

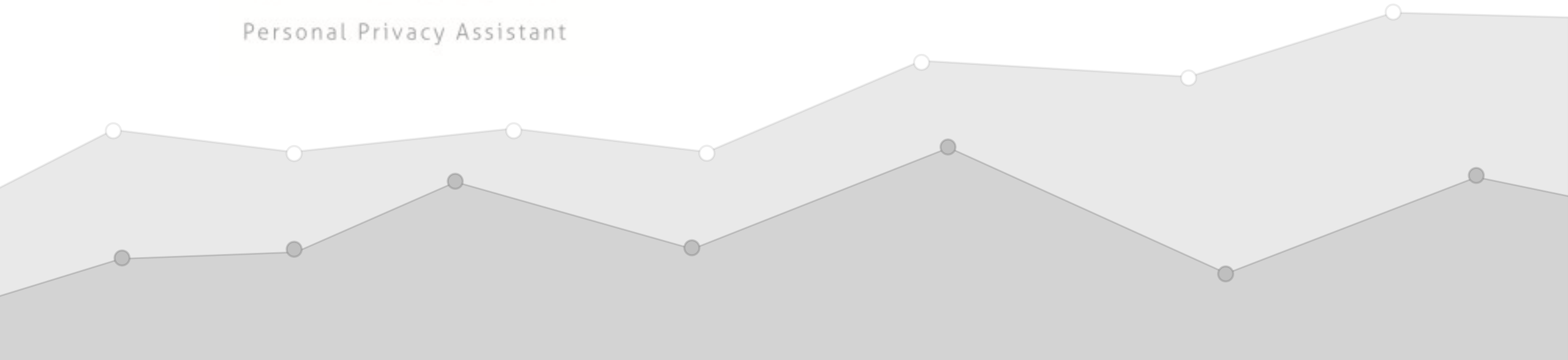
Encedo Limited

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encedo

KEY

Personal Privacy Assistant





Presenter

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OUR TEAM



hardware & firmware

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PRESENTATION PLAN



What is the problem?



What is the problem cost?



Is there a solution?



There is a hope!



What are the benefits?



PROBLEM DEFINITION

- How to manage online privacy?
Not an **easy** task!
- .. so users don` t care!
- Available **solutions** are for professional only.
- Simple solutions for encryption and authentication online is **needed**.



PROBLEM DEFINITION

More details

- How to manage online privacy?
Not an **easy** task!
- .. so users don't care!
- Available **solutions** are for professional only.
- Simple solutions for encryption and authentication online is **needed**.
- Simple passwords **are** in use, files send unencrypted over email/cloud storage.
- Encrypted USB Flash Drive seems to be secure (but is **not**)!
- PGP (GPG) is complicated, SMIME not popular (*certs* are expensive).
- Available hardware solutions can't be use on **web** directly.

PROBLEM COST

- High impact in case of login/password leakage (2014 is a record year. *)
- Only SSL/TLS available for data protection client-server.
- No end-to-end encryption.
- Data are easy readable (ISP, GOV, web operator etc).

* by Ars Technica



A man wearing a white long-sleeved shirt with thin vertical stripes, a dark bow tie, and dark suspenders. He has his arms crossed and is wearing a dark watch with a light-colored face on his left wrist. The background is a plain, light-colored wall.

EncedoKey Personal Privacy Assistant

SOLUTION

- Ordinary USB stick size device.
- Encrypted storage (with hidden-volume).
- Encryption/Decryption of files and messages on the fly.
- Authenticator.



SOLUTION

More details

- It's open source! Trust in transparency.
- Single chip (ARM Cortex-M).
- High speed (~40ops on 256bits ECC key).
- Flexibility.
- RESTful API (Ethernet Interface).
- Oriented on Web technology.
- Easy integration.
- Modular design, easy to expand.

ADDRESSABLE MARKET

Why now?

- We live in post Snowden era - climate is good!
- ... so what next?
- The ones who want to use e.g. PGP do not know **how?** *
- With simple solution people will be **encouraged** to protect their online privacy.

* Glenn Greenwald



ADDRESSABLE MARKET

For whom?

- Absolutely **everyone!** It's simple like using USB Flash Drive.
- Professional (lawyers, photographers, accountant etc) –they carry data in the pocket.
- Companies (banks, corporations etc) – need to authenticate and exchange confidential information securely.
- Regular user – forget about week passwords (forget about password at all).



COMPETITORS

SMART CARD

- **Complicated** in use (drivers, installations).
- Weak cryptography (2048 RSA most, one company gives 4096 bits).
- Slow (0.7 ops for 4096bits).
- Require full trust!

TPM

- It's a silicon/chip, need to be embedded (e.g. in laptops).
- RSA up to 2048 bits only.
- Quite **slow** (5 ops for *verify sign*, the faster chip from Atmel).
- Require full trust!

YUBICO

- Authentication only.
- Requires **middleware**.
- Partially open source.

BENEFITS FROM CYLON

- Networking!
- Priceless advice, outstanding opinions from professional.
- Business growth & development direction.
- Fund raising.



A black and white aerial photograph of a dense urban landscape, likely New York City, showing a vast expanse of skyscrapers and buildings. The image is slightly blurred, giving it a sense of depth and scale. A semi-transparent teal banner is overlaid across the middle of the image, containing a quote and its attribution.

"Simplicity is the ultimate sophistication."

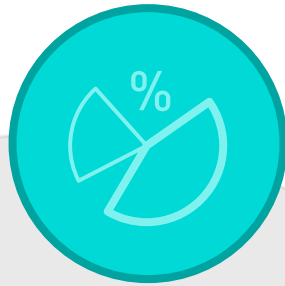
by Leonardo da Vinci

SUMMARY



PROBLEM

How to manage online privacy?
Not an easy task!



COST

Simple passwords are in use,
files send unencrypted over
email or cloud.



SOLUTION

Ordinary USB stick size device
to provide online privacy.



BENEFITS

Simple, easy to use solutions for
everyone. Keep calm and fill
free.

CONTACT



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