



**credntia**

CONFIDENTIAL - DO NOT DISSEMINATE

# Our Financials

What we're seeking



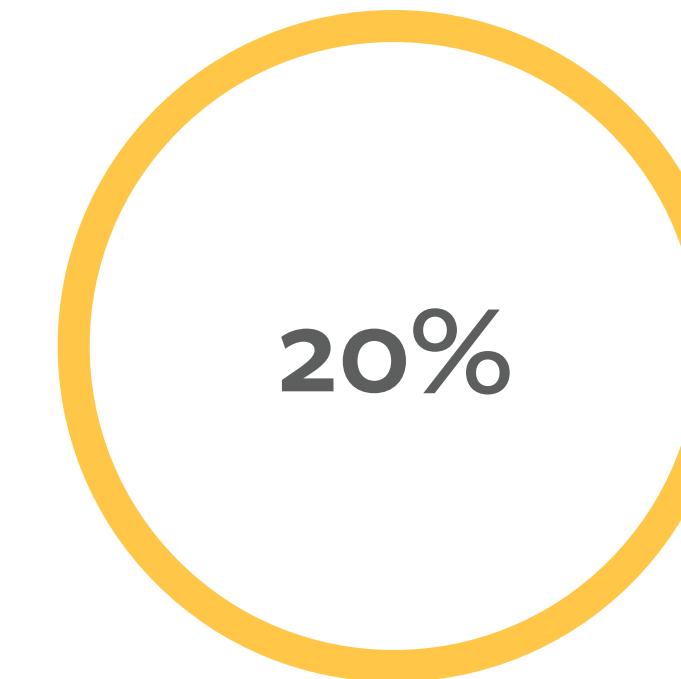
## Pre-money Valuation

This valuation is based on \$1M Angel investment received so far, our product offering, the market opportunity, and our team we've assembled



## Seed Round

This seed round will enable the completion of our product offering and position us to achieve profitability and a substantial market share



## Preferred Equity

We are offering 20% preferred equity, including a 1x preference participating, with a liquidity event goal of a targeted acquisition

