



**credntia**

CONFIDENTIAL - DO NOT DISSEMINATE

# Our Financials

What we're seeking



## Seed Round

This will enable the completion of our product and position us to achieve profitability



## Preferred Equity

This 20% equity stake has a 1x preference, fully participating in a liquidity event exit

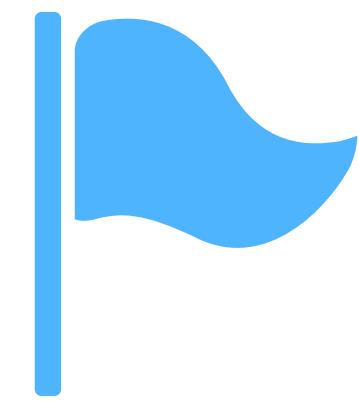


## Pre-money Valuation

Based on \$1M Angel investment, our product, the market opportunity, and our team

# Our Company

Credntia: Your Identity Wherever You Are



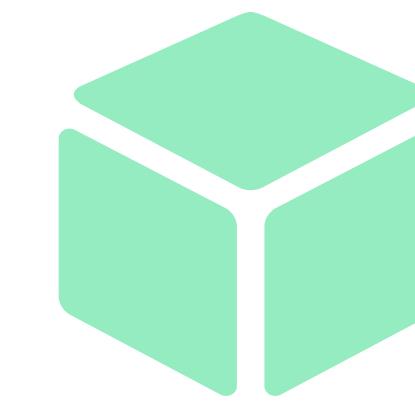
## Our Founding

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

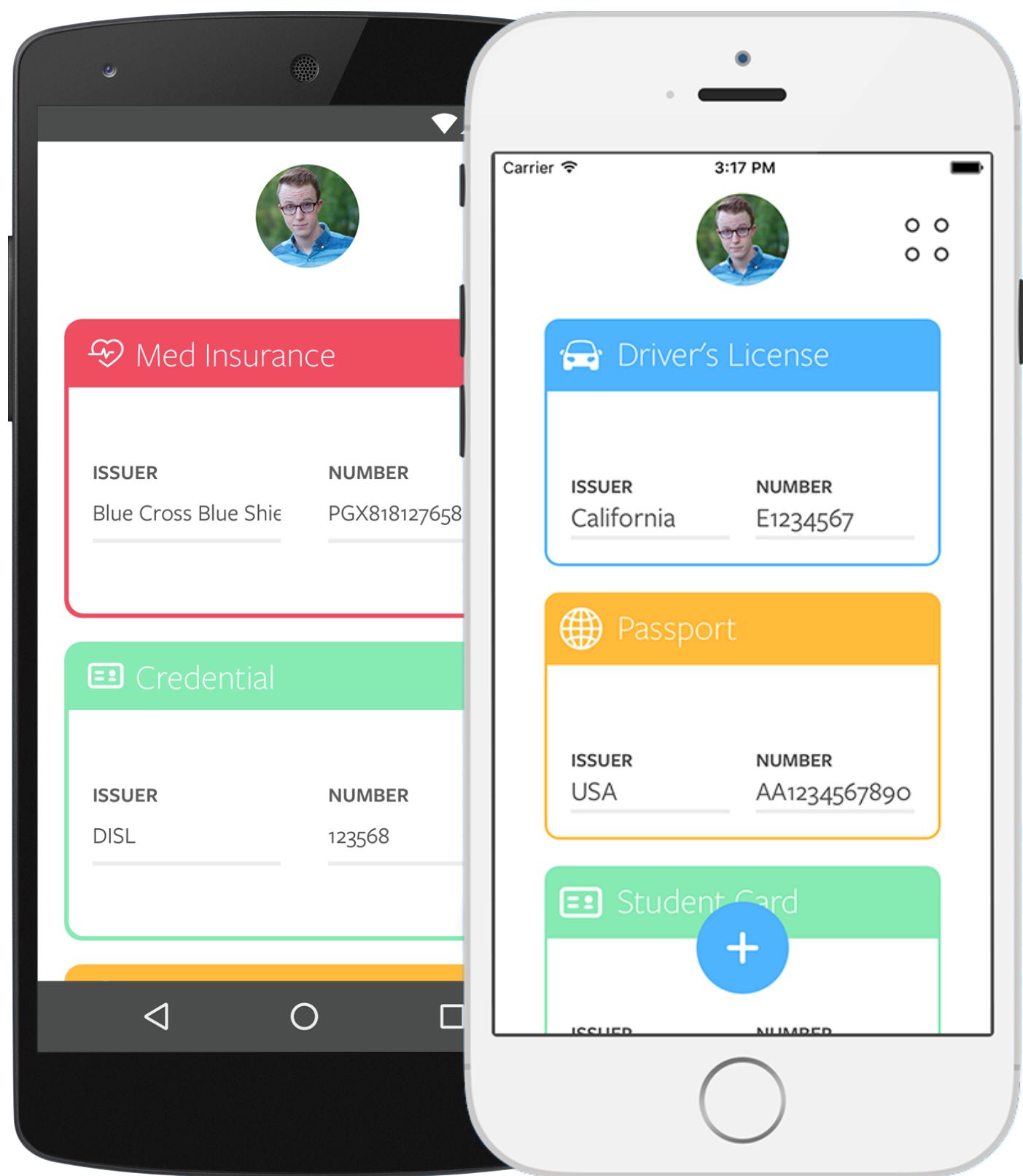


## Our Product

We've been in research and development, creating our identity product offering

# Our Applications

iOS and Android apps available to consumers



**Users:** 3,000 users to-date

**Platforms:** Available on both iOS & Android

**Ratings:** 4+ star since launch

**Features:** Store personal credentials, like your driver's license and passport, and sync your credentials across all your devices

