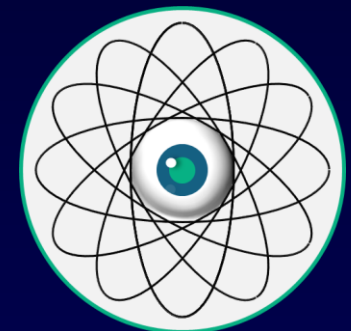# Retica Technologies

Transforming identity authentication and resource access

Retica pitch deck
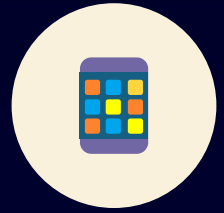
May 2025

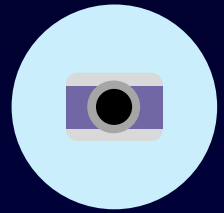https://www.retica.io | jon@retica.io (or josh@)

Problem: Digital exhaust

Passwords, PINs, and single biometrics are outdated and breach-prone.

Traditional MFA/2FA increases friction and does not solve core security, creates lockout risk.

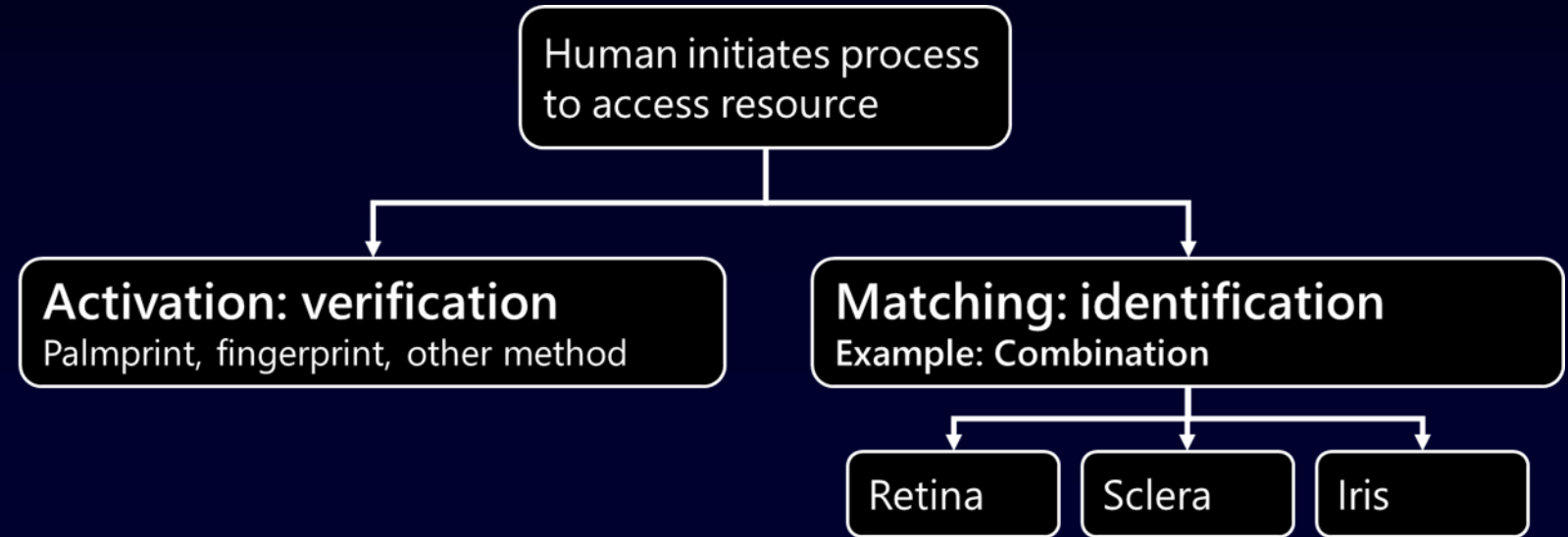Other identity auth and resource access solutions are outdated (e.g., QR codes, document-based identity).

Authentication complexity reduces productivity, degrades wellbeing, and increases trust requirements.

Solution: Activation-match

Activation-match

A multi-modal biometric identity authentication and resource access system.

