



sentry.co

Offline password manager

Problem → The cloud is fundamentally insecure

«Serious vulnerabilities in all major password managers»

Washington Post - 2019

«LastPass vaults leaked to hackers»

theverge.com - 2022

«After the LastPass hack, can you trust password managers?»

Wall street journal - 2023

Solution → Novel tech that doesn't rely on the cloud

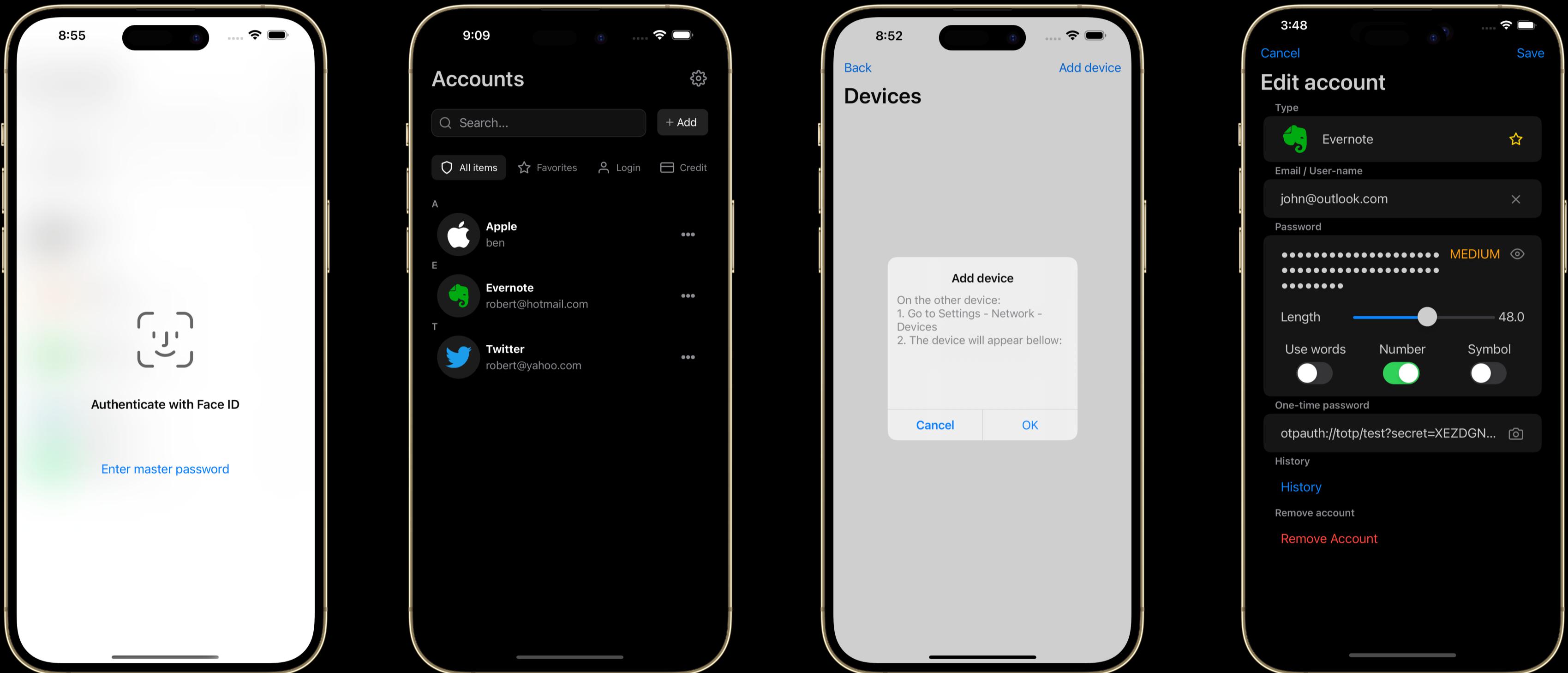
A first of it's kind P2P network that works completely offline. Combined with a distributed database. This allows data to flow directly between devices with **unparalleled security** and convenience, ensuring your information remains **entirely local** without any need of cloud storage



Our novel tech has been **built from the ground up** over the last 3 years

More than 10k hours in R&D, App development, and deployment infrastructure.