# The Problem

Management of identity and access is broken



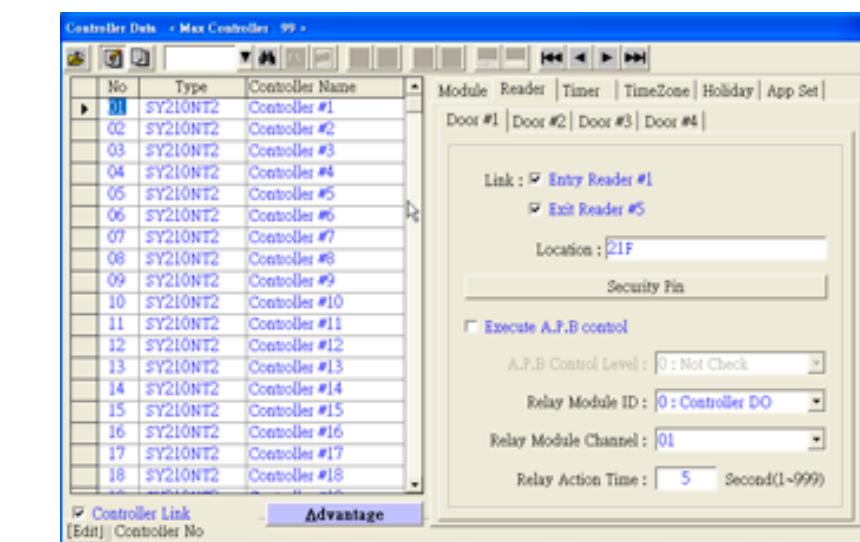
## Management

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

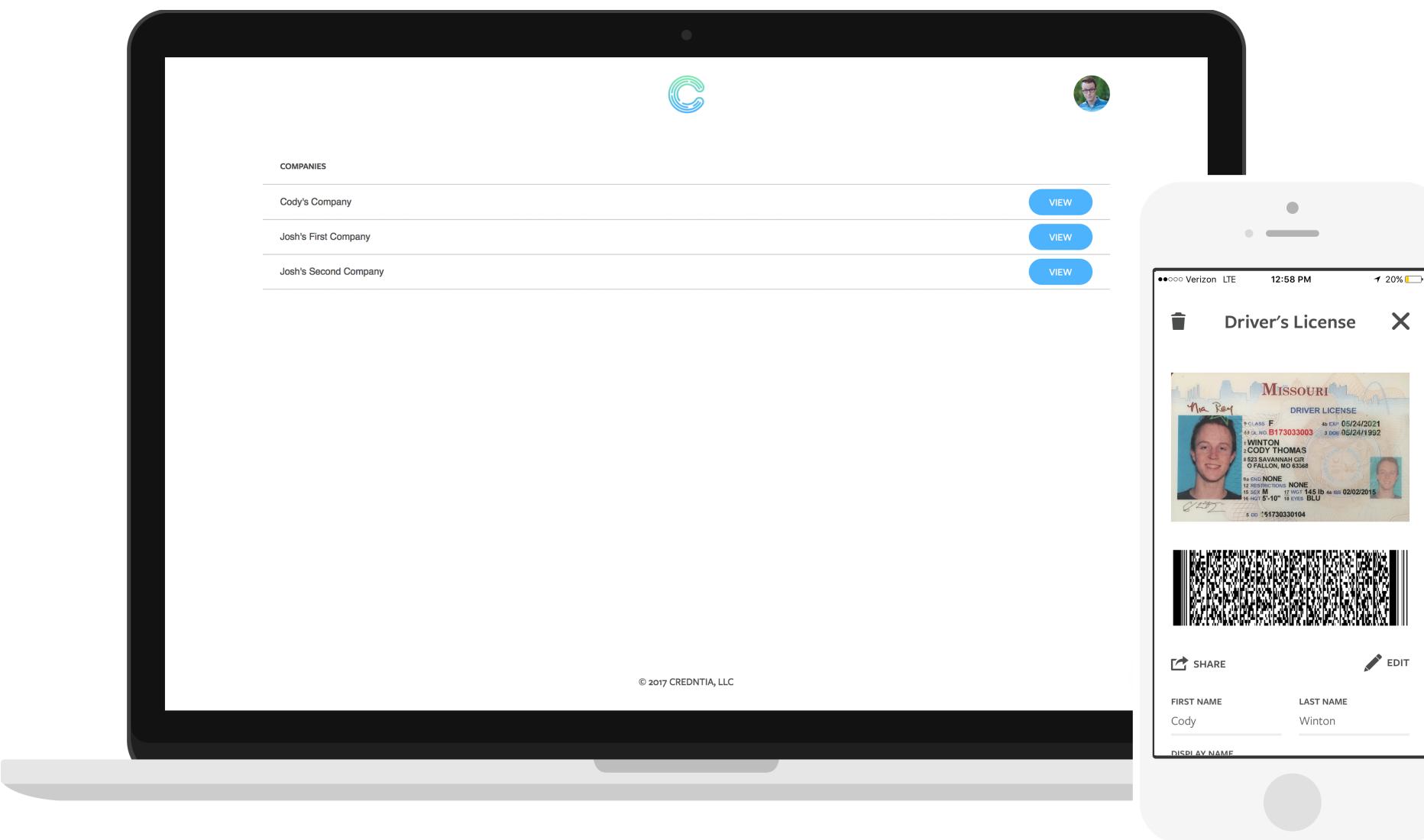


## Technology

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

# Our Solution

## The Credntia Platform



Our platform is **simple**, enabling easy management of access control

Our platform is **secure**, giving peace of mind to managers and employees alike

Our platform is **effective**, making access control work the way it always should have

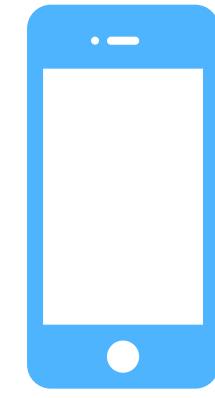
# How It Works

Access control done right



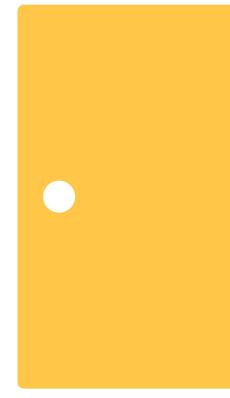
## Cloud Access

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

Employees use Bluetooth or NFC on their mobile devices to gain access at the door reader

