



# Picture of Identity as a Service

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# Problem

Developers code heavily to integrate with identify services.



- Login & Signup
- Enterprise Integration
- Social Logins
- Device and Native Apps
- API Security
- User Management
- Two Factor Authentication
- Business Features



# Market Research

Identity as a service Platform is emerging.

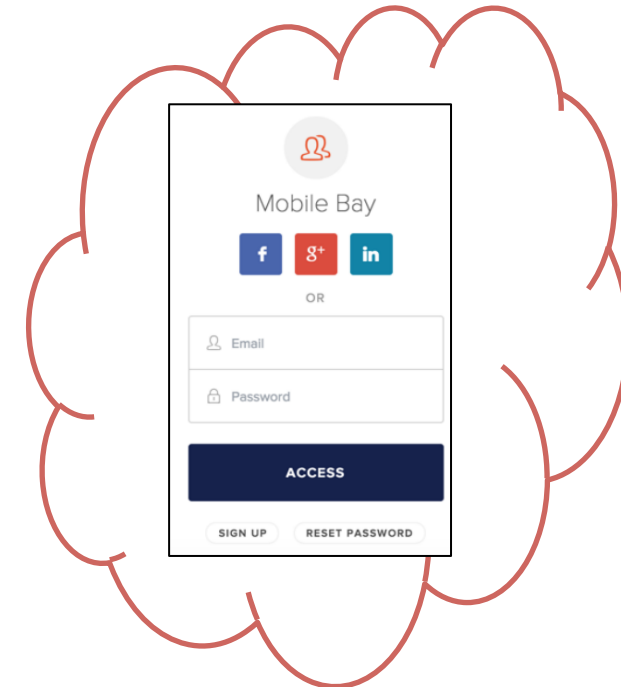
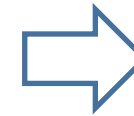
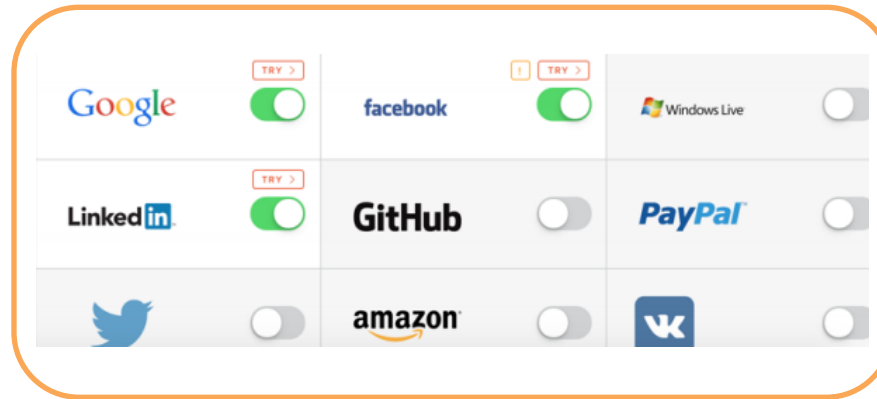
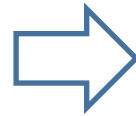
- 网络实名制/征信平台亟需实现。
- 中小型应用开发团队数量众多，很希望使用身份认证即服务。
- 在中国，各种后端即服务不断出现和流行，身份认证即服务还没有流行。
- 在国外，**parse**、**firebase**和**Auth0**都提供身份认证即服务，已经得到广泛应用，开发者社区反映很好。