Human initiates process to access resource

Activation: verification
Palmprint, fingerprint, other method

Matching: identification
Example: Combination

Retina

Sclera

Iris

- Combinations of simultaneous, independent biometrics.
- Fragmentation and distribution of data locally and on cloud.
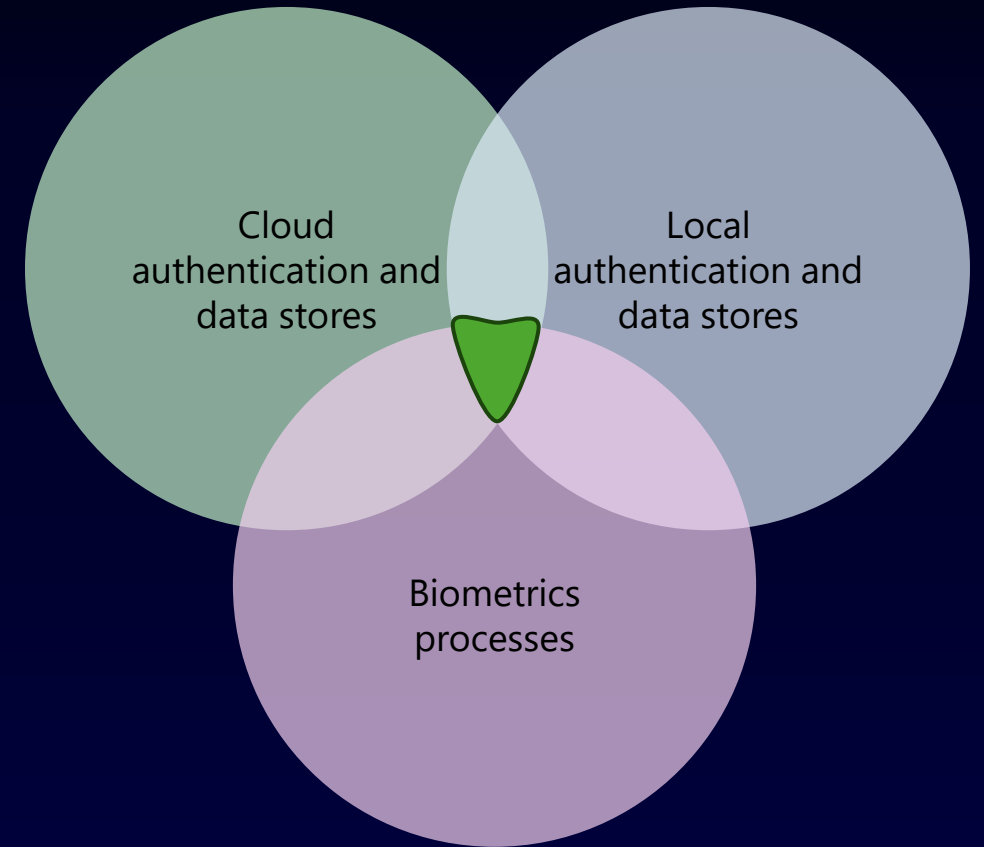- Sector-agnostic API powers integrable into soft/hardware.