# 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

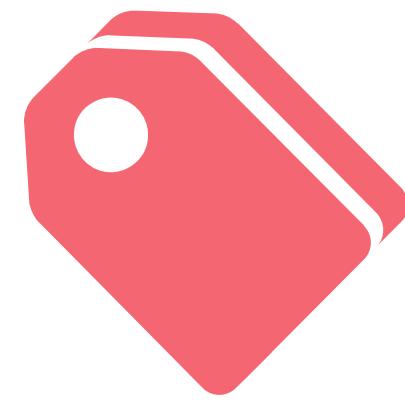
# Our Business Model

How we make money



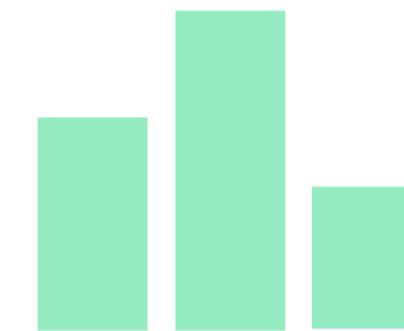
## Subscription Tier

For companies needing access for under 1,000 users, we will charge **\$2.50 per user/mo**



## Enterprise Tier

For companies needing access for under 10,000 users, we will charge **\$1.25 per user/mo**



## Custom Tier

For companies needing access for over 10,000 users, we will create **custom contracts**

# 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:** \$3K per year, 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 user/mo, 1 yr contract

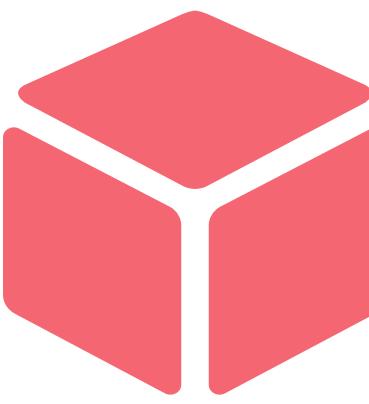
# Our Go-to-Market Strategy

Our path to revenue



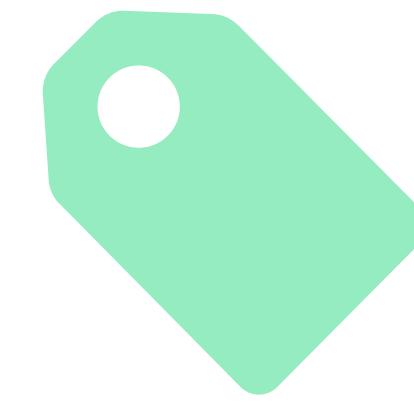
## Online Advertising

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

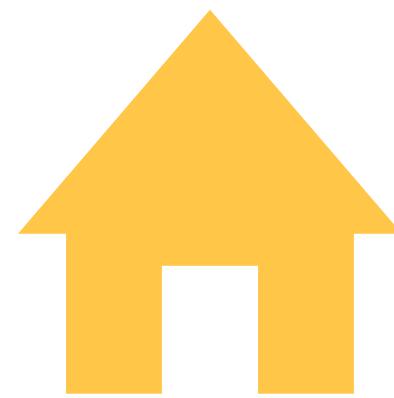
# Our Target Customers

Our target customer demographics



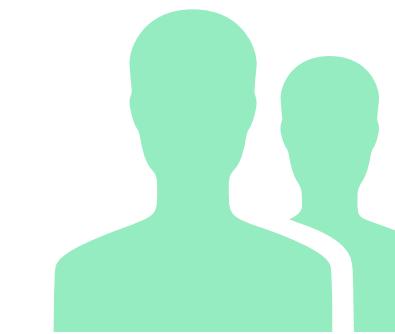
## Office Space

Businesses need a more secure solution for managing access for all their employees/guests



## Hospitality

Hotels. Hospitals. Apartments. They all need convenient, secure access for their guests