# Our Solution

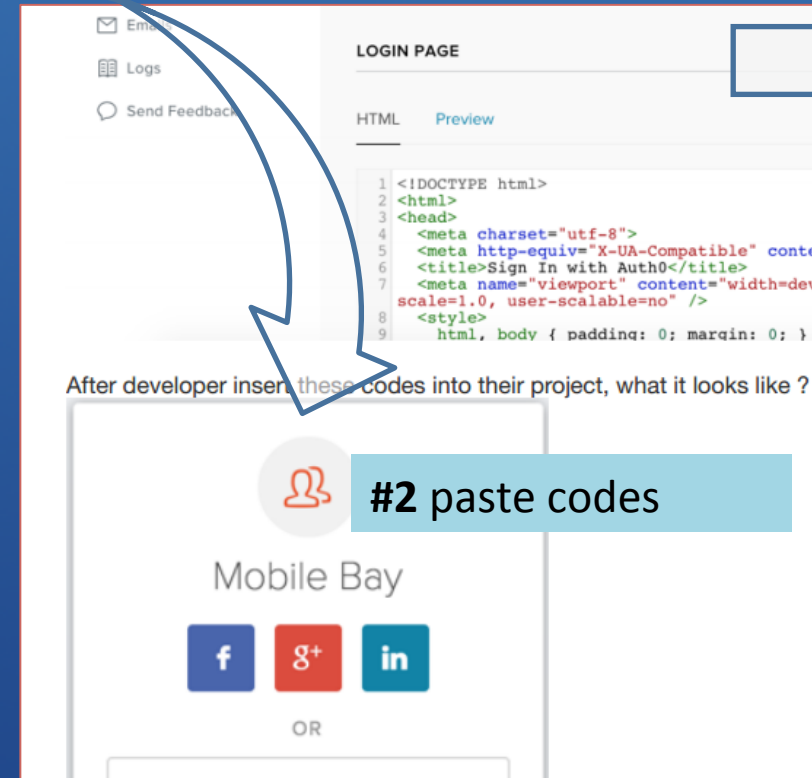
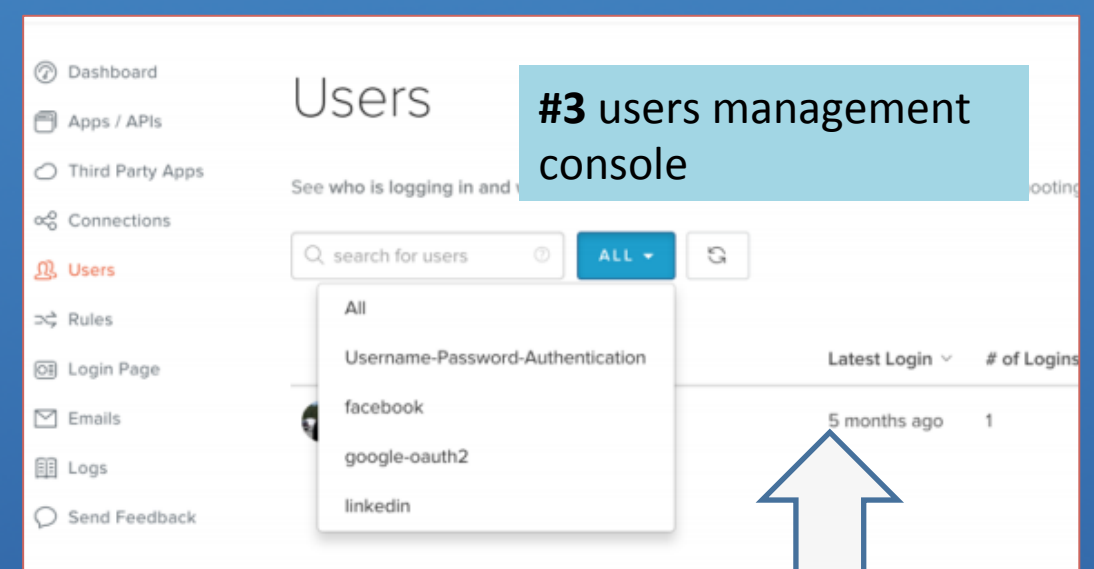
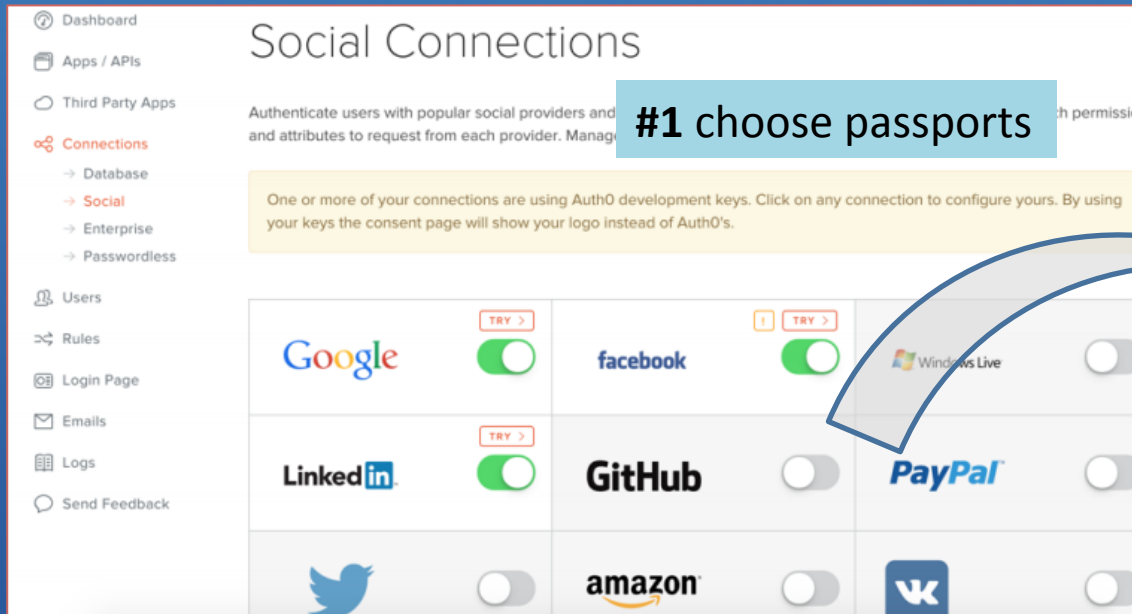
User Post

