

# Passbook.co

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The safest password manager on earth

# Why is passbook.co the safest password manager on earth?

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## Lightstream

it uses the exclusive lightstream 1-way-protocol to transmit data. It ensures only 1 password is at risk at the time

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## Decentralized

Passbook stores your passwords locally, while still having convenient access across your devices via lightstream technology

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## Security

Passbook uses standard apple security measures to safeguard your password such as SecureChip, FaceID/TouchID

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## No cloud

Other password managers store all eggs in one basket in the cloud. History shows that security is only as strong as the weakest link

# How exactly is passbook the safest password manager on earth?

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## On your iPhone

1. Slide an item to right to activate scancode
2. Paired receiver automatically open
3. Hold phone in front of MacBook to login

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## On your MacBook

1. Open any webside that require login
2. The lightstream color code is scanned
3. You are now logged into instagram.com

# By providing access to an novel technology, Passbook can make money in a mostly free app-ecosystem

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## Businessplan

Core features are free and ensure viral word of moth marketing forces. We charge for lightstream migrate/backup sync. One time purchase of 2.99\$ for early-birds 20k first users. After that 5.99\$

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## Revenue

It's impossible to predict traction and payment-willingness but a scenario could be 20k paying users within 3mnth, 60k\$ revenue

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## Marketing

We will experiment with elegant instagram ads / google keyword ads. Connected to an elegant landing-page at [passbook.co](https://passbook.co)

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## Marketing cost

Instagram and google ads are not cheap. We will have to experiment with cost benefit and tonality of the ads that gain traction

# Having a backup-plan for your backup-plan and device sincronization

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## Backups

You can save backups on lightning enabled usb sticks available at most hw stores. Or use lightstream to transmit backups to the Mac client and store on regular usb sticks. The backups are protected with a very strong master key. That can withstand any brute force attacks.

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## Device sync

Keep all your devices synced, iPad, iPhone and in the future andoid devices. Use the built in lightstream enabled sync feature to keep devices updated. It works in seconds.



# It's all about talent and collaboration in an increasingly competitive world

## Team (André & Alex)

Two devs makes our business very resilient. We will always be 100% occupied. And one can focus on tech while the other do more business minded tasks and review code etc. Collectively we have experience from some of the top tech companies in the world such as Tidal and Dashlane. Making cutting edge iOS apps with millions of users.

## Why this team?

One of the hardest things in startup is to find someone you trust in good times and in bad. We already have a long friendship that happened spontaneously within the opensource community. We have worked together on lightstream and other projects for 2 years and we talk to eachother daily and can disccuss anything.

## **Passbook.co is primarily a B2C product but B2B validation and feedback is in the works**

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### **Coinbase:**

Coinbase are open to do a pilot with us and see if we can collaborate and provide employees a enterprise package

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### **Tidal:**

Tidal have been open to test passbook for a long time now. We only need to launch the first beta program and they are ready.

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### **Github:**

we are in talks with GitHub his PassBook and even lightstream could help them keep data secure.

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### **Firefox:**

Mozilla are pivoting to privacy vertical and are extremely excited to work with passbook.

# The adoption of passbook and how we will scale and expand our offering

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## Roadmap:

- 2 weeks: first beta version on AppStore
- 4 weeks: All core features implemented
- 6 weeks: Allow 2000 people to test
- 8 weeks: Double capacity
- 10 weeks: We launch on producthunt

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## Scaling

Lightstream is the main focus after things are starting to roll with passbook. As we will be two iOS devs at the helm one can focus on maintenance and relations while the other focus on lightstream R&D. Passbook rely on lightstream, but lightstream is always the end goal. Lightstream is not financially viable on it's own. But it creates the trust brand that passbook needs. Password-managers are only as good as the perceived trust



## **Market opportunity. Increasing risk of data theft across all industries**

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**Today (USD 924.7 million)**

**The global password management market size was valued at USD 924.7 million in 2019. Increasing adoption of password management solutions by small and medium enterprises is one of the key trends escalating market growth.**

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**In 5 years (\$2.05 Billion By 2025)**

**The global password management market size is expected to reach USD 2.05 billion by 2025, according to a new report by Grand View Research, Inc., progressing at a CAGR of 19.4% during the forecast period.**

# Passbook and the lightstream technology it relies on has been in active development for 3 years

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## Passbook

We have a proof of concept prototype. Which can be demonstrated on request. It work but is not feature complete. We also have completed the clickable demo of the final version. Can be seen in a video on request.

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## Lightstream

Lightstream has been in development for 3 years and has now reached a speed of between 1 and 10KBPS. Depending on hardware. It will require 6-12 months to be able to compete with the AirDrops of the world.