



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, because:

- 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.

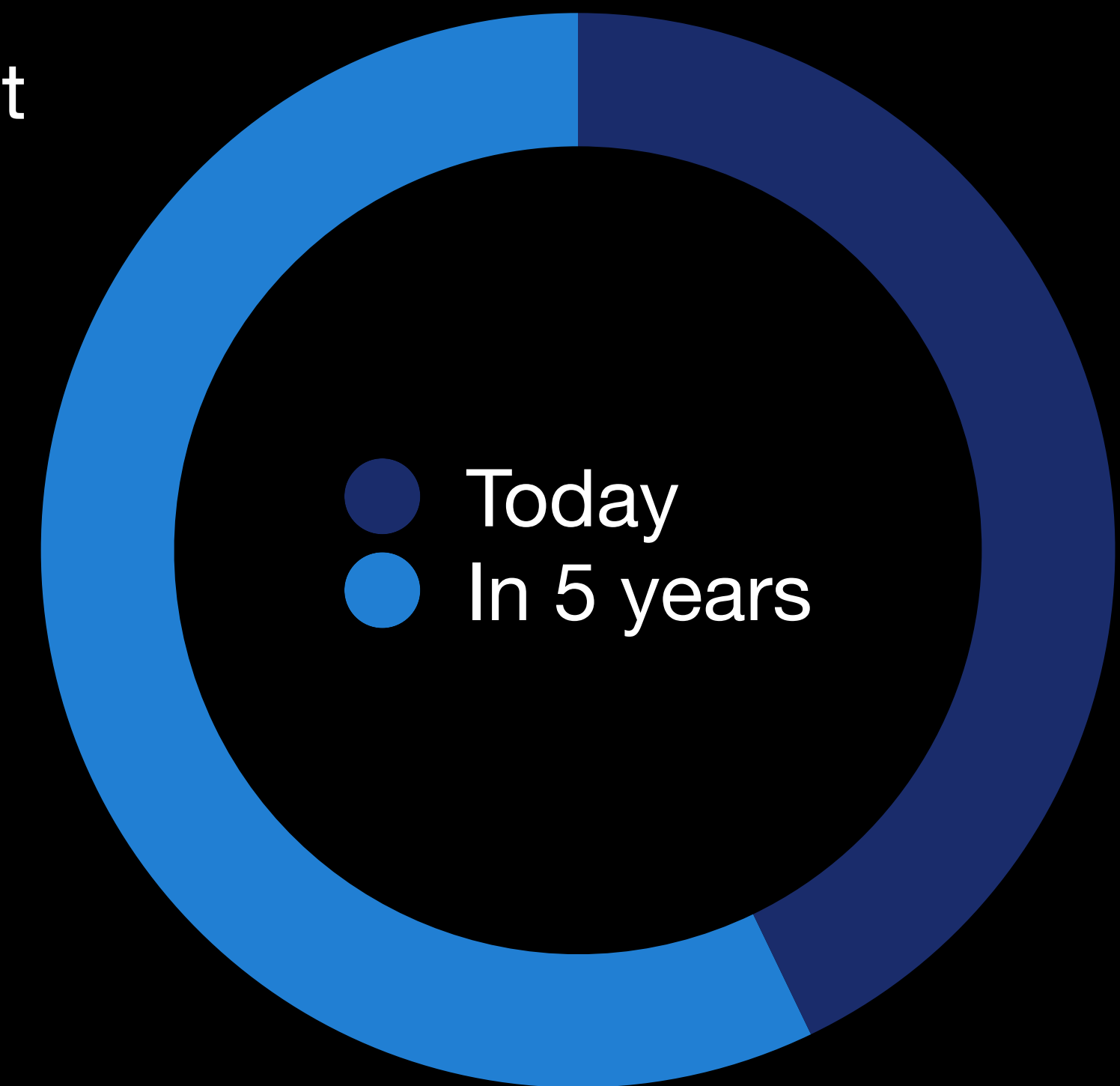
Market/opportunity:

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.

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.



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.

Who is making it:

André Jørgensen

- Experience as iOS at Tidal, Telia, Anti and Breel (Ranked Top5 github Norway)

Alexandre Camilleri

- Experience as iOS dev from Dashlane, W3C and SEEKERS Capital Group

Why this team:

We are long time friends and have been working together on lightstream on the side for the last 3 years. We have also done successful launches on producthunt before, so we know what it takes.

Roadmap 2020 / 2021:

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.