



credntia

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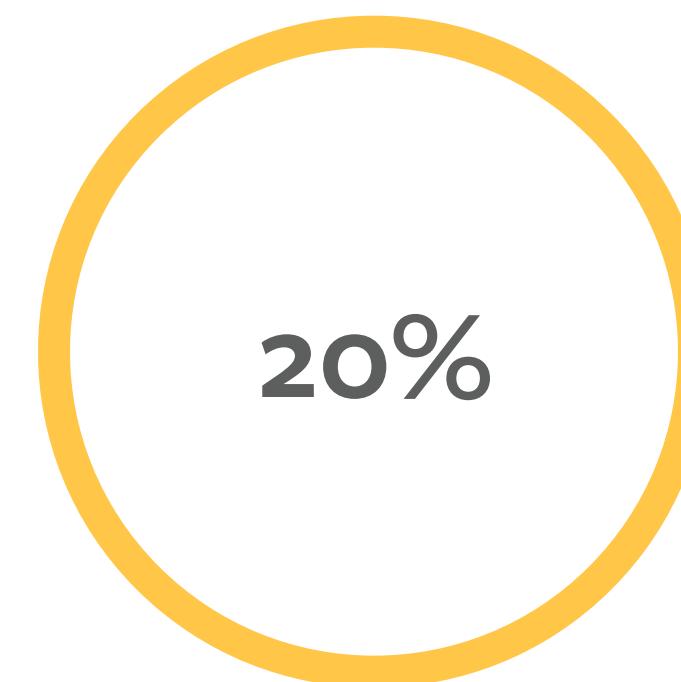
Our Financials

What we're seeking



Seed Round

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



Preferred Equity

This equity, priced at \$49 per unit has a 1x preference, fully participating in a liquidity event

