



Tech22

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| The Challenge

How might we allow people to have
positive digital interactions
while feeling
safe and empowered?

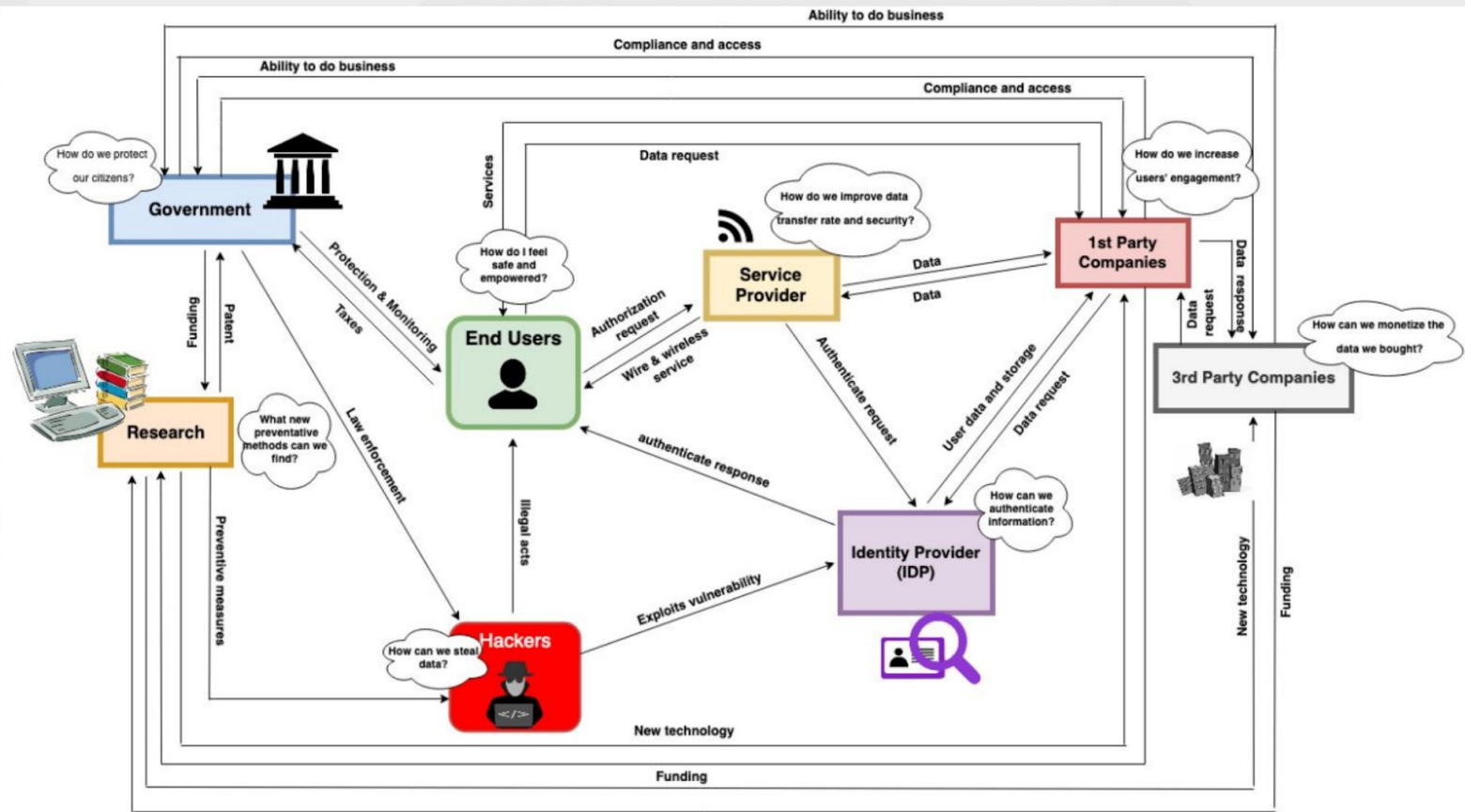
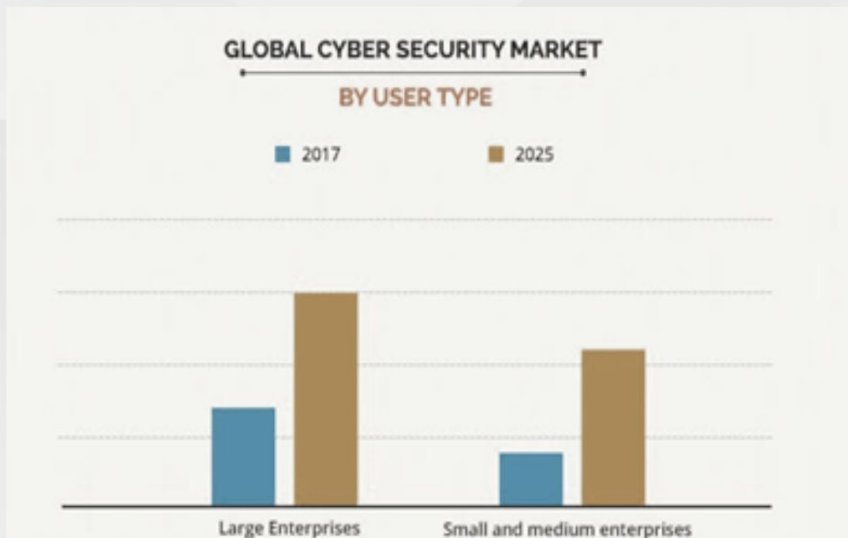


Figure 3. Rich Picture

Industry Research



105B
in 2017

259B
in 2025

11.9%
Annually

Cybersecurity Industry



The Industry is constantly disrupted by **new emerging technologies**



Only a few users are aware of back-end security and best practices



Authentication, Authorization, Abuse, Privacy

Interview Results

Conflicting Opinions

- Some prefer security measures, others want seamless interactions
- Responsibility for security is all over the place
- Storing credentials differ

Similar Opinions

- Users generally trusted well-known companies
- Money transactions require more security than social media



| Surprises!

- We didn't appreciate how **complex** data security (and data in general) is!
- Peer review is important for new security measures
- The meaning of “**digital interaction**” is unclear.

Thank you



Questions