## Co-working Space

With tenants/guests coming and going, our platform is a great solution for co-working spaces

# Target Customer: Office Space

Southern Company: Utilities company in the South East



**Type:** Enterprise Customer

**Personnel:** 26,100+

**Locations:** 46 facilities across 11 states

**Revenue Potential:** \$350K+ per year

# Target Customer: Hospitality

Crown Plaza: Hotel in Clayton, MO



**Type:** Subscription Customer

**Hotel Size:** 250 rooms

**Locations:** 1 facility

**Revenue Potential:** \$7.5K+ per year

# Target Customer: Co-working Space

Capital Factory: Co-working incubator in Austin, TX



**Type:** Subscription Customer

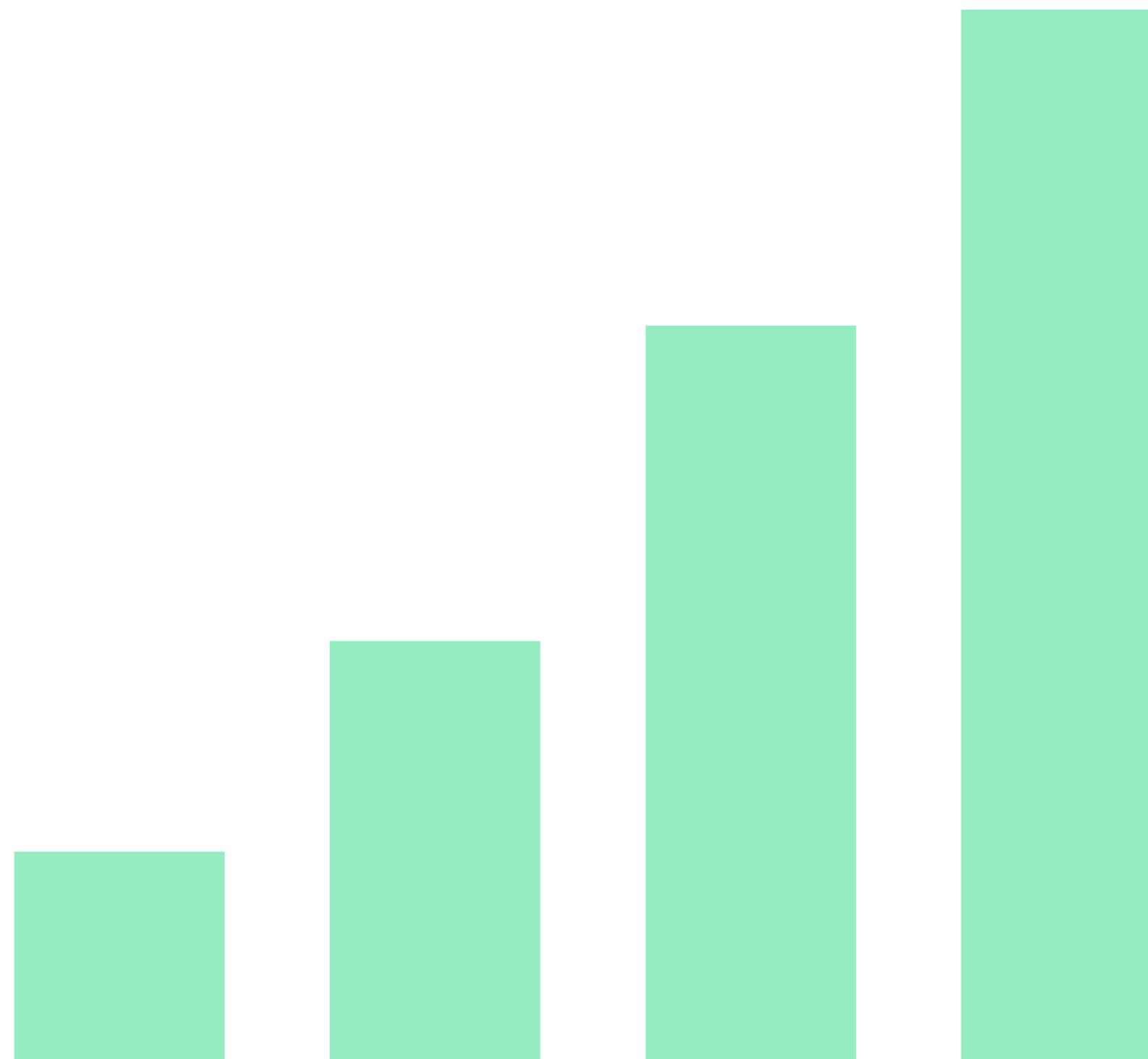
**Staff Size:** 600+

**Locations:** 1 facility

**Revenue Potential:** \$18K+ per year

# Our Revenue

Our path to profits and a sustainable marketshare