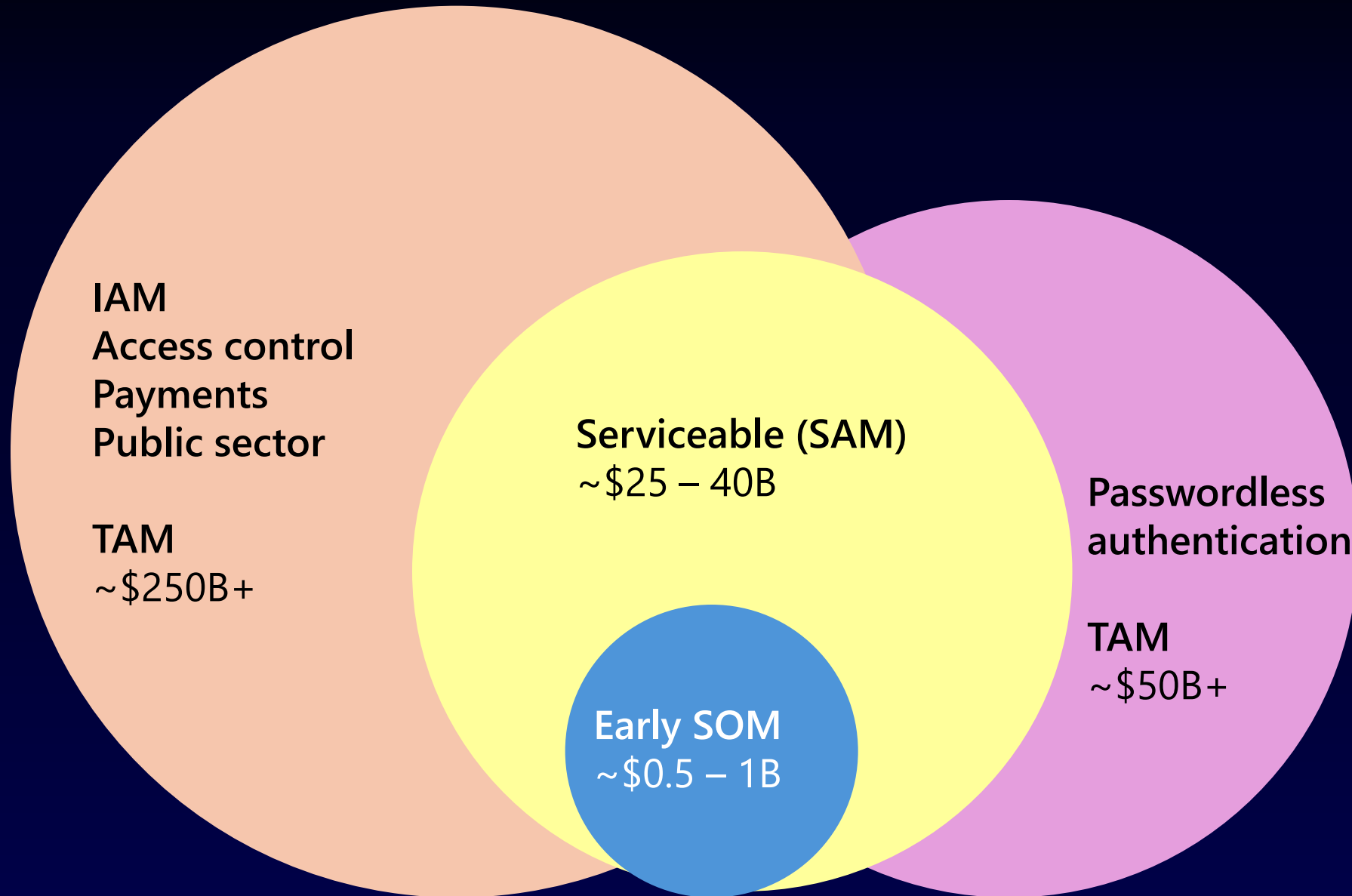# Technology advantage

Activator

- Fingerprint/palmprint verification for unequivocal intention.

Cloud matcher

- Blind identification methods against cloud-based global libraries

Cloud authentication and data stores

Local authentication and data stores

Biometrics processes

Market opportunity

IAM
Access control
Payments
Public sector

TAM
~$250B+

Serviceable (SAM)
~$25 − 40B

Passwordless
authentication

TAM
~$50B+

Early SOM
~$0.5 − 1B

Business model

- B2B and B2G, API/SaaS licensing

- Hardware/software integrations with major platforms

- Strategic partnerships and pilots

- Subscription-based and transaction-aligned revenue streams
  - Value-based revenue streams
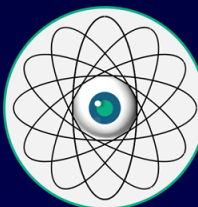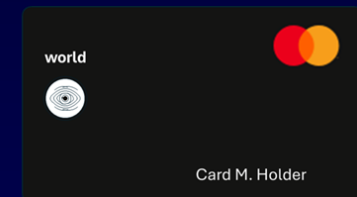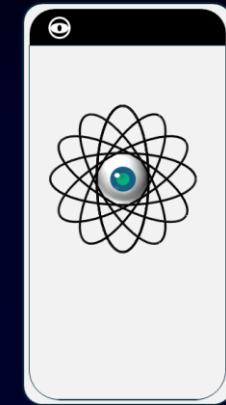
Go-to-market strategy

- Government and public sector pilots (TSA, DHS focus)
- Strategic partnerships: device makers, financial services, infrastructure
- Direct enterprise sales
- Industry conference demos (security at entrance) and early adoption programs

Potential partnerships and customers

Social media account verification badge(s)

Competitive landscape

okta **CISCO DUO** **KEYLESS**

- Traditional identity management
- Single-biometric and 2FA/MFA
- Limited biometric integration

Apple logo

- Local verification only
- Information bias in templates
- Single point of failure

Google

- Passkey-based authentication
- Limited to device ecosystems or specific apps/sites
- Single point of local failure

- Multi-modal biometric solution
- Independent, simultaneous processes
- Fragmented, distributed data
- Local data secured by activation-match

Our difference
Mathematically superior security organically interested in driving unmatched human experience.

Financial projections

- Scenario: Partner with **largest** smartphone maker
- Phone maker sells **200M** phone units/year; Retica captures **$10/unit in revenue**.
- Projected revenue: **$2B**

Margin assumptions
- COGS *35% sales*
- SG&A *20% sales*
- R&D and licensing *25% sales*
- D&A *5% sales*

Financial statement outputs
- Sales $2 billion
- Gross income $1.4 billion
- EBITDA $500 million
- EBIT $400 million

Only-positive EBITDA public companies in "software" sub-verticals implies enterprise values of **$11B – 18B**.

Funding ask

- Raising **$1M** at **$5M, pre-money valuation**
- Use of funds:
  - Build out engineering team with partners
  - API design and development for select partners
  - Investment in more advanced eye-based biometric integrations

Team

Jonathan Newman, CEO and cofounder
Josh Woolf, CRO and cofounder
Siddhi Sunil Nalawade and Ganesh Kudtarkar, Engineering team

Supported by experienced advisors in tech, government, finance, and healthcare.

Our team
- Experienced and intentional
- Cybersecurity, corporate, and government backgrounds
- Mission- and impact-driven

Closing

Thank you.

Join us in transforming security and human experience.

We hope you enjoy the ride as much as we do.

https://retica.io | contact@retica.io