

**UNDER EMBARGO THROUGH May 13th 2015 - 7pm CET**

## **Secure Email Provider Lavaboom launches Crowdfunding campaign**

*One week after starting to roll out accounts to 25,000 people, today Lavaboom launched a crowdfunding campaign to help keep the service free and fund future development.*

*Lavaboom is an email provider built for privacy, seamlessly encrypting emails and data client side.*

Cologne, Germany (May 13th, 2015) - Today Lavaboom launched a crowdfunding campaign to help fund rapidly increasing server costs. Lavaboom launched their beta just this past weekend with a mission of providing secure email for everyone.

<https://www.indiegogo.com/projects/lavaboom>

"We thought keeping Lavaboom free would be inexpensive, but while server costs are relatively cheap, the number of people using Lavaboom has grown much faster than we had anticipated", said Felix Müller-Irion, CEO of Lavaboom. "End-2-end encryption is inherently community-reliant, for it to work both parties need to want to send encrypted emails. Lavaboom is a community-led project, we've had testers helping shape the software from the beginning and our codebase is totally open source. This is why we are turning to crowdfunding, it's our mission to provide encrypted email to everyone and we hope the community will support us in this."

"We're looking for \$100,000, to provide the evergrowing base of users we have with email accounts and to continue the development process and enable not only native desktop applications but also mobile applications. This amount will also help us gain independence and work towards creating a self-sustaining business model.

Lavaboom will use about 20-30% of the money to support its infrastructure and to help the millions of people who deserve a secure email to get one. About 30% will go towards hiring a new developer focused on iOS and Android development. 40% will go towards sustaining the current team and to allow us to contribute our full attention to Lavaboom while at the same time not worrying about where the food comes from the next day. And if there is just a tiny bit over we'll use that money to give back and we'll spend it towards educating the people and raising awareness of encryption and think about further applications.

### **Technical details**

Lavaboom encrypts user data client-side by default, seamlessly exchanges public keys between Lavaboom users, and obfuscates metadata. Lavaboom makes encrypting email better, solving many of the problems inherent in PGP and building a mail client with non-technical people in mind.

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## About Lavaboom

Lavaboom is a secure email provider built on a zero-knowledge architecture, with a focus on simplicity. Lavaboom provides the ability to send highly secure email seamlessly, with no technical ability required.

In April 2014 the project was announced and the first version of Lavaboom was shipped. Lavaboom 2.0 was announced at a cryptoparty on January 29th 2015.

“During testing we realised that for encryption to be accessible, it needs to be so easy to use that it’s almost invisible,” said Müller-Irion. “So we have rebuilt Lavaboom from scratch. Lavaboom’s codebase is now highly scalable and lightning fast for users, this means that we hope to be able to invite everyone who has been waiting to create an account.”

Accounts began rolling out in May 8th 2015.

## Additional information

Email [felix@lavaboom.com](mailto:felix@lavaboom.com) for additional information.

Lavaboom’s press kit can be found at <https://lavaboom.com/press>.

Learn more at <https://www.lavaboom.com>