**Projected Revenue:** We project \$750K within 18 months of our platform going live

**Profitability:** We project that we will reach profitability with \$71K per month in revenue

**Customers Needed:** We'll estimate reaching profitability with 100+ subscription customers and 50+ enterprise customers

# Our Competition

Other companies in the ACaaS market



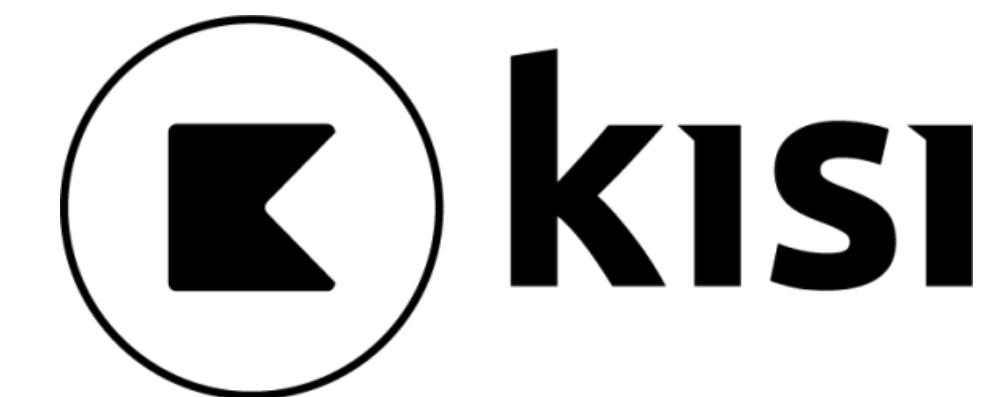
**Seqr**

Access Control as a Service  
Based in Atlanta, GA



**Brivo**

Enterprise access control  
Based in Bethesda, MD



**Kesi**

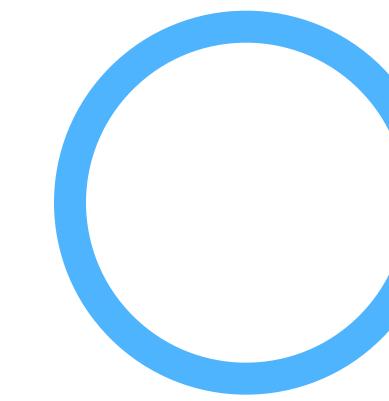
Physical access control systems  
Based in New York, NY

# Our Advantages

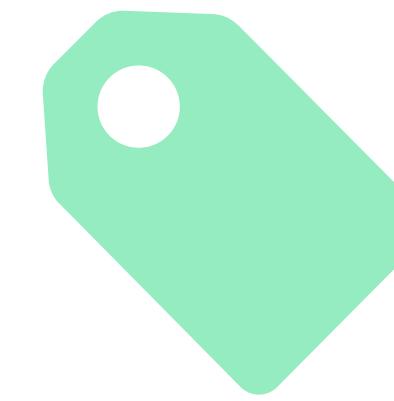
How we beat our competition and dominate our market



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



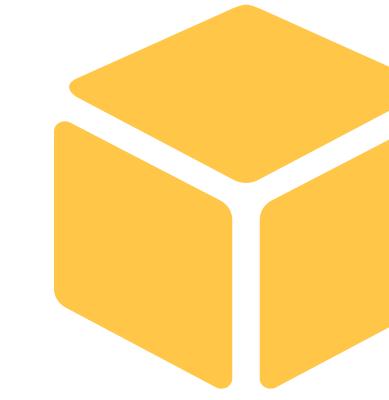
Our solution is **simple** and convenient for everyone