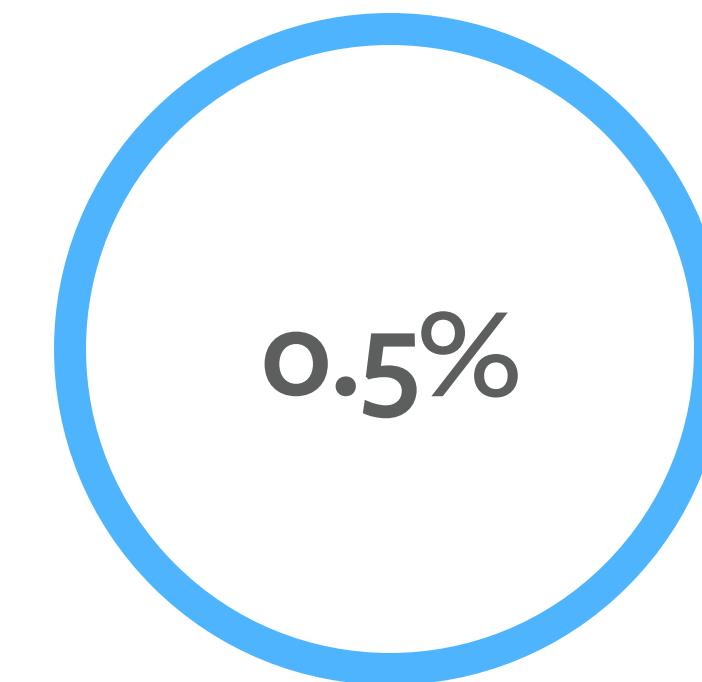
# Investment Case

How an investment could look



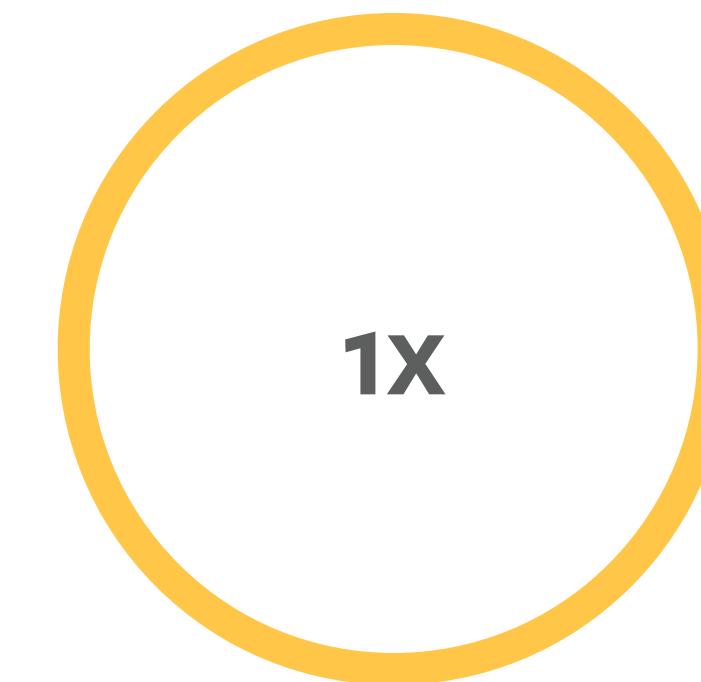
## Your Investment

The minimum subscription in this Series Seed Round is \$24,500



## Your Equity Stake

An investment of \$24,500 would result in a 500 unit stake in the company, equaling 0.5% equity

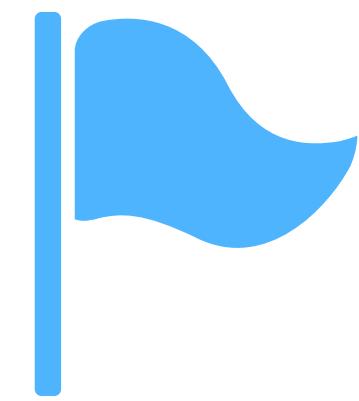


## Liquidation Preference

Your equity stake is preferred equity, with a 1x preference and full participation in the round

# Our Company

Credntia: Your Identity Wherever You Are



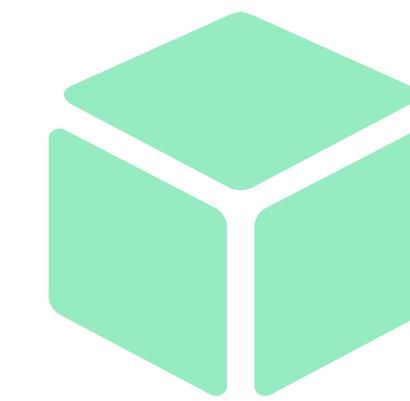
## Our Founding

Credntia was founded in January 2014 with a vision to change the way we interact with identity



## Our Mission

Our company's core mission is to enable everyone to take control of their identity

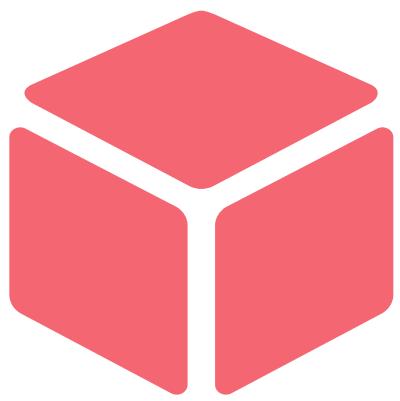


## Our Product

We've been in research and development, creating our identity management platform