Product → A password manager that syncs offline



1. Login

Authenticate with FaceID /
TouchID

2. Store

All passwords are stored locally
on the devices only

3. Setup

Add other devices you want to
keep synced, like your mac

4. Sync

Changes are auto-synced to all
your devices over local P2P

Competitors → First to market with offline sync

Features	Sentry.co	1password	Keychain	StrongBox	BitWarden	Chrome
Offline sync	✓	✗	✗	✗	✗	✗
Offline database	✓	✗	✗	✓	✗	✗
Secure sharing	✓	✗	✗	✗	✗	✗
Browser AutoFill	✓	✓	✓	✓	✓	✓
2FA (One time code)	✓	✓	✓	✓	✓	✓
Native application	✓	✗	✓	✓	✗	✗
Free option (Freemium model)	✓	✗	✓	✗	✓	✓
Passkey (Next gen 2FA)	Soon	✓	✓	✗	Soon	✓
Chrome AutoFill (Extension)	Soon	✓	✗	✗	✓	✓
iPad app / support	Soon	✓	✓	✓	✓	✗
Android / Windows support	Later	✓	✗	✗	✓	✓
OpenSource	20%	✗	✗	✓	✓	✗
Price (month)	\$2.99	\$2.99	Free	\$3.99	\$0.99	Free

Traction → The first 4 weeks on TestFlight

Whats working



Conversion

46% of website visitors download our product



Followers

100+ new followers on produthunt per week



Errors and bugs

14% non critical errors. 0% Lost data



Updates

94% Updates when new releases are available

What we are improving



User churn

Telemetry show high churn, as expected



Downloads

60+ Downloads per week, as expected



Sessions

Usage 3.12min / day
44 interactions



User growth

12% per week. from growth hacking (Still testflight)

Testimonials → Early usage and impressions



«This is solving a huge user pain point»

Chloe G - Product Design Advisor, Ex-Google



«Love the brand and the design»

Sarah B - Marketing / Branding at Instagram / Meta



«The offline sync works really well»

Peder H - CTO at plaace.co

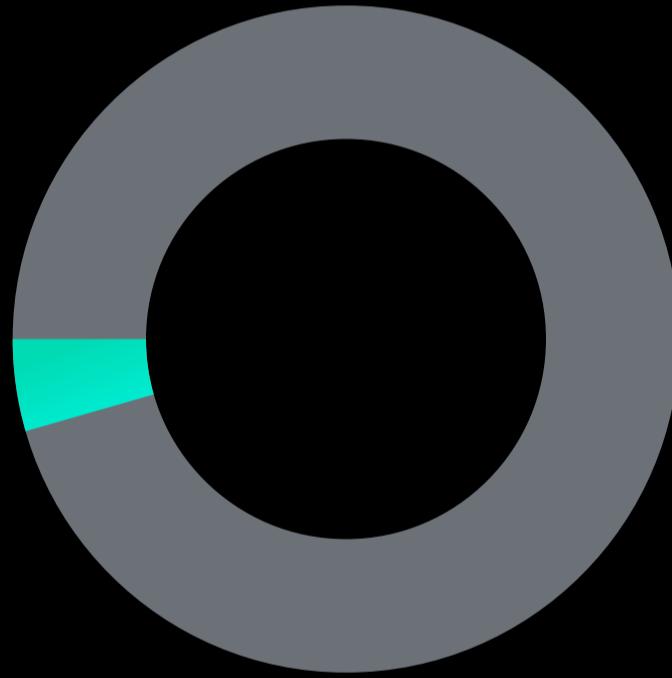


«When you support Android, I will definitely use it»