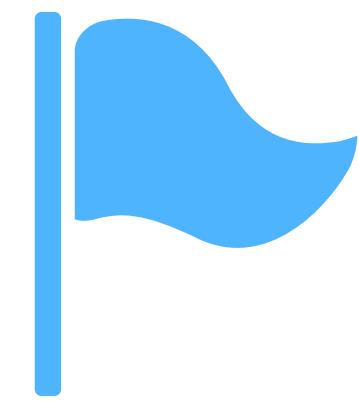


Pre-money Valuation

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

Our Company

Credntia: Your Identity Wherever You Are



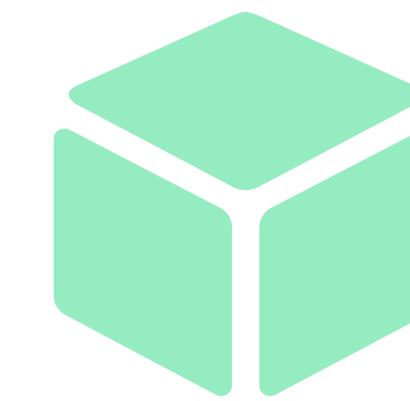
Our Founding

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

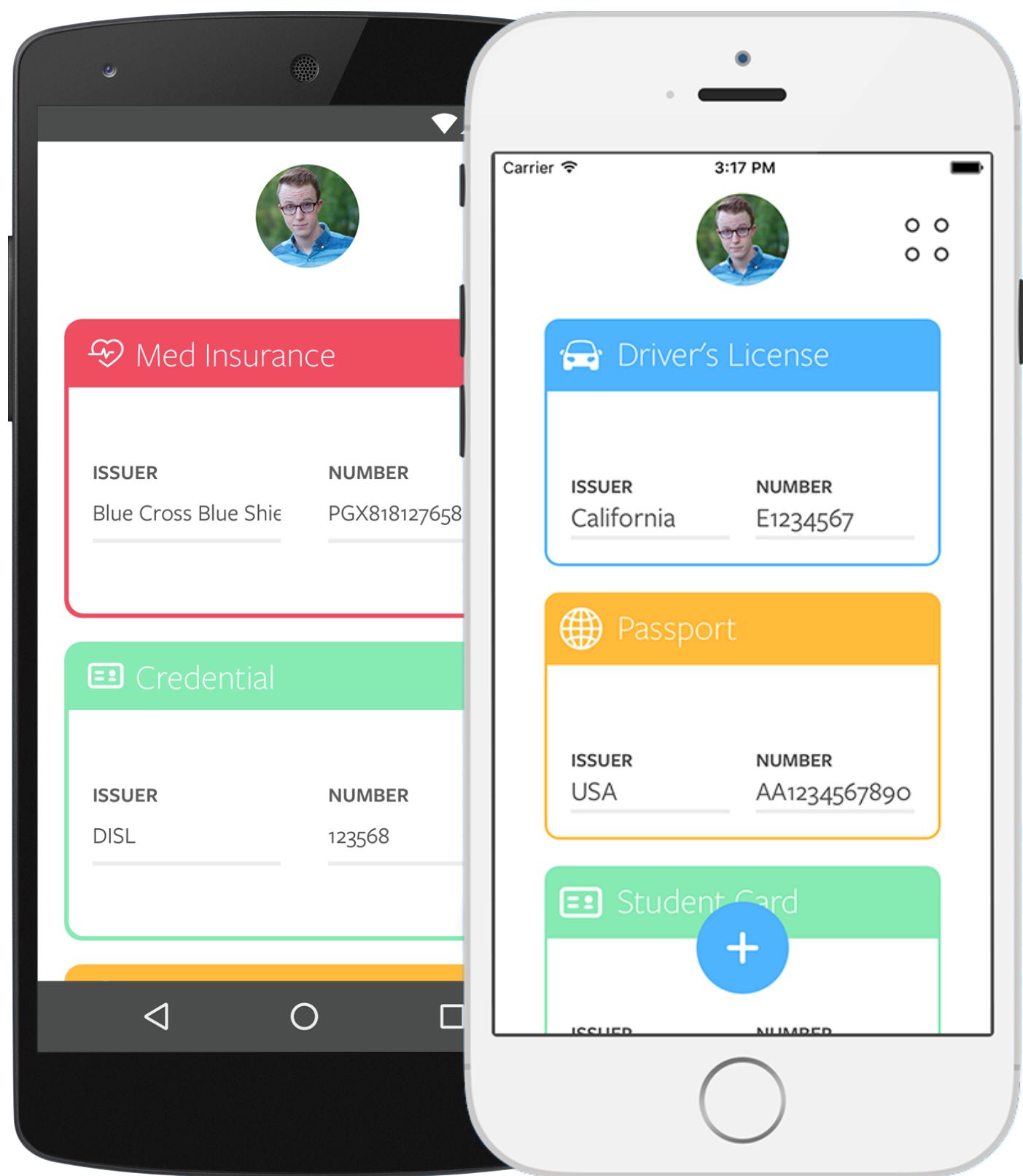


Our Product