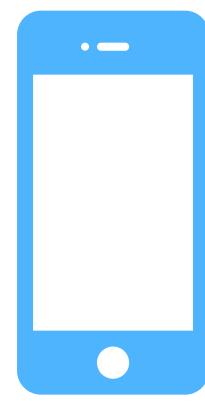
# Current Statistics

Our progress to-date



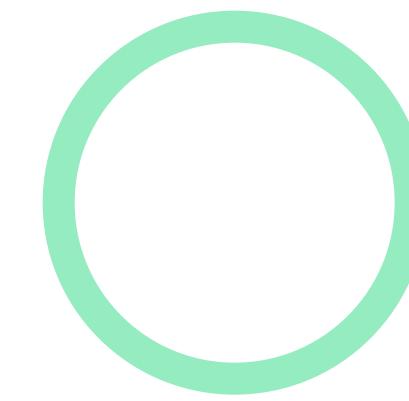
## iOS | Android | Cloud

Since our founding, we've released iOS and Android apps, as well as our cloud database



## Mobile Apps

Our apps allows users to store and manage their identity credentials wherever they are



## 3000 Users

We've been able to grow to 3,000 users through Facebook advertising and organic growth

# The Problem

Management of identity and access is broken



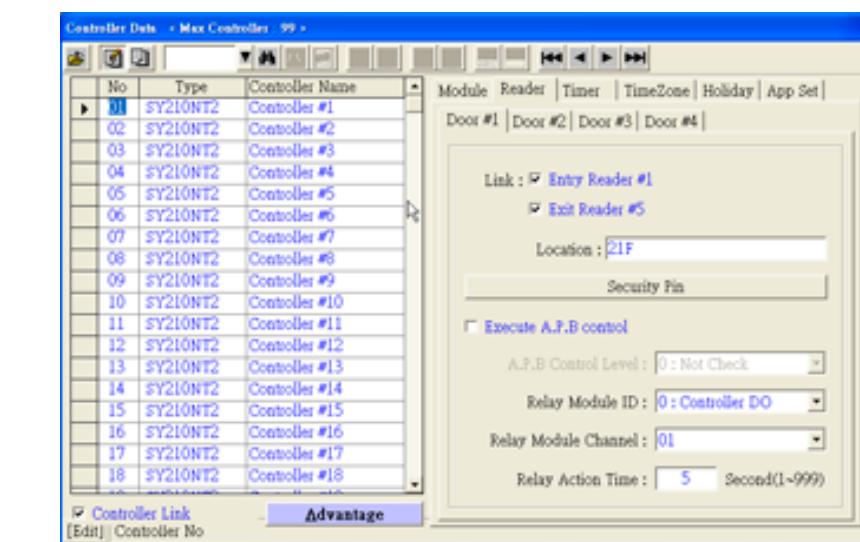
## Management

Key cards and fobs are hard to track, are easily lost or stolen, and are an HR nightmare



## Security

Using a \$16 RFID duplicator, anyone can duplicate key cards and fobs to any building access