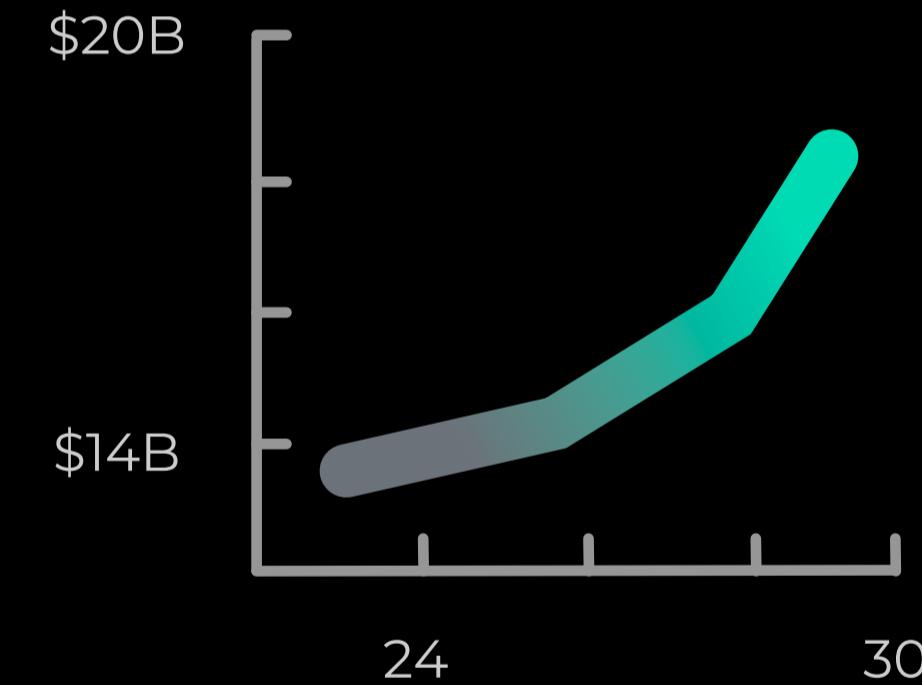
Satheesh K V - CEO at IT Norge Consult

Market → Blue ocean opportunity

“Lack of trust and transparency are the main reason for the low adoption of password managers”



Only 5% use a password manager today



\$14B market and growing 20% per year

Source: Research paper "Password Managers - It's all about trust and transparency" (2020), Cardiff University

By being offline we essentially removed the key barrier to adoption. Namely lack of trust in our cloud.

Industry insight → The “PrivSec” vertical is a megatrend

Network and search:

+20%

VPN industry

Yearly revenue growth of 20%
to \$54b 2023

+200%

Tor network

Usage grew 200% to 2M DAU
2019 - 2023

+260%

Duckduckgo

Usage grew 260% from 2019 -
2023

Messaging and utilities:

+300%

Brave browser

DAU grew 300% (to 15.5 million)
from 2020 to 2023

+500%

Protonmail

User growth 500% to 100m
2020 - 2023

+350%

Telegram

MAU grew 350% to 700m
(2018 - 2023)

An alternative to telegram that has better privacy and security is the app: Signal which grew 200% to 80m active users in (2021 - 2023)

User persona → User segmentation into the future

Trailblazers (2023)



“Semi paranoid techies”

Traits: Apple, Crypto, 1password

Pains: Trusting the cloud

Needs: Control, Safety

Early birds (2024)



“Digital citizens”

Traits: Chrome, still uses lastpass

Pains: Privacy worries

Needs: Convenience, privacy

Late adopters (2026)



“Corporate normies”

Traits: Windows, Android

Pains: Complexity

Needs: Simplicity, trust

Go to market → The flywheel is already spinning

Test launch (Active)



Testflight launch

Full launch (Soon)



Launch on AppStore

The long-tail (later)



App ratings / reviews



Producthunt buzz



Producthunt launch



News articles



Troubleshooting



Testimonials & trust



AI copywriter

Growth hacking → Founder influencer activity

Taught leader buzz



Followers

100+ new followers per week on producthunt



Top posts

Top first page community posts on producthunt



Trending

Trending “taught-leader” posts on linkedIn (soon)



Discussion

Battle trailblazers = pushed into peoples feeds

Reservoir of content



Myth buster

Security is science fiction for most people



Key insight

Nugget sized insights that educate the user



Backlinks

Backlink posts on Quora and reddit. Q&A style



Breaking news

Add our take on shocking PrivSec news articles

We are frequently featured on the front of the producthunt websites for days at the time with 100's of upvotes. We have established our fan-base, and it keeps growing fast

Business model → A simple and clear freemium model

1. Adoption



Sync 2 devices for Free

Enables strong network and word of mouth effects

2. Monitization



Sync unlimited devices

\$2.99 / month, \$19.99 / year
\$69 / Lifetime

3. Revenue



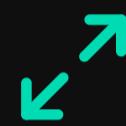
3k customers = Break even

30k customers = \$120k MRR
(Near 100% profit margin)

We will also explore referral / rebate programs and experiment with trial periods. We are also considering positioning the product as a deluxe offering by increasing the price and removing free option. As this will increase desirability.