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



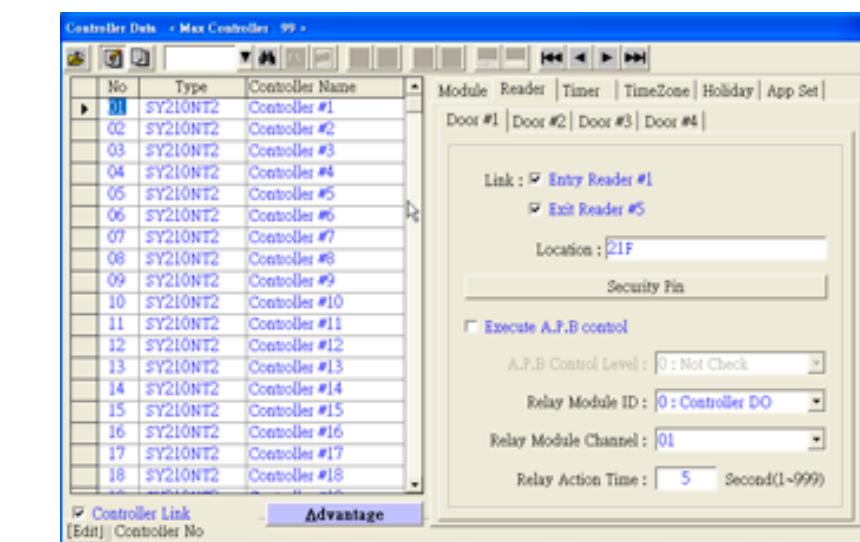
Management

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

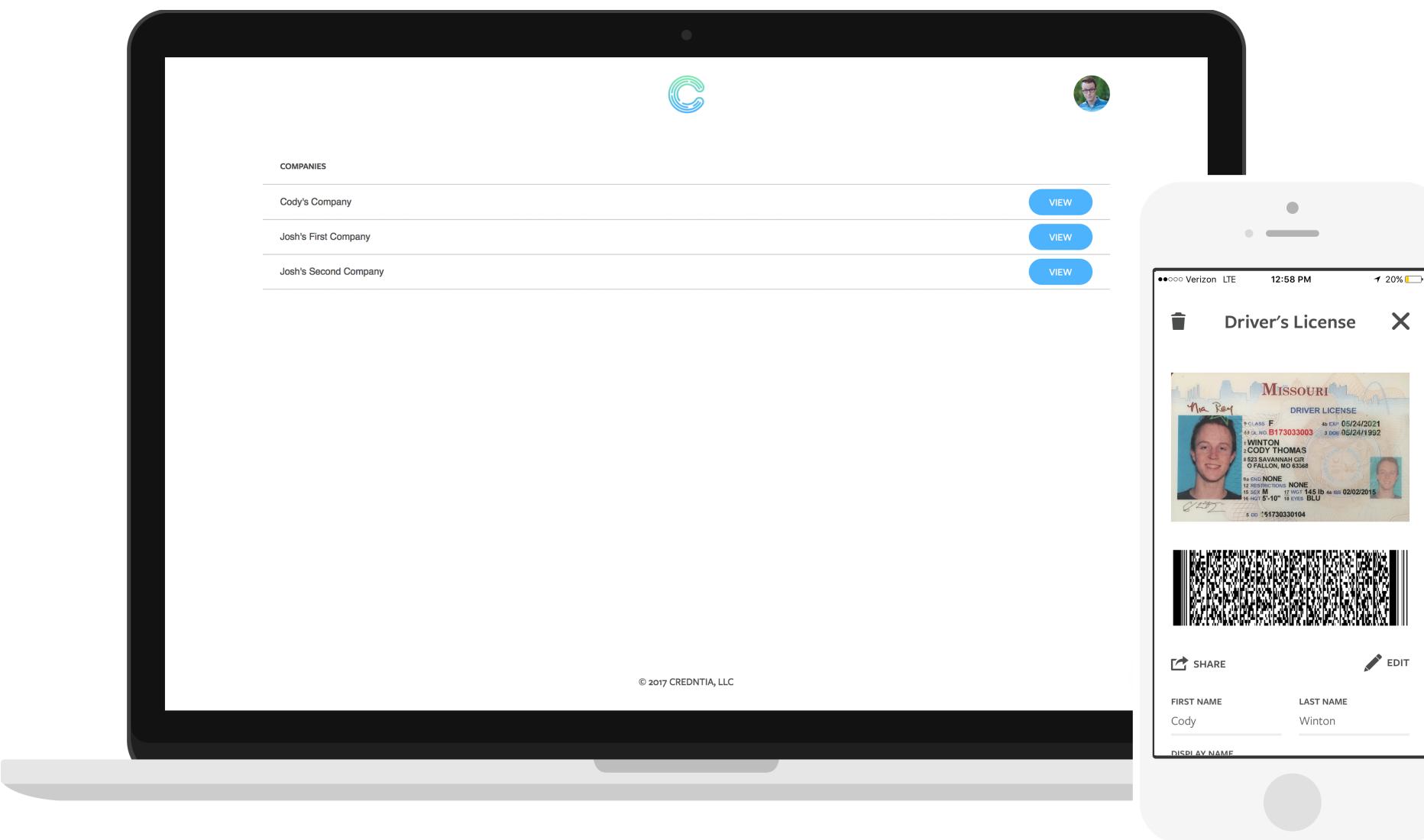


Technology

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

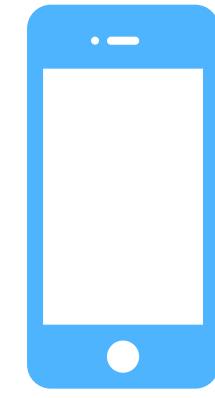
How It Works

Access control done right



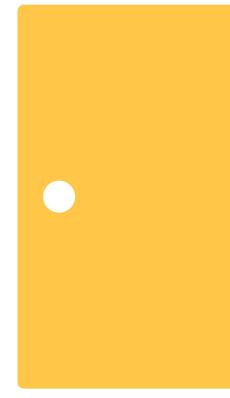