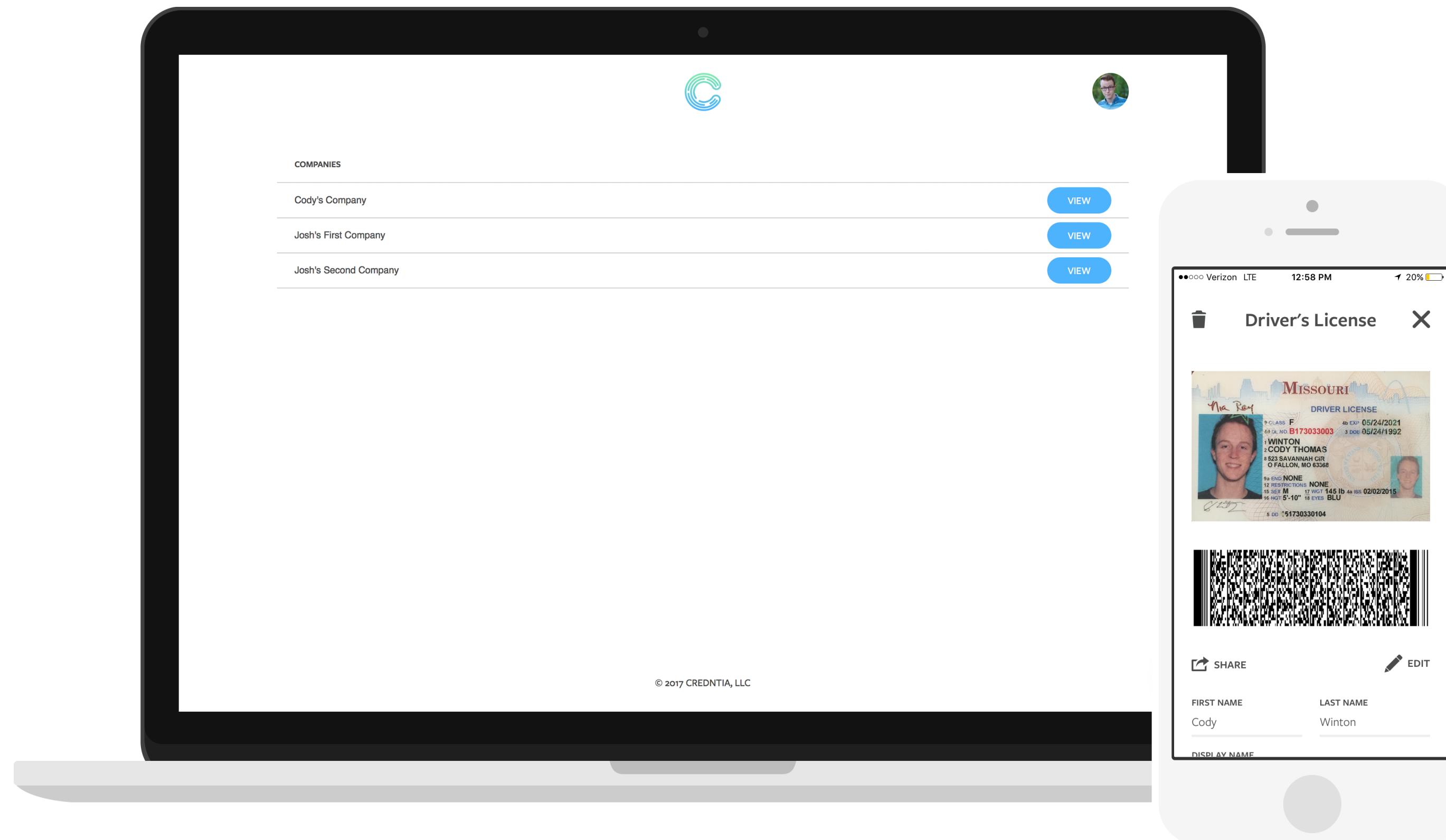


## Technology

Current access control systems rely on archaic, unintuitive tech, making access control a hassle

# Our Product

## The Credntia Platform



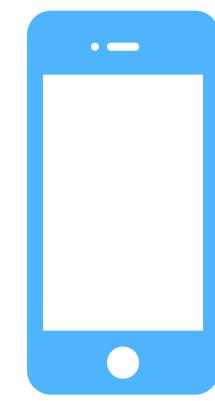
# How It Works

Access control done right



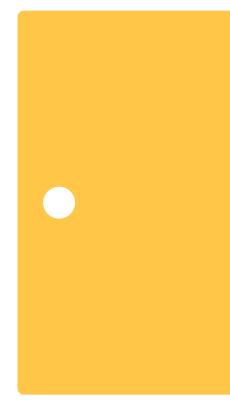
## Cloud Access

Using our web portal, managers can securely grant facility access to employees and guests



## Mobile Credentials

Employees or guests use our app to easily download and store their access credentials



## Door Reader

Using NFC or Bluetooth at the door reader, employees use their mobile device for access

# The Market Size

Our place in the market



Total Addressable Market

*Electronic Access Control Systems (EACS) market worth \$16.3 Billion 2017 - Source: [Markets and Markets](#)*



Serviceable Addressable Market

*Access Control as a Service (ACaaS) market worth \$530 Million 2018, \$1.8 Billion 2025 - Source: [HID Global](#)*