B2B → Future enterprise opportunity (in 3 years)

Bottom up approach:



Land and expand

Leverage our current B2C data
and sell up market



Enterprise packages

Offer enterprise package deals with
decentralized access management



Focus on privacy

The only one with ultra-focus on
security and privacy

Solutions for B2B:



Government ID

Government ID / Voting
authentication



Government grants

Apply for gov problem/ solution
proposals with our solution.



Retail access management

Key distribution for retail where key
management is a huge pain

There is also organic interest for licensing our P2P + Database framework

We will also correlate data from haveibeenpwned.com into our B2B sales outreach

Team 1.0 → Superstar founders and entourage

Founding team:



**André Jørgensen
(CTO)**

Tidal, Telia, Anti, Breel
3k+ stars github
2x Top products producthunt



**Linn Elise Bjerkeli
(CEO)**

Atea, NorgesGruppen, PA
consulting
Coaching Oda, A&CO

Angel investors:

Jonas Rinde

Cofounder / CEO Nomono, CEO Huddly

Karan Peri (pending)

Coinbase, Amazon, Flipkart, Microsoft
and Twitter

Equity split: André (54%) Linn (46%) Jonas (3%) Karan (1%) Antler (10%) (Adjusted for rounds)

Advisors: Arne Kvale (Solgt.no), Alex Haudeman (Datum), Anne Tutar (Antler), Navi Singh (Antler)

On-call experts: Evan M (Tumbler), Maria K (Uber), Vincent T (Klarna)

Efficient team → With automation super powers

Automatic infrastructure



Automatic weekly releases



Automatic UI / Unit tests



Automatic App screenshots



Automatic Upgrade wall



Automatic SoMe updates

Data driven mentality



Live updates in our slack HQ



Anonymous Telemetry



Bounty / Audit program (Soon)