Cloud Access

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

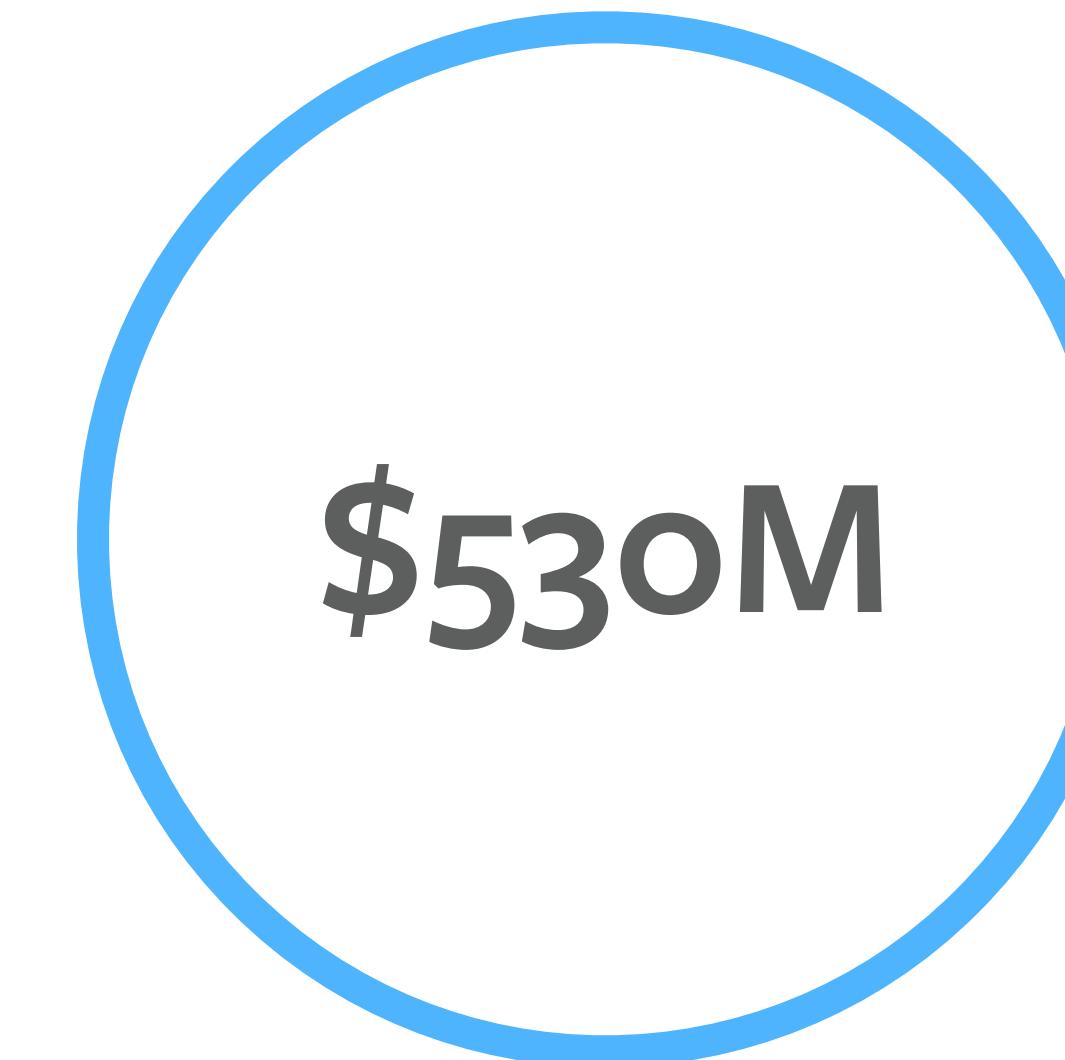
The Market Size

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

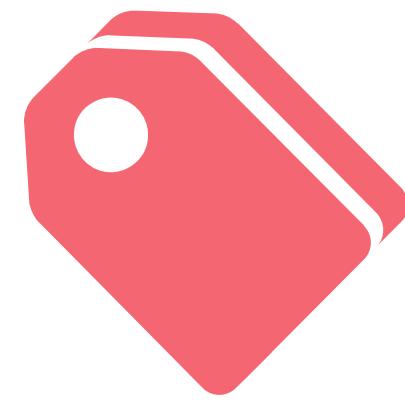
Our Business Model

How we make money



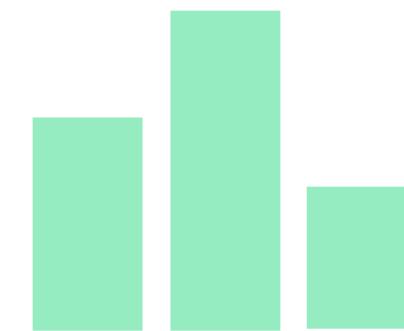
Subscription Tier