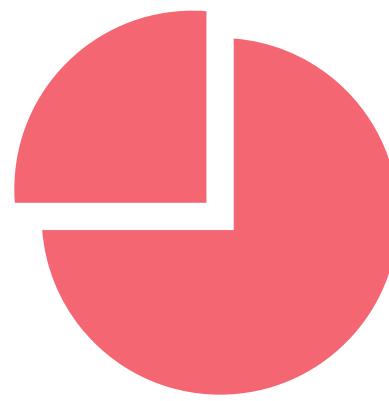


Serviceable Obtainable Market

*20% of Addressable Market - Tech-forward, small to medium sized businesses with ACaaS requirements*

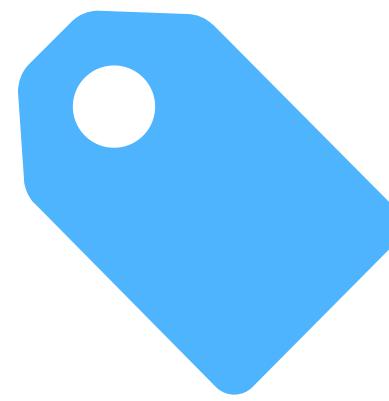
# Our Business Model

How we make money



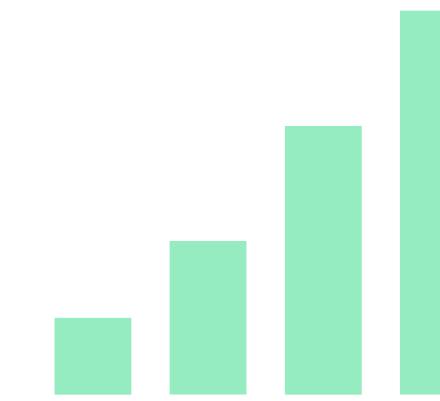
## \$106M Market

Tech forward, small to medium sized businesses with access control requirements



## Pricing

\$2.50 per user/month for up to 1000 users, with custom tiers for enterprise



## Revenue

\$750,000 generated in revenue within 18 months of our platform going live

# Our First Customer

Innovation Depot: Tech Incubator in Birmingham, AL



**Location:** Birmingham, AL

**Size:** Over 140,000 sq ft

**Office Usage:** 800+ tenants

**Our Revenue:** \$250/mo, 1 yr contract

# Our Second Customer

Fleetio: Fleet Management Company in Birmingham, AL



**Location:** Birmingham, AL

**Size:** Over 15,000 sq ft

**Office Usage:** 30+ employees

**Our Revenue:** \$1.25 per us/mo, 1 yr contract

# Our Competition

Other companies in the ACaaS market



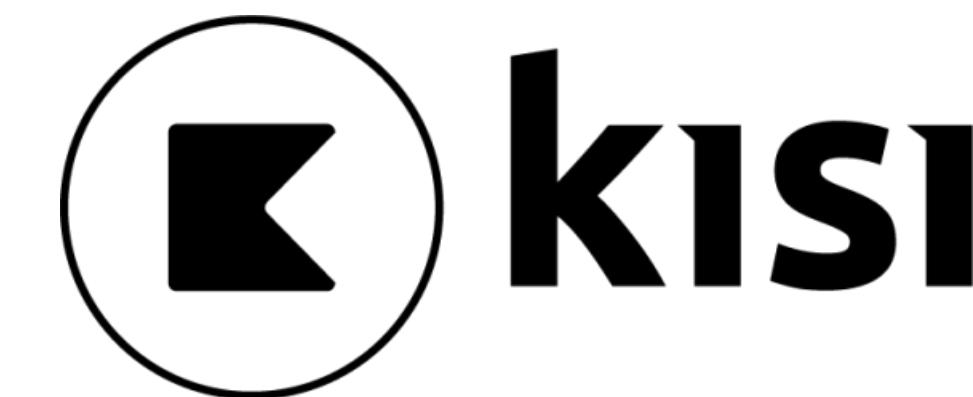
**Seqr**

Access Control as a Service  
