

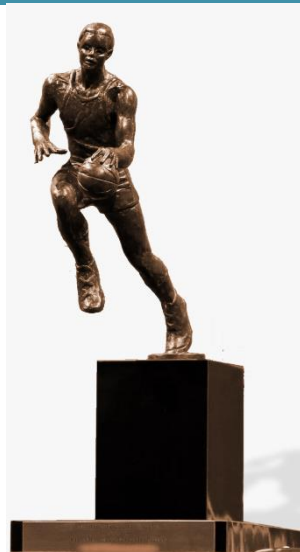
Make the "eye test" for the MVP!

For professional basketball fans across the world, our favorite time of the year has arrived: the **NBA playoffs**. Finally, we get to see the superstars playing in every game and series filled with excitement as each team tries to advance to the Finals.

It is also the time of the year when the NBA announces its regular year superlatives. **The MVP for the regular season** will be announced during the NBA Finals.

No, **you have not accidentally landed on the wrong account**. This is Verifeye Online and wait a minute **while I explain the connection between basketball, MVP and our business**.

Just before the regular season was completed, the NBA confirmed its short-list for this year's MVP: **Joel Embiid**, Philadelphia; **Giannis Antetokounmpo**, Milwaukee; and last year's winner, **Nikola Jokic**, Denver.



Here are the stats for each player (I've rearranged the order and left the omitted the player's names on purpose):

1. 27.1 points per game, 13.8 rebounds per game, 7.9 assists per game
2. 30.6 points per game, 11.7 rebounds per game, 4.2 assists per game
3. 29.9 points per game, 11.6 rebounds per game, 5.8 assists per game

Looking at the stats on paper, to me, **they all seem about equal**. If I had a vote, it would be hard for me to make my selection just on those numbers alone.

So, **what other metrics can one consider when choosing an MVP?** If I had a vote, I would want to see the records of the teams and, more importantly, what happened to the team when that player could not play. This is what I refer to as **the "eye test"**.

And now: **back to business!** When it comes to publishing a Request for Proposal (RfP), **most German banks do not follow the NBA-model**. Instead of casting a wide net to try to get new insights from other verification providers, sadly, it seems they only look at the top-2 providers in the market. **How are new companies, like Verifeye Online, able to be considered amongst the top-2 MVP candidates each year?**

If you were given these three companies based on average verification stats, which one would you choose?

- Company 1: 8-minute average verification time, 10-minute waiting time
- Company 2: 10-minute average verification time, 8-minute waiting time
- Company 3: 3-minute average verification time, 30-second waiting time

Based on these 3 stats, Company 3 should be the one you would choose if these were the only items you have to consider from. However, you would also ask for pricing and hopefully interview people from the company to see if they are a good match. What about complaints? Are the end-customers who use these verification companies satisfied with their experience during the verification process?

Verifeye Online recently competed in an RfP and we were lucky to be selected by the bank. In a recent weekly meeting with the bank, they told us they had received a customer complaint. **When we asked how many complaints they had received about us since the project started, they said "only one."** So, not only are we able to have faster verification times and lower waiting times, the customer complaints about our platform is also something that we take pride in.

From what the media says, **Nikola Jokic** (whose stats are in position 1 above) will win this year's MVP for the second consecutive year despite his team being down 3-1 in the first round of the playoffs to the Golden State Warriors. **Embiid** (position 2) and **Antetokounmpo** (position 3) both have their teams up 3-1 in the first round of the playoffs. Embiid and Antetokounmpo's teams each won more games during the regular season than Jokic's. **Shouldn't that be something considered in the MVP vote?** For the second consecutive year, Jokic's team didn't advance past the second round of the playoffs. So, when the media members voted, they should have taken this stat, or "eye test" into account.

If I were voting, it would be hard for me not to choose LeBron James. When he doesn't play, the Lakers don't win. But, just like Devin Booker from Phoenix and Luke Doncic of Dallas, and even Stephen Curry of Golden State, who were not considered in this year's MVP voting, we hope to be considered in upcoming RfPs. **Our stats should be more than adequate enough for consideration as we are Company 3 in the above comparison.** Moreover, the fact that the end customers don't complain about our verification process definitely meets the "eye test".

So, give us a call. **We promise that you will give us your "MVP" vote against the other verification providers.**