

# Taking Pasabi's AI Product to Market and Beyond

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pasabi.com

## The background

Pasabi's Trust & Safety Platform uses AI behavioural analytics and bespoke machine learning technology on large data sets, to tackle online fraudulent behaviour.

The platform creates significant value for its customers by identifying fake reviews and counterfeit products, detecting fraud rings and harmful scams, and exposing fake accounts and unauthorized sellers.

## The challenge

Having achieved Product-Market Fit within Google Cloud, Pasabi faced the challenge of navigating their journey towards Go-to-Market Fit.

## The solution

With its enhanced scalability and faster SaaS deployment, AWS presented an opportunity for Pasabi to tap new revenue channels and SaaS-ify their solution.

Pasabi went through a transformation program with VeUP experts providing two comprehensive workshops, conducted to assess Pasabi's existing state and lay the groundwork for transformation.

This was followed by a dedicated 100-day transformation process, managed by VeUP, including additional value-added services such as Cost Optimization, AWS Alliance, and GTM Advisory sessions.

**VeUP's true value lies in their deep understanding of how to scale effectively within AWS Marketplace—they know what works. From best-in-class deployments to integrating into the sales environment, their expertise supercharges the Go-to-Market process.**

**Chris Downie**  
Co Founder & CEO, Pasabi

## Achievements

### Became an AWS Validated partner

Became an AWS Validated partner, listed on the AWS Marketplace and became VeUP's ReSell Partner.

### Maintain high QoS

Set up Incident Management process to maintain high QoS.

### Completed FTR

Completed FTR, beating industry average time.