Based in Atlanta, GA



**Brivo**

Enterprise access control  
Based in Bethesda, MD



**Kesi**

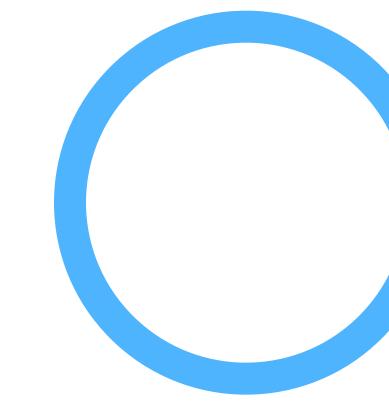
Physical access control systems  
Based in New York, NY

# Our Advantages

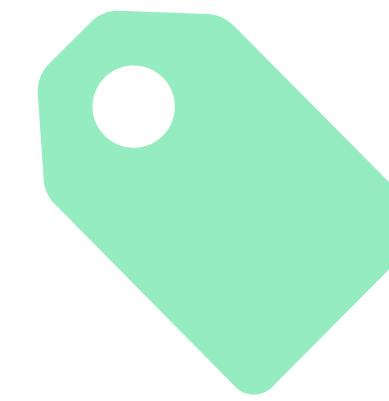
How we beat our competition and dominate our market



Our platform is more **secure**, giving managers peace of mind



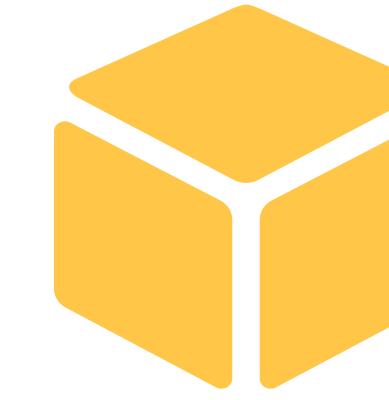
Our solution is **simple** and convenient for everyone



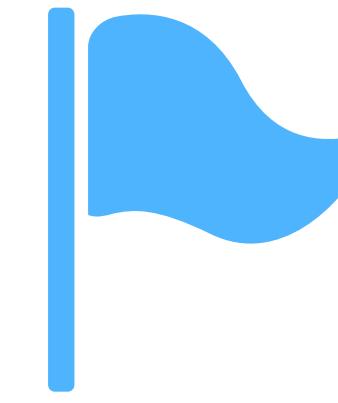
Our **pricing** is smart and affordable for any company



Our platform is more **versatile**, allowing any type of credential



Our integrated offering is a more **comprehensive** choice



Our **identity** mission gives us a competitive edge in the market

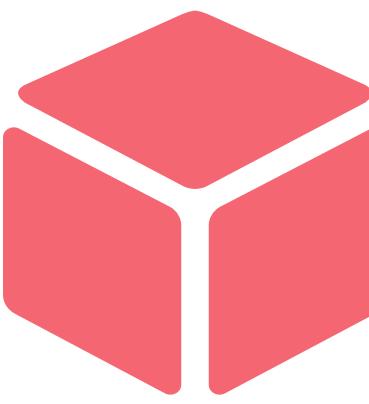
# Our Go-to-Market Strategy

Our path to revenue



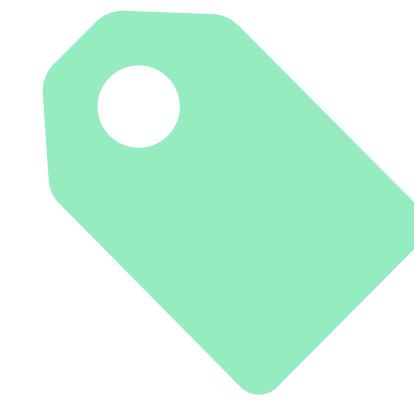
## Online Advertising

We'll use social media and Adwords campaigns to bring in steady sales pipeline leads



## Strategic Partnerships

We'll partner with legacy Access Control companies to offer a modern solution to their clients