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

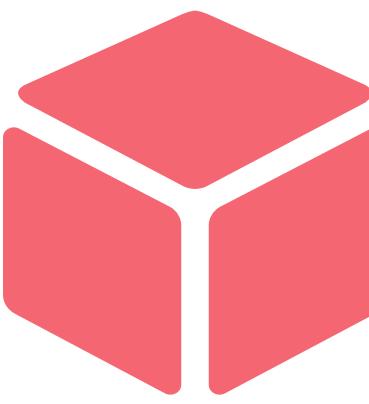
Our Go-to-Market Strategy

Our path to revenue



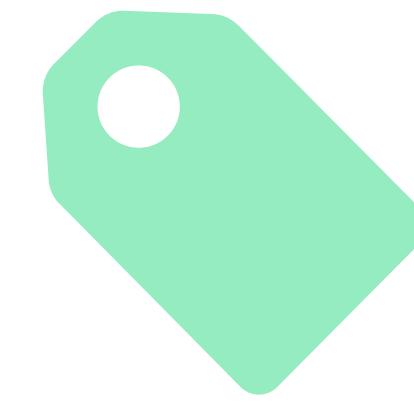
Online Advertising

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

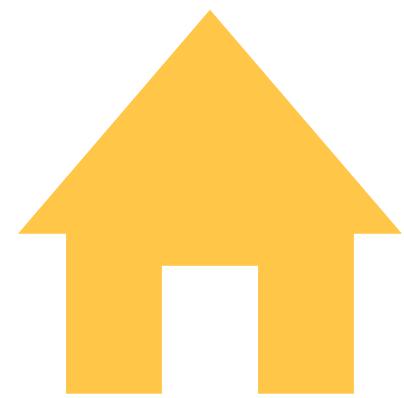
Our Target Customers

Our target customer demographics



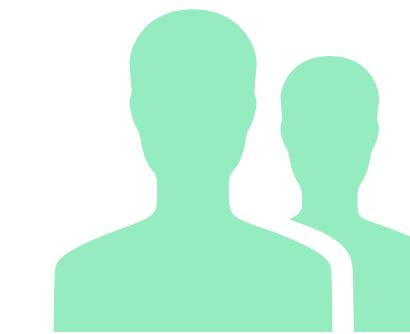
