



credntia

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credntia

Our Financials

What we're seeking



\$3.92M

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



\$980K

Seed Round

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



20%

Preferred Equity

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

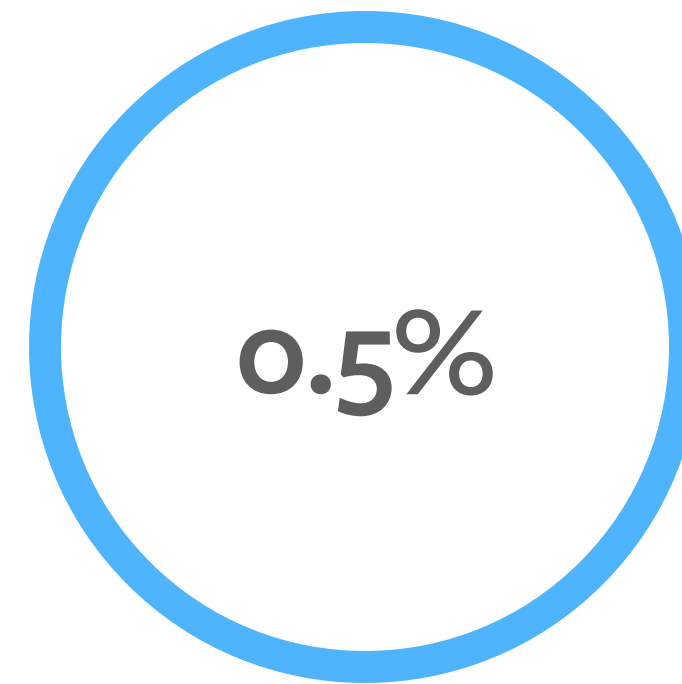
Investment Case

How an investment could look



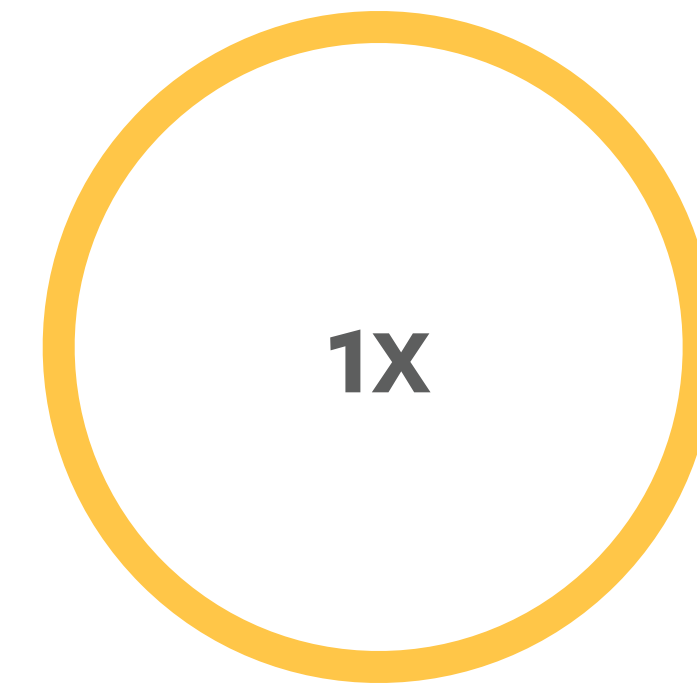
Your Investment

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

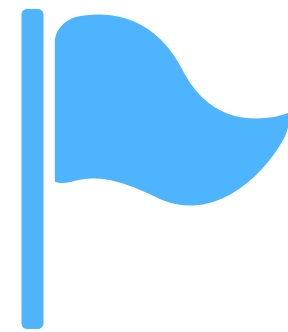


Liquidation Preference

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

Our Company

Credntia: Your Identity Wherever You Are



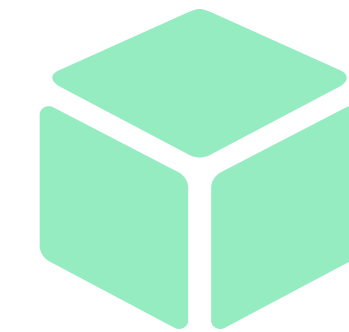
Our Founding

Credntia was founded in Jan 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

The Problem

Management of identity and access is broken



Management

Identity management and access control for companies is difficult and inefficient



