Innovative privacy-preserving and secure information technologies
- False-positive minimization
- Early detection

## Target Markets

- Both SMEs and large companies
- Web Application firewall providers
- Critical infrastructures
- Public Administrations
- Europe

## Status/ Traction

- Pilots: Poste Italiane and Engineering

## Road Map

### 2017

- Integrate two products already on the market: Attack Prophecy and PreCog
- Develop the business model and go-to-market strategy
- Launch service and approach the market through established sales channels

### 2018

- Develop new disruptive features for supporting site takedown and legal actions for countering CEO frauds

## Connect



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## Location

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### Partners:

Cefriel, e-Maze, Innovalor, Engineering, Pluribus One and Poste Italiane



*WAFFLE is an Innovation Activity proudly supported by EIT Digital*