Office Space

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

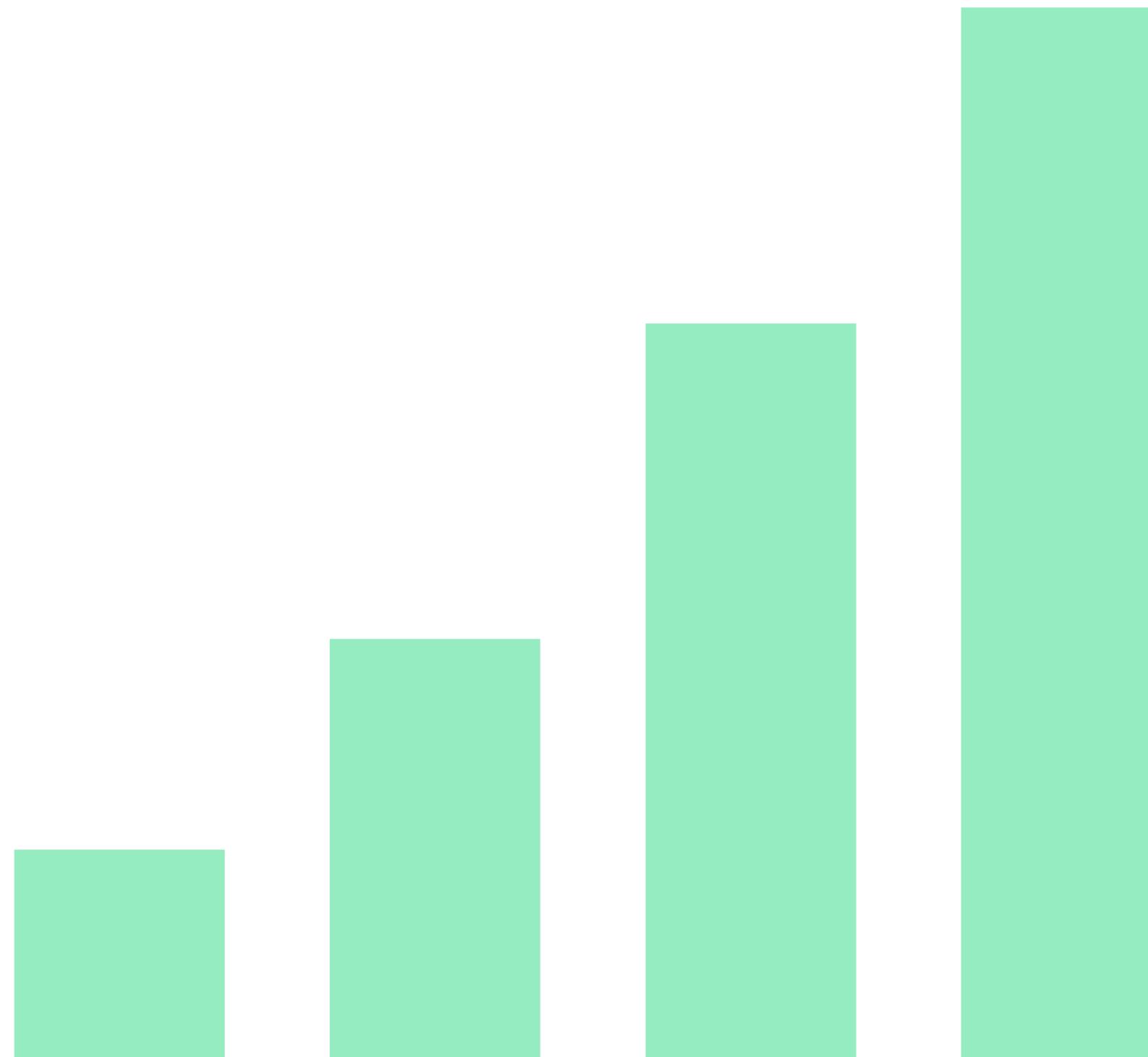
Staff Size: 600+

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



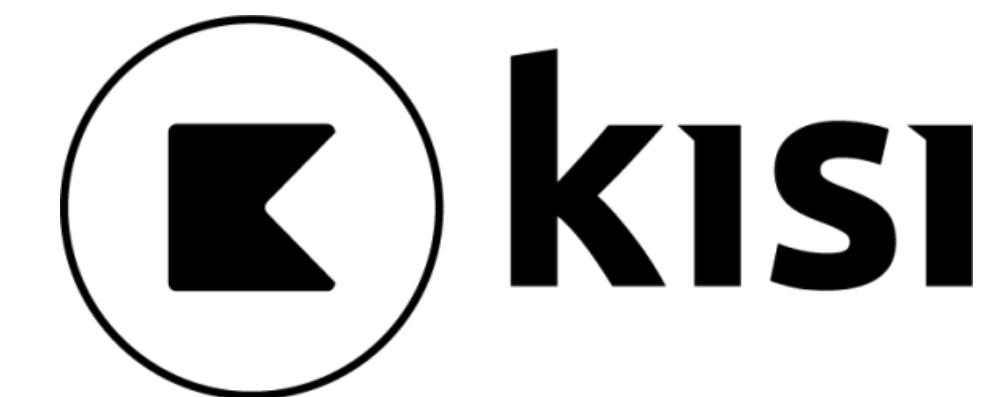
Sequr

Access Control as a Service
Based in Atlanta, GA



Brivo

Enterprise access control
Based in Bethesda, MD



Kesi