## Direct Sales

We'll focus on driving direct sales with medium to large enterprise level companies

# Our Sales Funnel

Our sales cycle from start to finish

We'll set a time to do an online demo with generated leads

**Lead Generation**

We'll demo our platform and determine customer requirements

**Platform Demo**

We'll do a walkthrough of the facility and determine final hardware requirements

**Walkthrough**

We'll create a proposal for the customer, including cost of installation and monthly price

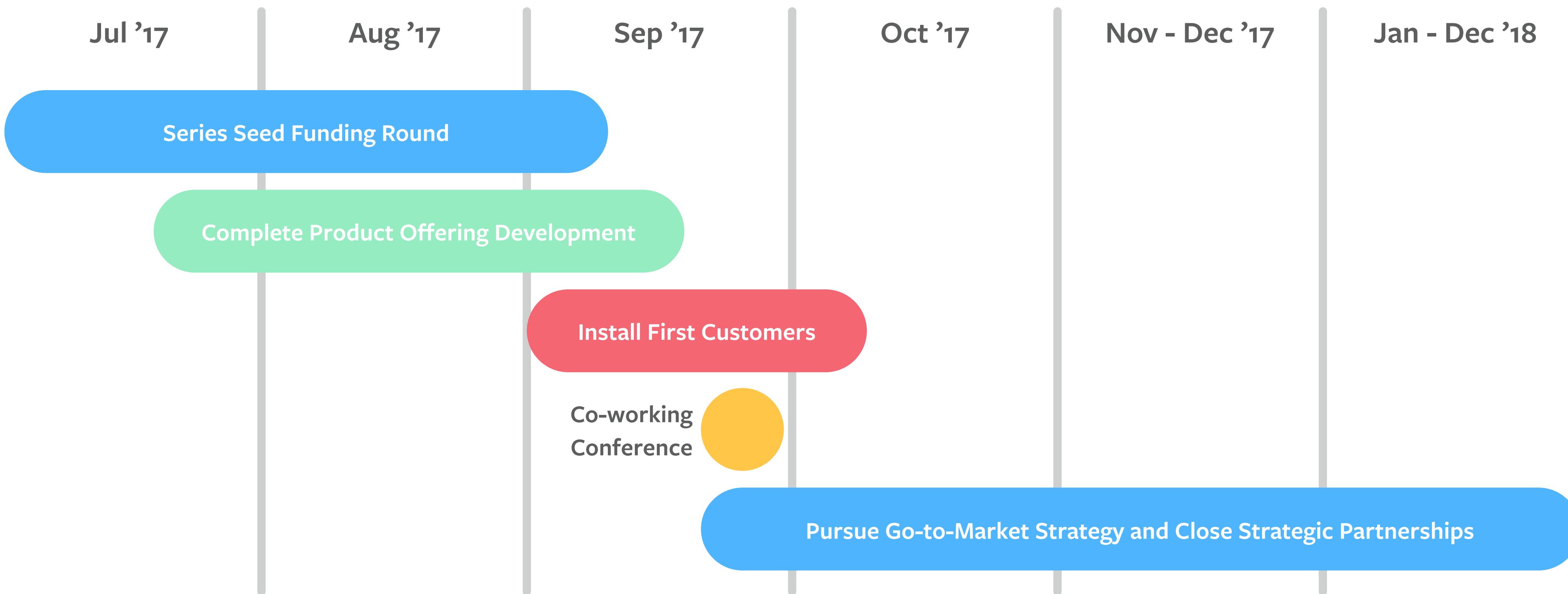
**Proposal**

We'll execute the contract, set a hardware installation date, and handle platform installation and connection

**Sale**

# Our Timeline

What happens in the next 18 months



# Our Team

Who we are



**Cody Winton**

Chief Executive Officer



**Daniel Walsh**

Chief Management Officer



**Mehedi Hasan Khan**

Lead Engineer



**Herbert Beville**

Founder and Board Member



**Mike Oakman**

Board Member and Advisor



**David Castor**

Investor and Advisor



# Thank You

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