



Passbook

Passbook is the safest password manager on earth

Problem

Today's password managers store all your passwords in the cloud. That's a bad idea. Human negligence, backdoors, faulty encryption standards. The list goes on.

Solution

Passbook is a decentralised password manager that store your passwords locally on your device and not in the cloud. Passbook offers all the conveniences of its competitors but has none of theie drawbacks. It's able to do this because it relies on a novel transfer technology called lightstream. Lightstream only sends information 1-way this reduces your exposure tremendously.

Demo time

Video here

Why now?

- Lightstream is a fringe technology that hasn't been commercialised yet, because hardware hasn't been fast enough up until now (logo of passbook and lightstream)
- The convenience of the cloud seems like a silver bullet. But it's not a very anti-fragile way to secure the people of the world

Business model

- Passbook is free to use
- Passbook charges 2.99\$ for sync and backup feature.
- We will do marketing through Instagram and google ads

Competitors

Lastpass, 1password rely on the cloud and charge expensive fees every month to protect your passwords. You can of course import all your data into passbook and Get out of these expensive subscriptions.

Vision

The vision is to establish a trust brand. There are few companies in the world that people trust with their data. Apple comes to mind. The lightstream transfer technology is Uniqlo positioned to become a trust vertical on its own. But it takes time to develop to a stage it can compete speed wise with WiFi and Bluetooth. As soon as passbook is up and rolling and making revenue the main focus will

be developing lightstream. And to reach north of 1mb per second. Today it's around 10kbps which is more than enough speed to lower passbook.

Roadmap

The roadmap is simple. Beta on the AppStore in 4 weeks. Launch to waiting list in 8 weeks. Launch to the world via producthunt in 12 weeks. The prototype app already has been displayed and tested in the wild. And adding new the UI and refine the app is all that is left.

Team

André Jørgensen

- Experience as iOS at tidal, Telia, anti and Breel.

Alex Camilier

- Experience as iOS dev from Dashlane, W3C and Weibo

Why this team?

We are long time friends and have been workingtogether on lightstream on the side for the lat 3 years. We have Also done sucessfull launches on producthunt before, so we know what IT takes.