



Call for Ideas: Innovation in Fraud and Scam Prevention

Open Call for Ideas

JPMorganChase invites U.S.-based non-profit organizations and mission-driven technology companies to submit a brief summary of an innovative approach to protecting individuals and families, especially those living on low- to moderate-incomes (LMI), from fraud¹ and scams² in order to preserve their hard-earned wealth. These solutions could range from early-stage ideas, to pilots in motion, to established innovative models now scaling, and should represent solutions that the submitting organization(s) intends to implement or is already implementing. Submissions are due by June 9th, 2025.

The Challenge Posed By Fraud and Scams

Every year, criminals defraud and scam millions of American households out of [more than \\$158 billion](#), eroding financial health and institutional trust. At the same time, wrongdoers³ are increasingly leveraging more sophisticated strategies to defraud people, introducing new scams and tactics at an alarming rate. In fact, [the value of reported losses increased 33% between 2023 and 2024](#). Fraud and scams thus pose a growing and evolving threat to individuals and households nationwide. This threat impacts everyone, but it is particularly acute for people living on low- to moderate-incomes (LMI) as well as youth and elder populations, who are [more vulnerable to fraud and scams](#) and find it more difficult to recover financially.

There are a myriad of challenges facing both individuals and institutions as they look to slow and prevent the proliferation of fraud and scams. Despite the significant risks to household financial health⁴, many people are unaware and/or unsure about how to adequately protect themselves from falling prey to fraud and scams, which includes everything from detecting scams in real-time to navigating a complex landscape of solutions that secure their data and privacy. Additionally, once a fraud or scam occurs, victims face feelings of shame, confusion, and a lack of hope, preventing them from coming forward to report their experiences and seek help.

Institutions across sectors – finance, telecommunications, tech and social media, law enforcement, public sector, consumer advocacy groups – are also navigating the rapidly evolving fraud and scam ecosystem and are facing an environment of eroding consumer confidence. They must balance seamless customer experiences with effective scam protection and are maneuvering through a complex environment to build and communicate actionable and timely interventions – points of friction – to stop scams without facilitating distrust in the system.

The Opportunity We See

JPMorganChase is applying the full range of the firm's resources to help protect consumers from fraud and scams, investing billions in fraud and scam prevention. Additionally, while the private, public, and nonprofit sectors are [collaborating across industry to develop a comprehensive national US strategy](#),

¹ Fraud occurs when a bad actor gains access to a real customer's account and makes transactions

² Scams occur when an individual is tricked or deceived into submitting payment to a bad actor

³ Wrongdoers are persons and accounts who scam or defraud customers and/or Financial Institutions

⁴ For the purposes of this Call for Ideas, "Financial Health" means improved financial stability and resilience, as well as increased opportunities to build wealth, pursue economic mobility, and protection of assets



there is also an opportunity to leverage philanthropic capital to source, test, and scale novel solutions that protect people from fraud and scams. To advance that opportunity, JPMorganChase is sourcing innovative models that address one or more of the following topics:

- (1) Building awareness and adoption of protective and preventative measures (going beyond education-only models)
- (2) Providing early warning signals to individuals and/or introducing additional friction during moments of heightened risk
- (3) Responding to an imminent threat to intercept and prevent fraud and/or scams in real-time and protect wealth
- (4) Supporting identity and/or credential protection to avoid ongoing and repeated fraud and/or scams

We will prioritize ideas that put the protection and preservation of wealth for individuals at the heart of their approach. We recognize that there may be powerful, innovative ideas that may not fit into the categories above. If you believe your idea can significantly address the problem of fraud and/or scams, please submit it. We welcome submissions that stand alone as well as those that reflect partnerships with other organizations who are developing and implementing holistic, collaborative solutions.

Benefits and Expectations

JPMorganChase does not guarantee any funding, investment, nor commercial partnership to organizations who submit solutions. Please do not submit any information that could be considered privileged, confidential, proprietary, private, or otherwise protected. All submissions are subject to the Terms and Conditions described in the submission form and the [JPMorganChase Privacy Policy](#).

Organizations who submit ideas may be contacted for follow-up conversations and may be invited to participate in a showcase to pitch their innovative solution and answer questions. JPMorganChase may choose to continue conversations for potential funding or other support at its own discretion.

Submission Eligibility

We are seeking submissions from mission-driven, U.S.-incorporated organizations building solutions with the clear goal of protecting people from fraud and scams. These organizations should be either:

- 501(c)(3) organizations, including those directly serving individuals and/or generating research and thought leadership to inform product, policy, and practice change around fraud and scams
- Seed stage through Series C technology companies building scalable solutions with revenue-generating models, either serving individuals directly or through an intermediary such as a company, agency, or institution

Please submit your idea [here](#) by **June 9th, 2025**.

Submission Form

The section below provides the prompts for the core questions contained in our submission form. Please note that the submission form has compact text boxes, so we would recommend drafting the answers to these questions outside of the form and then copying them in to submit your idea. The submission entry form will ask for the following information:



1. **Problem Statement** (1,100 character limit, ~200 words): Describe the fraud and scam challenge you are tackling, including if the focus will be national and/or specific geographic area(s) and if there is a focus on a specific population.
2. **Proposed Solution** (2,500 character limit, ~450 words): Describe the proposed solution. This should include a description of how the solution functions, what is innovative about it (we define innovative as: a unique and novel intervention with potential to de-risk a new product and/or influence business, policy, and market changes), and how it will reduce / protect / redress fraud and scams for individuals. Recognizing the rapidly-evolving nature of fraud and scams, this should also include how the solution can and will adapt as fraud and scams evolve. Where possible, specifically describe how the solution may promote scaled adoption and/or enable systems to function more effectively and more efficiently to support the financial health outcomes of individuals.
3. **Solution Stage and Implementation Plan** (1,400 character limit, ~250 words): Indicate the current stage of the solution (e.g., plan, pilot, scale). Describe the next steps for the solution in both the short and long term, as well as the partnerships and resources necessary to implement this solution.
4. **Outcomes** (850 character limit, ~150 words): Describe the positive outcomes this solution would create. This should include specific and measurable outcomes related to reducing fraud and scams and/or improving individual financial health, and a description of how you plan to track those outcomes.
5. **Team** (1,400 character limit, ~250 words): Please describe the key person(s) and implementing partners who are / will be involved in implementing the solution. Please include a brief description of key person and partner's roles, as well as any relevant personal or professional experience.
6. **Long-term Sustainability** (850 character limit, ~150 words): Describe how this model will be financially sustainable to enable adoption at scale. This should include a description of how the product will ensure accessibility (e.g., ease of use and affordability) specifically for low-to-moderate income individuals.
7. **Community/End-User Engagement** (550 character limit, ~100 words): Describe how those who may be affected by fraud and scams were or will be engaged in the development of the solution. This can be how you built or will build confidence that the solution is truly addressing the needs, desires, and circumstances of individuals, including specifically individuals who are most vulnerable.
8. **Risks** (550 character limit, ~100 words): Identify outstanding questions and potential downside risks of the solution, either known or unknown, including potential financial risks to individuals. Please also include your approach to mitigating these risks.