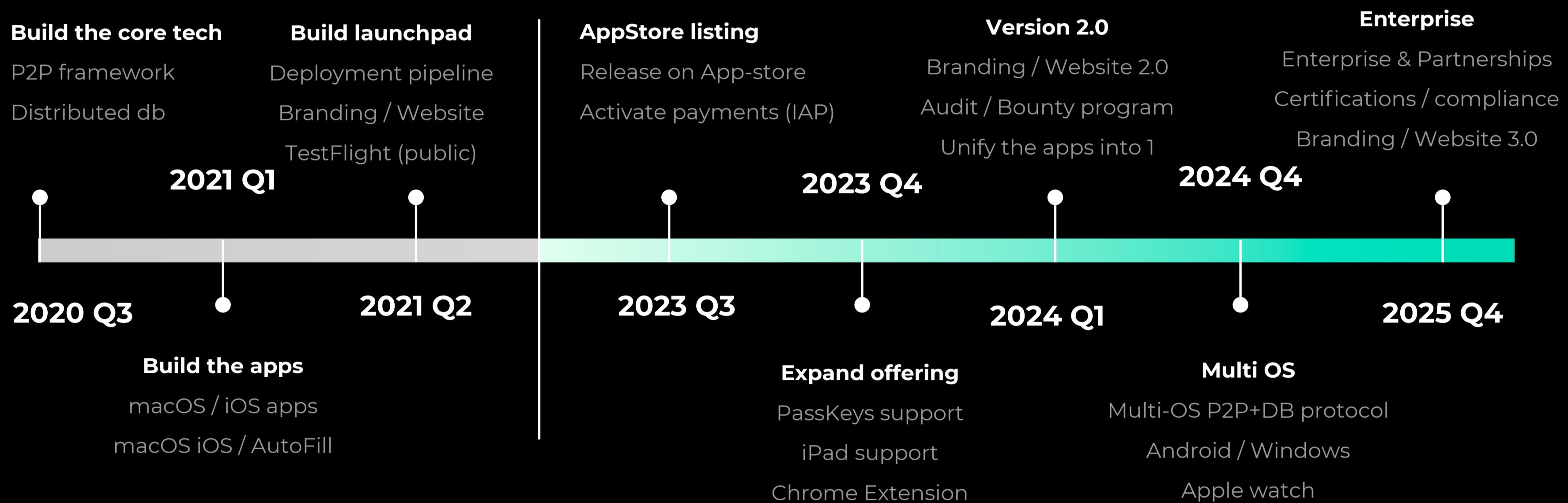


OpenSource 20% of our code



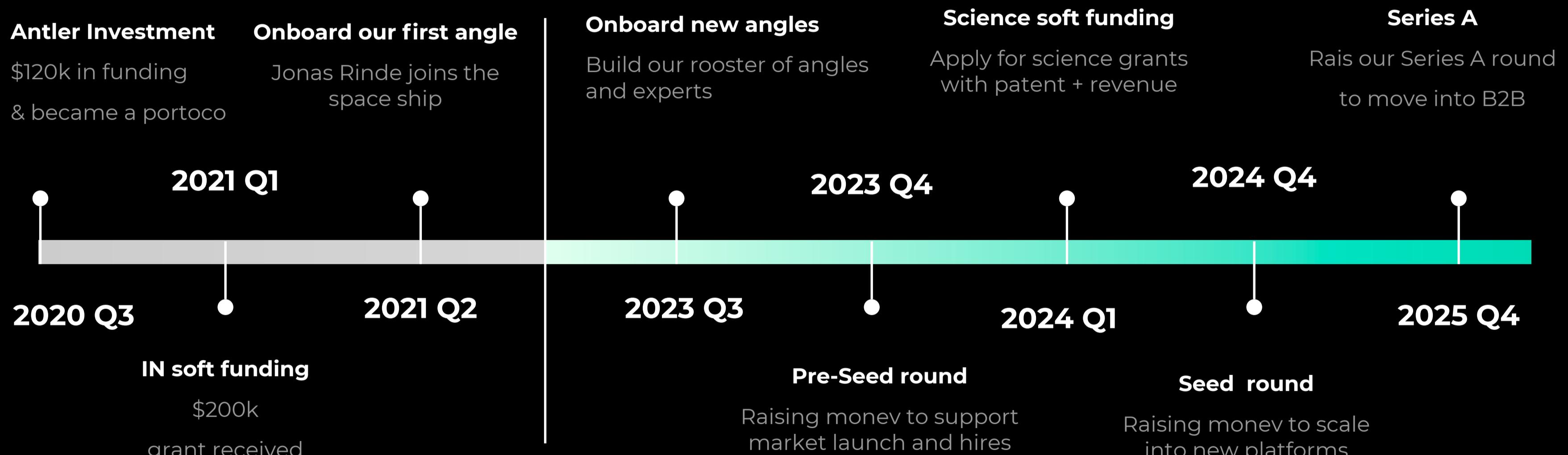
Bi-weekly investor update

Roadmap → Our product rollout strategy



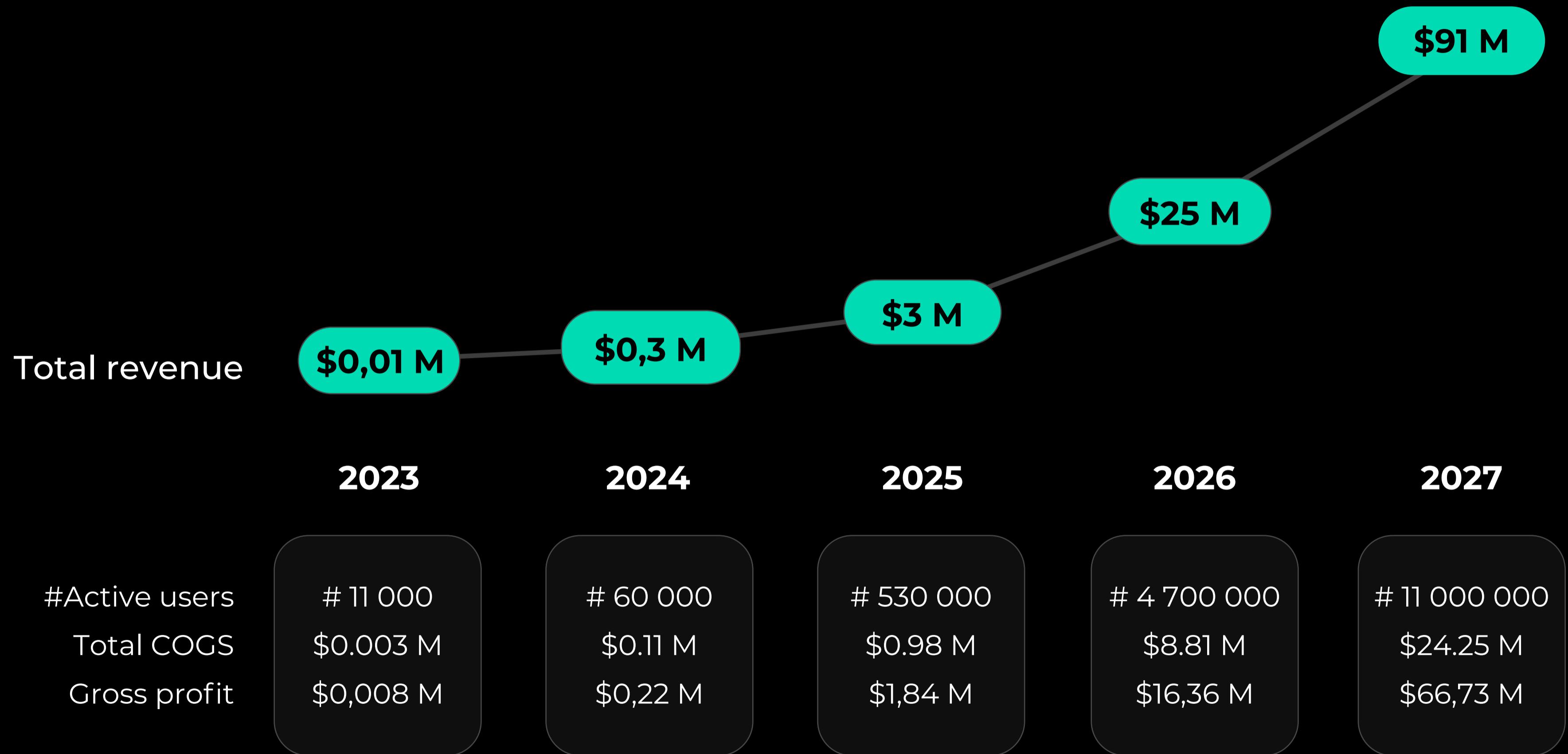
Product roadmap may change due to changing market conditions and timescales varies depending on funding rounds and grants

Fundraising → Our journey from incubator to series A