Security

Management of identity and access remains insecure with current solutions

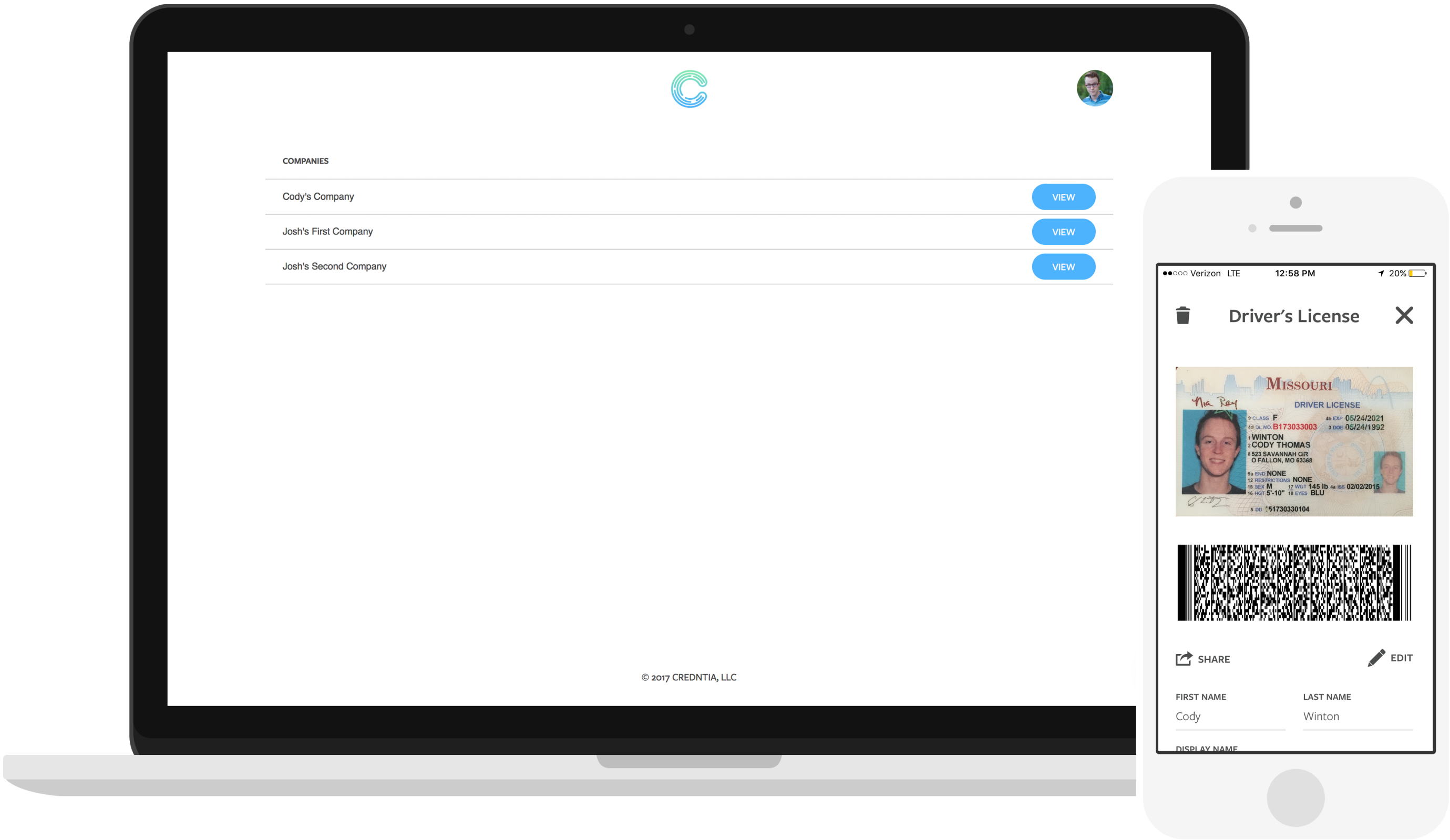


Technology

Current solutions are relying on archaic functionality and obsolete technology

Our Product

The Credntia Platform



How It Works

Access control done right



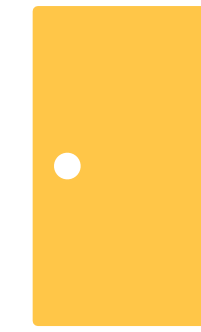
Cloud Access

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



\$16.3B

Total Addressable Market

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

\$530M

Serviceable Addressable Market

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

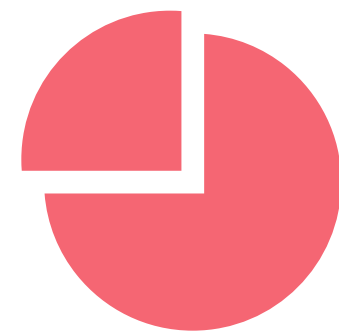
\$106M

Serviceable Obtainable Market

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

Our Business Model

How we make money



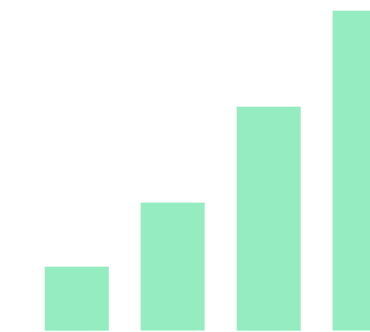
\$106M Market

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 Competition

Other companies in the ACaaS market



Sequr

Access Control as a Service
Based in Atlanta, GA



Brivo

Enterprise access control
Based in Bethesda, MD



Kesi

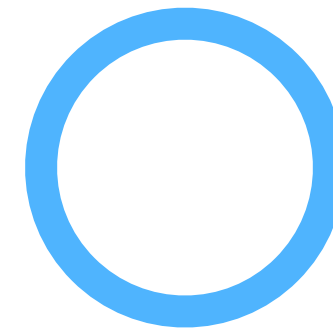
Physical access control systems
Based in New York, NY