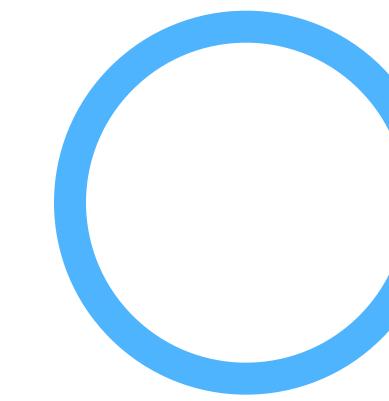
Physical access control systems
Based in New York, NY

Our Advantages

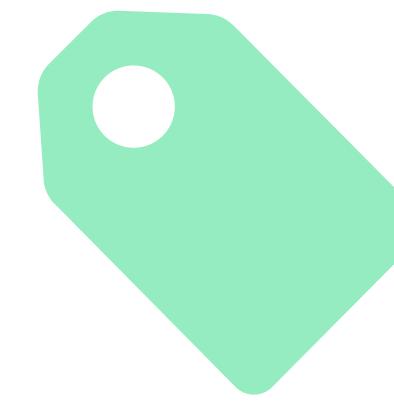
How we beat our competition and dominate our market



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



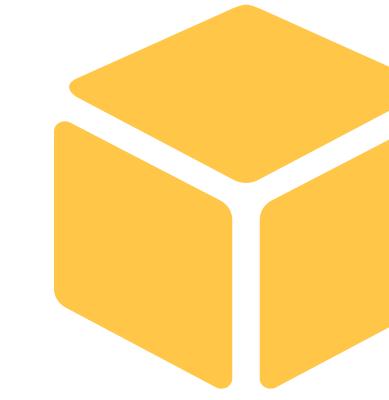
Our solution is **simple** and convenient for everyone



