



Store Share Collect



Privately Securely Forever

The Problem

Centralized cloud storage faces privacy, security, and reliability challenges, leaving users and their data at risk.

○ **Exploitative**

Centralized providers exploit user data, eroding personal and business privacy.

○ **Insecure**

Single points of failure leave users vulnerable to hacking, breaches, and unauthorized access.

○ **Unreliable**

Services can shut down due to censorship, bankruptcy, or arbitrary policy changes.



The Solution

Canister leverages blockchain technology for 100% on-chain storage, offering private, secure, and reliable solutions.

○ Private

Users own and control their data with no third-party access or monetization.

○ Secure

Protected by advanced cryptography to safeguard data from breaches and unauthorized access.

○ Reliable

Decentralized infrastructure prevents downtime, censorship, or service disruptions.



How It Works

Built on sovereign smart contracts, Canister provides secure, scalable storage fully hosted on the Internet Computer blockchain.

○ Self-Contained

Each Canister smart contract operates independently and owns its data.

○ Scalable Storage

Stores up to 500GB per Canister, with multi-Canister scaling for unlimited capacity.

○ Decentralized Hosting

Fully hosted on the ICP blockchain, ensuring reliability and independence from centralized institutions.

Market Opportunity

Canister targets a rapidly expanding decentralized storage market within the \$376 billion cloud storage industry.

Detailed Market Opportunity Breakdown:
canister.co/pitch-deck/Market_Opportunity.pdf

- **Total Addressable Market**
\$376 billion global cloud storage market by 2029.
- **Serviceable Available Market**
\$50 billion decentralized storage segment fueled by privacy-focused enterprises and users.
- **Serviceable Obtainable Market**
\$1 billion early adopters in Web3 storage solutions, including blockchain enthusiasts and startups.

Revenue Model

The initial focus will be on B2B revenue, targeting enterprise clients for scalable and predictable growth.

○ Enterprise Contracts

Tailored solutions for businesses requiring decentralized storage.

○ Volume-Based Pricing

Revenue grows with client data usage, ensuring substantial and predictable income streams.

○ Custom Integration Fees

Additional income from bespoke integrations and premium support for enterprise clients.

Go-to-Market Strategy

Initial efforts will focus on industry-specific outreach, led by experienced sales professionals with relevant connections.

Identifying Key Decision-Makers Strategy:
canister.co/pitch-deck/Identify.pdf

○ Industry-Specific Focus

Prioritize healthcare, finance, and legal sectors that handle sensitive data.

○ Sales-Driven Growth

Employ experienced sales leaders with established networks in target industries to drive adoption.

○ Tailored Solutions

Develop messaging and product offerings customized for industry-specific challenges and regulations.

Competitive Landscape

The cloud storage market is crowded, but Canister stands out with unmatched security, scalability, and user sovereignty.

○ Traditional Cloud Storage

Services like Dropbox dominate but pose security and privacy concerns.

○ Decentralized Platforms

Rivals like Filecoin and Arweave offer blockchain-based solutions but rely on centralized infrastructure.

○ Canister's Differentiation

Combines robust cryptography, seamless scalability, and full data sovereignty on the ICP blockchain.

Roadmap

Our short-term roadmap focuses on building a team, delivering an MVP, and acquiring our first few customers.

- **Q1 2025: Team Building**
Assemble a skilled team to drive development and business outreach.
- **Q2 - Q3 2025: MVP Delivery**
Launch the Minimum Viable Product with core features to support secure and scalable storage.
- **Q4 2025: Customer Acquisition**
Secure first clients in healthcare, finance, and legal sectors through targeted outreach.

The Team

A husband and wife founding team with complementary expertise in project management, product design and development.

○ **Jake Kemsley - CEO**

Expertise in product design and ICP applications, Jake leads the product design and development efforts.

○ **Emma Walmsley - COO**

Extensive experience in HRTech. Emma oversees project management and operations.

○ **Artur Shirokov - CTO**

Full-Stack software engineer. Artur is an AI and blockchain developer.



CANISTER

**Thanks for your interest.
To learn more:**

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