Our Advantages

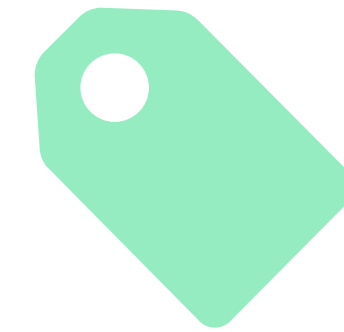
How we beat our competition and dominate our market



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



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



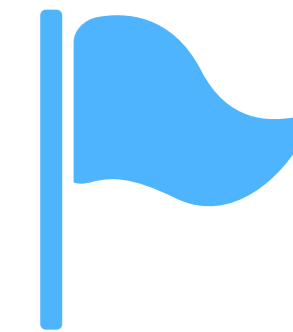
Our **pricing** is smart and affordable for any company



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

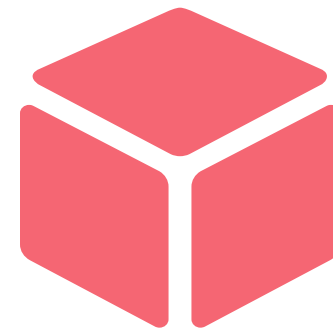
Our Go-to-Market Strategy

Our path to revenue



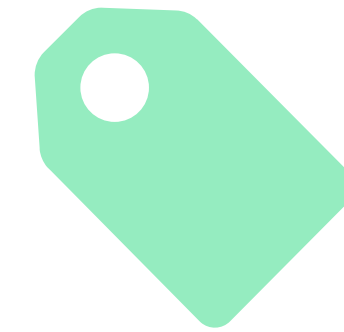
Online Advertising

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 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

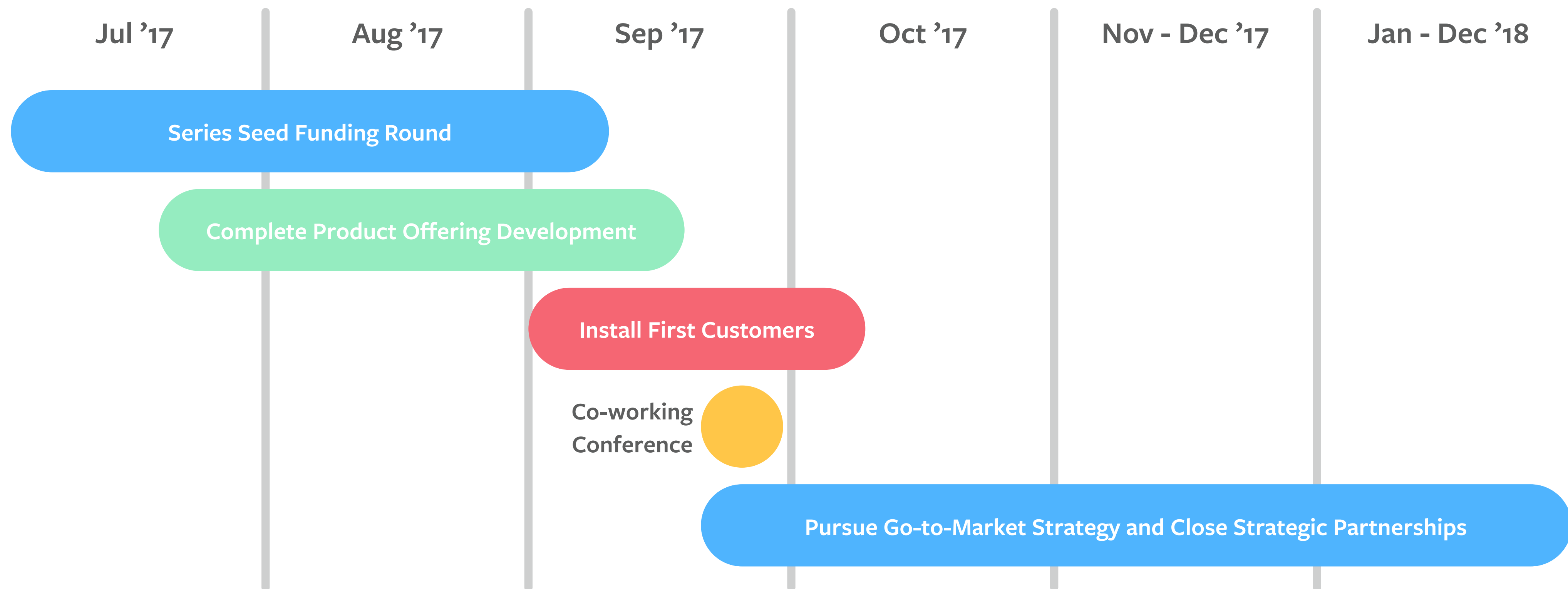


David Castor

Investor and Advisor

Our Timeline

What happens in the next 18 months





Thank You

Cody Winton
cody@credntia.com | 1.205.578.8812
1500 1st Ave. N #44 Birmingham, AL 35203