With our novel tech innovation, we are currently eligible to apply for «Science research grant», The Research Council of Norway (**\$1-1.5M**). And with our customer traction we are eligible to apply for loans from Innovation norway **\$200k**. There is also science grants available from Simula that unlocks IN opertation grants **\$200k**

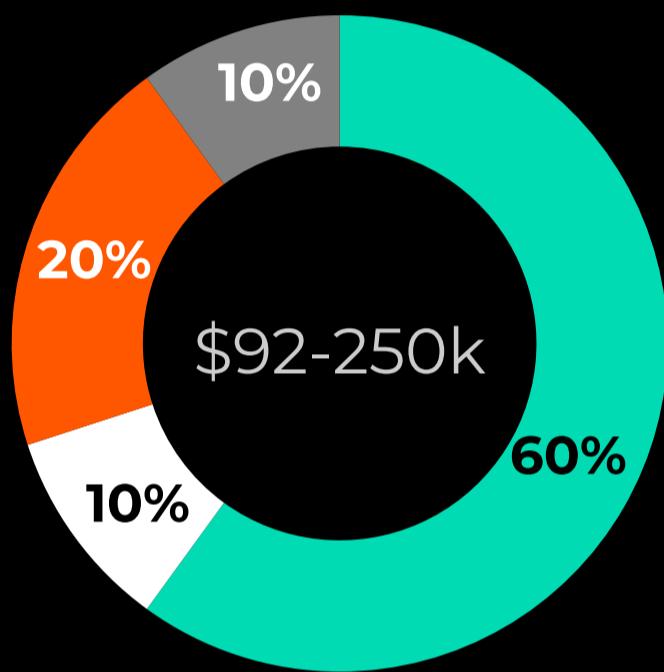
Revenue forecast → A look at potential future revenue