Passports  
Management

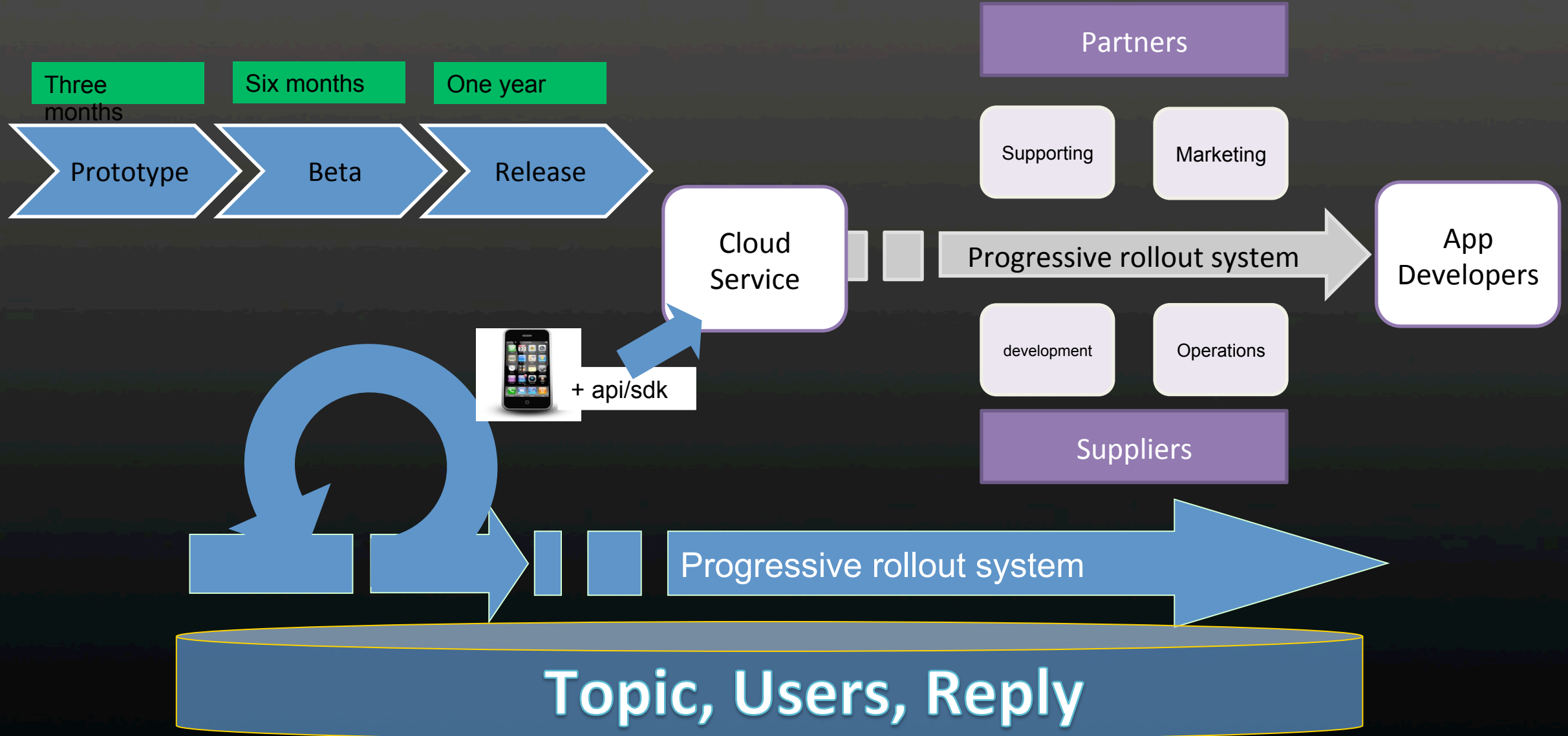
User info into  
developers' app



# Demo(Mockups)



# Business Plan



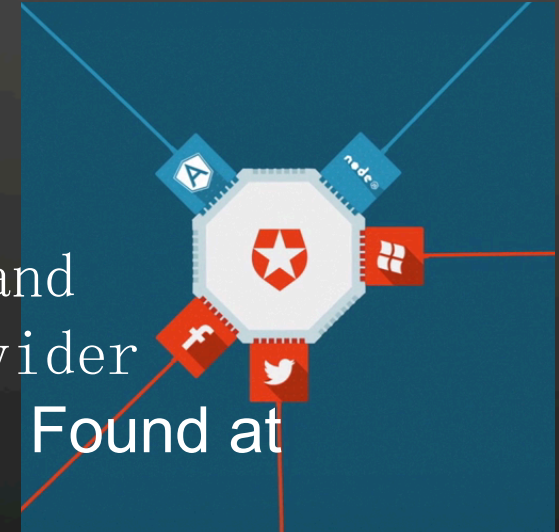
# Competitor Analysis

**Auth0**

<https://www.auth0.com>

Headquarters: Bellevue, WA

Description: Identity-as-a-service. Authenticate and authorize apps and APIs with any identity provider running on any stack on any device or cloud. Found at 03/2013, support 30+ passports raise \$2.4M in 09/2014.



Founders:

Matias Woloski, Eugenio Pace

Categories:

Online Identity, Identity, Security, Identity Management, Software

# Our Advantages

- Auth0 Service is blocked in China
- 电信运营商资源
- 团队有激情，有才华，执行力强



# Next Steps

1. Resolve core team members – 1 marketing, 1 design, 3 developers
2. Review implementation of competitor in core team members
3. Planning meetings for development pipeline
4. Mockups and wireframes by designer
5. Review user story with pre-consumers
6. Roll iterations weekly
7. Announce beta version, go to market

# What do we need ?

Budget of 2015	Q2(Prototype)	Q3(Beta)	Q4(RC)	Q1 in 2016 (Release v1)	Count
Human Resources	1W * 3People * 3Month	1W * 4People * 3Month	1W * 5People * 3Month	1W * 8People * 3Month	60W
Cloud Infrastructures	6K	6K	10K	20K	4.2W
Team Building	100RMB*5People*3Month	100RMB*6People*3Month	100RMB*7People*3Month	100RMB*10People*3Month	0.84W
Low value expendable items	1K * 3	1K * 3	1K * 3	1K * 3	1.2W
Others - rent office, marketing, etc.	N/A	N/A	N/A	N/A	N/A
Count	10.05W	13.08W	16.51W	26.6W	66.24W

Q&A ?