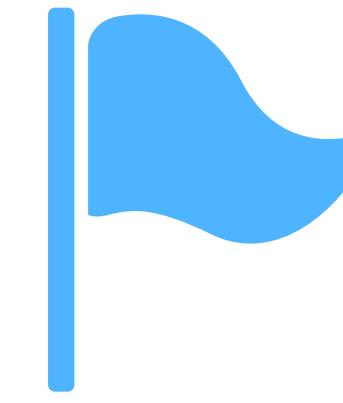
Our **pricing** is smart and affordable for any company



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



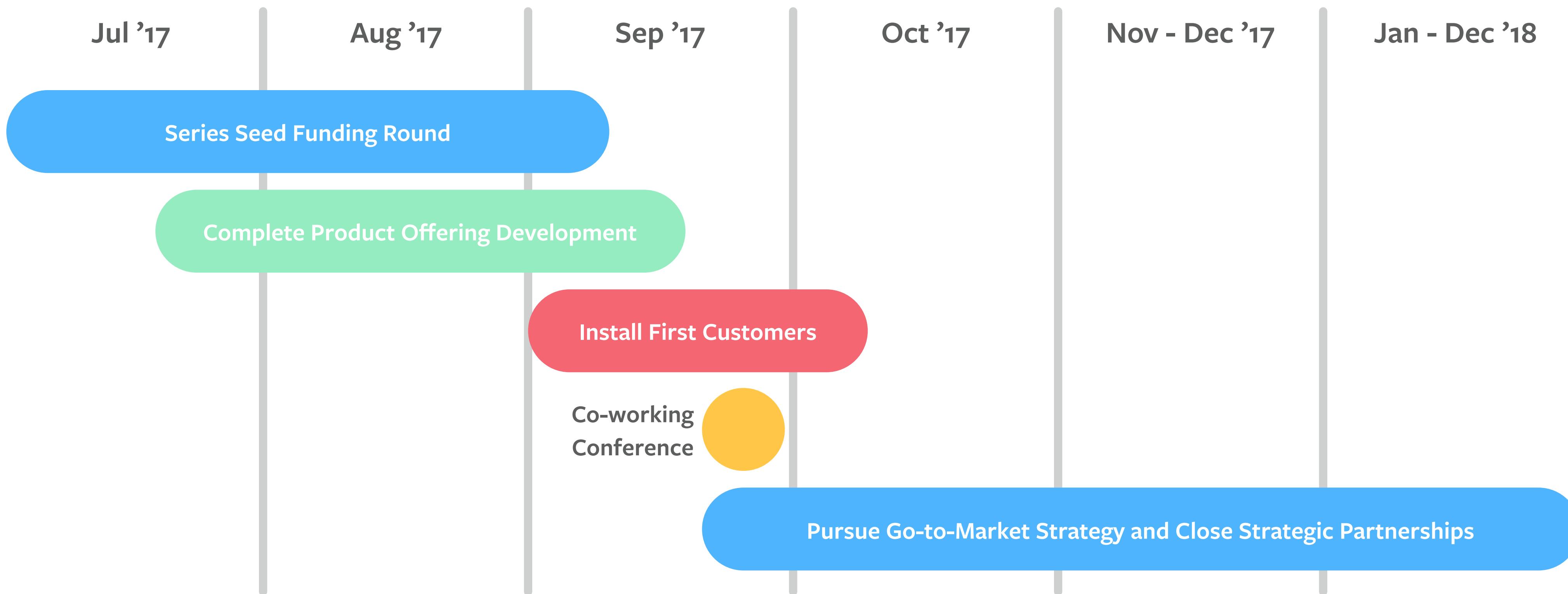
Our integrated offering is a more **comprehensive** choice



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

Our 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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