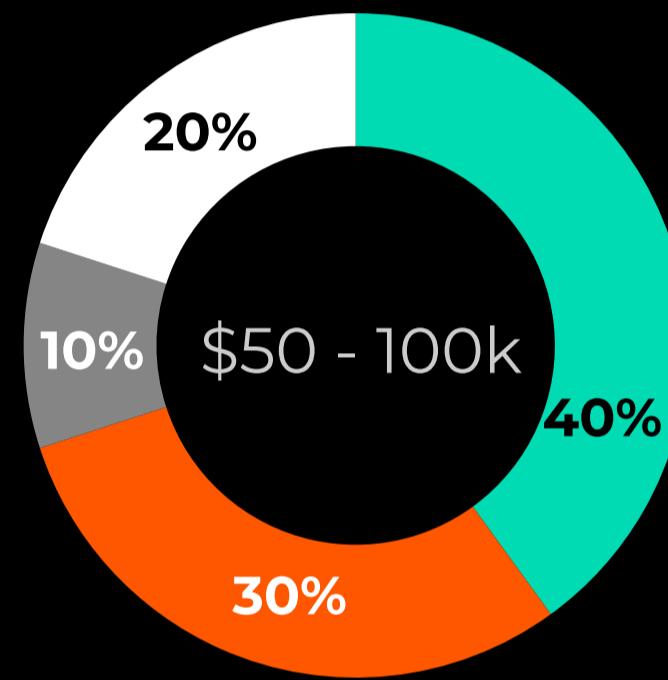
More indepth xls that break down the numbers into more details
can be provided on request. Break even in 2024, 64% profit margin in 2026, 72% profit margin in 2027

The ask? → 12 month runway to accelerate growth

Team & operations:



Marketing & services:



- Team \$60-80k, • Accounting \$10-20k, • Co-work \$2-3k
- Remote freelance team \$20 - 150k

- HW/SW \$10-20k, • SoMe ads \$15-20k, • Brand/website \$20-50k, • Bounty / Audit \$5-10k

\$200k (VC/Angles) + \$200k (IN startup loan) = \$400k

The range is dependant on funding rounds / grants.

IN* Innovation Norway 4 Year interestfree, none collateral Loan

Why invest → It's obvious that this is the future

Team and product



Superstar team

Top tier founders and angels



Novel innovation

Novel tech (10K dev hours
Strong moat)



Delightful product

Disruptive product innovation

Metrics and market



Perfect timing

Competitors dug their own grave
when they leaked 30m accounts



High demand

Time is now, people want more
secure solutions



Strong traction

High demand / conversion, strong
indication of PMF

60-70% margins + Low cost of operation = High ROI

Appendix

Decentralized Database:

This term highlights the decentralized nature of the technology, where data is stored and maintained across multiple nodes instead of a central authority

Peer-to-Peer Network:

It refers to a network where participants (peers) interact directly with each other without the need for intermediaries. Blockchain networks often operate as peer-to-peer networks.

Problem links:

<https://www.theverge.com/2022/12/22/23523322/lastpass-data-breach-cloud-encrypted-password-vault-hackers>

<https://gizmodo.com/lastpass-hacked-again-second-time-six-months-1849841863>

<https://www.wsj.com/articles/after-the-lastpass-hack-can-you-trust-password-managers-5e2d066f>

Trending posts on producthunt:

<https://www.producthunt.com/discussions/which-book-has-had-the-strongest-effect-on-how-you-make-products-and-why>

US problem grant:

<https://www.grants.gov/web/grants/view-opportunity.html?oppId=336226>

Notable VC funded projects in the B2C Decentralized PrivSec space:

<https://element.io> Private slack, <https://anytype.io> — the everything app, <https://proton.me>, — Privacy by default, Skiff - Private, encrypted, secure email, obsidian.md - Obsidian is the private and flexible note-taking app

Our apps are available for download at sentry.co and our product video is here: <https://www.linkedin.com/company/sentry-co/>