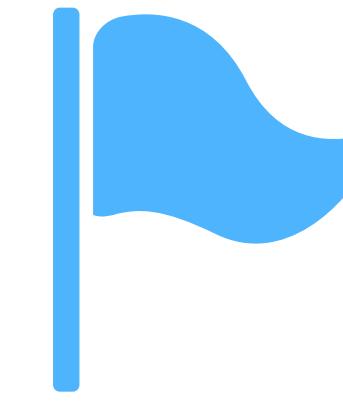
Our **pricing** is smart and affordable for any company



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



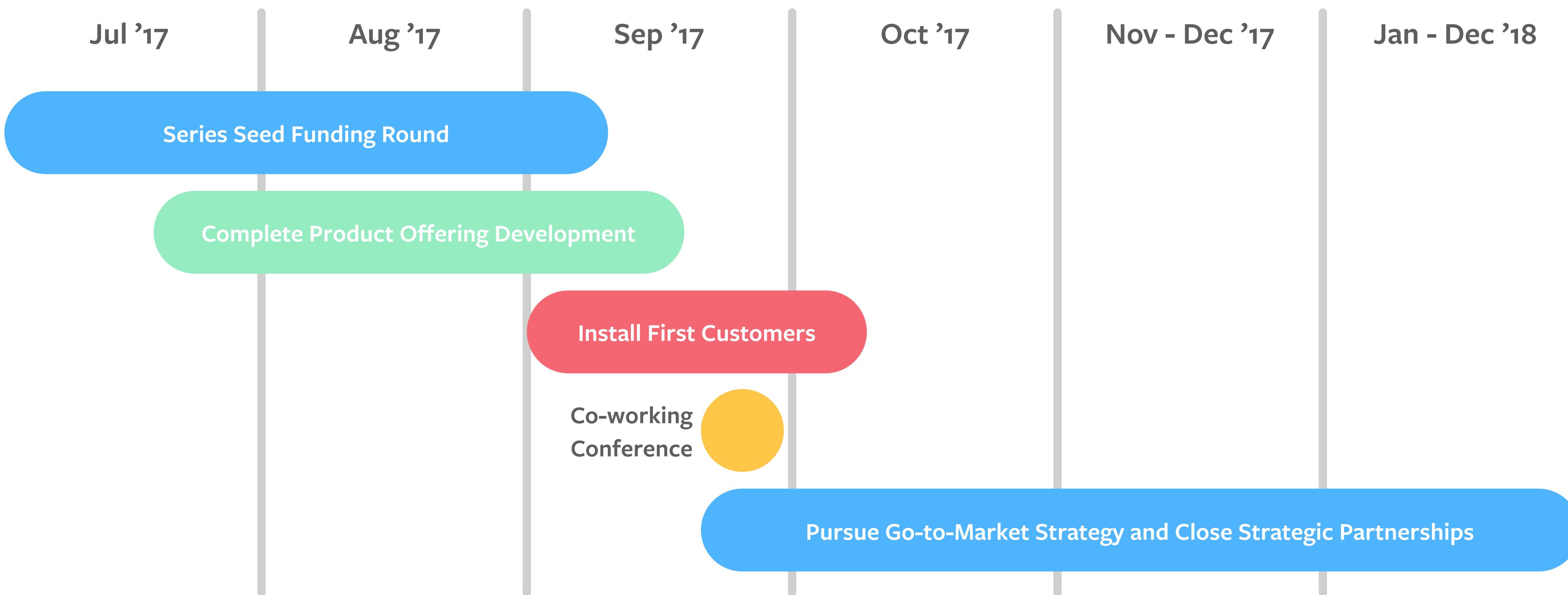
Our integrated offering is a more **comprehensive** choice



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

# Our 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

We appreciate the opportunity to pitch



**credntia**

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