

# ANALYSIS

## COMPANY & PRODUCT

What exactly does your product or service offer?

*SRH Password Manager offers a secure, reliable and feature-rich password management solution; from a centralized hub for your passwords, to a notification service for when these passwords are compromised.*

What specific problem does your product address for customers?

*SRH Password Manager boldens the security posture of our customers, by simplifying the task of remembering passwords, thus enabling them to create secure and unique passwords for every account. SRH Password Manager also offers a suite of tools related to password management and IAM, providing a comprehensive solution.*

Regarding your business model, how do you approach pricing—Subscription, Fixed, or Freemium?

*We have decided to follow a Freemium approach, by giving access to the basic password manager for free, and suggesting a subscription for more advanced services like leak notification and SSO services.*

Are there plans for scaling the product?

*There are plans for scaling by creating more services available in the subscription, such as automatic password rotation.*

## TEAM

What's the educational and experiential background of the founders?

*The founder has completed a Bachelor's degree in Telecommunications and Electronics Engineering, with a focus on IP Networks, and is currently pursuing a Master's degree in Cybersecurity. He has a professional background in Security Operations in various Managed Security Service Providers.*

Could you share information about the team, their qualifications, and their commitment levels?

*The team is comprised of several international professionals, all with Software Development and Security Operations experience, currently pursuing a Master's degree, making them especially suited for this project. The team is committed with delivering a secure and feature-rich product that will enhance the security posture of our clients.*

Has the team previously built successful projects or companies?

*The team has successfully built a variety of software projects, and 2 have established companies that are thriving to this moment.*

## MARKET & COMPETITIVE ADVANTAGE & OPERATIONS

What is your target market—local, regional, or international?

*The SRH Password Manager's market is international, currently available in Spanish and English, with more localization to come, to allow users from all around the globe to be able to make use of our product, as security is not a concern that is exclusive to just one country or region.*

How protected is your position in the market, and what are the entry barriers?

*Our position on the market is solid, making use of more modern marketing campaigns targeting a younger generation.*

Who are your main competitors, and how much of the market do they control?

*Our main competitors are LastPass and KeePass, having a market share of 24% and 10% respectively. We view KeePass as our inspiration and main competition, since it is also open source.*

## LEGAL

Is your company legally incorporated, and what type of entity is it?

*PRWare is a fully incorporated GmbH in Germany*

Are there significant legal agreements in place with customers, suppliers, or employment contracts?

*We have a contract with our main investor Edlich-Investment, and we must present our monthly results as part of our agreement.*

## PLANNING FOR THE NEXT 12 MONTHS

What challenges do you anticipate in the next 12 months, and what are your growth, sales, marketing, and product development plans?

*Anticipated challenges include market competition and evolving user demands. Our plans include unconventional tactics, targeted sales and continuous product development.*

Why are you seeking additional capital, and do you have unconventional tactics in mind?

*Additional capital is sought to fund our plans for scaling the product and expand our business. Unconventional tactics may involve exploring unique partnerships or innovative marketing approaches with our younger consumers in mind, such as short viral content on trending social media.*

## STAKEHOLDERS

What expectations do you have from potential stakeholders—money, advice, contacts?

*We expect stakeholders to provide financial support, valuable advice, and networking opportunities.*

Has the founder thoroughly researched and identified the specific strengths of potential stakeholders in supporting the company?

*The founder has conducted comprehensive research to understand the strengths of potential stakeholders and how they can contribute to the company's success.*