

**sentry.co**

Offline password manager

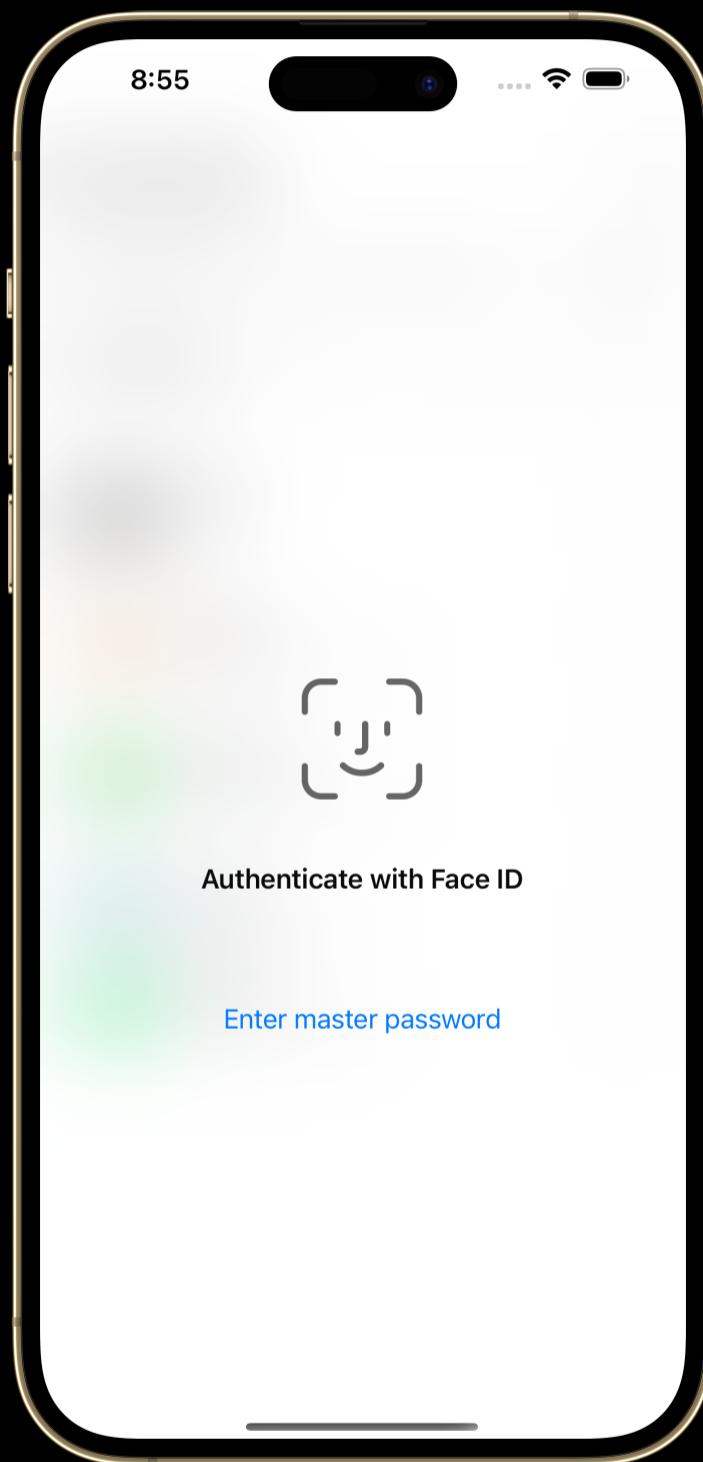
## Problem → Explosive

«Major security vulnerability in 1password»  
[wired.com](http://wired.com)

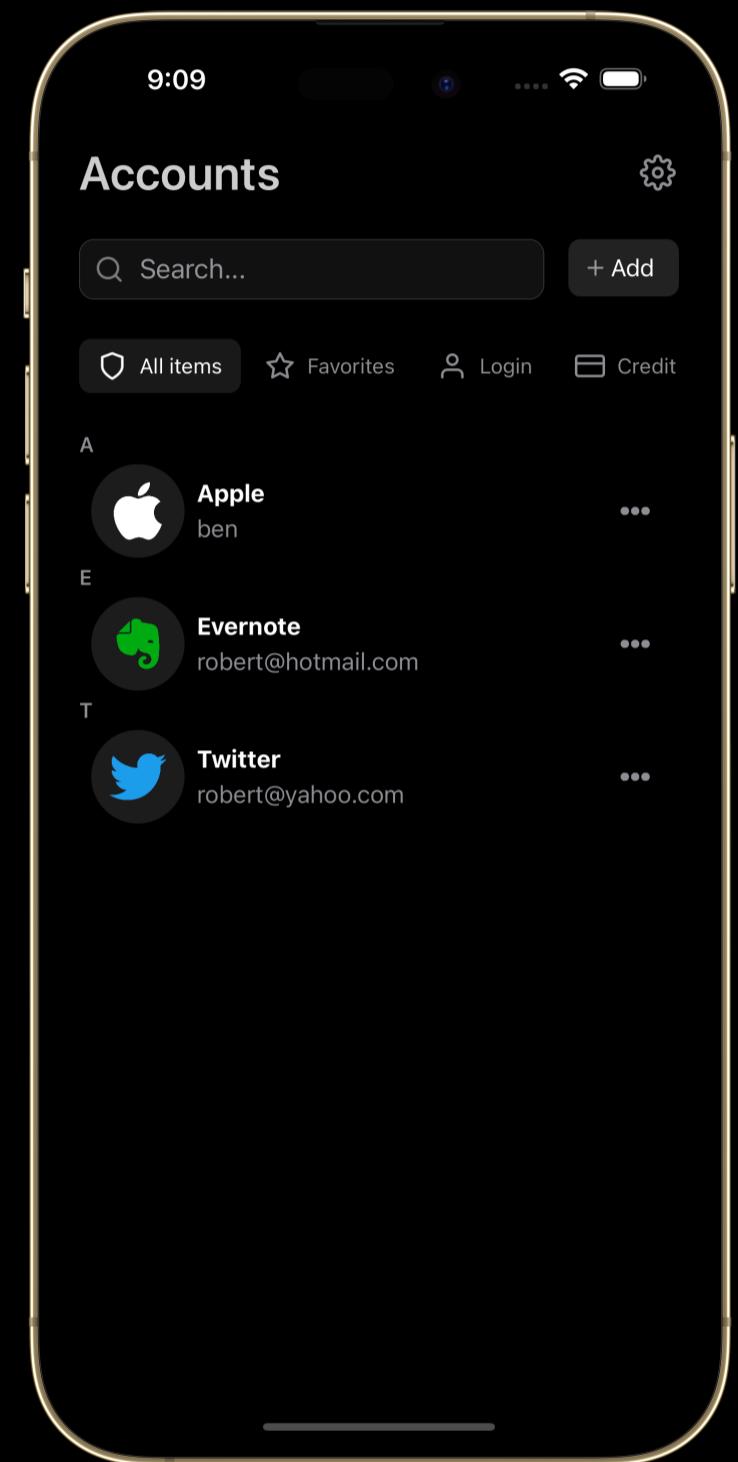
«Lastpass leaks entire database»  
[theverge.com](http://theverge.com)

«Lastpass database cracked»  
[theverge.com](http://theverge.com)

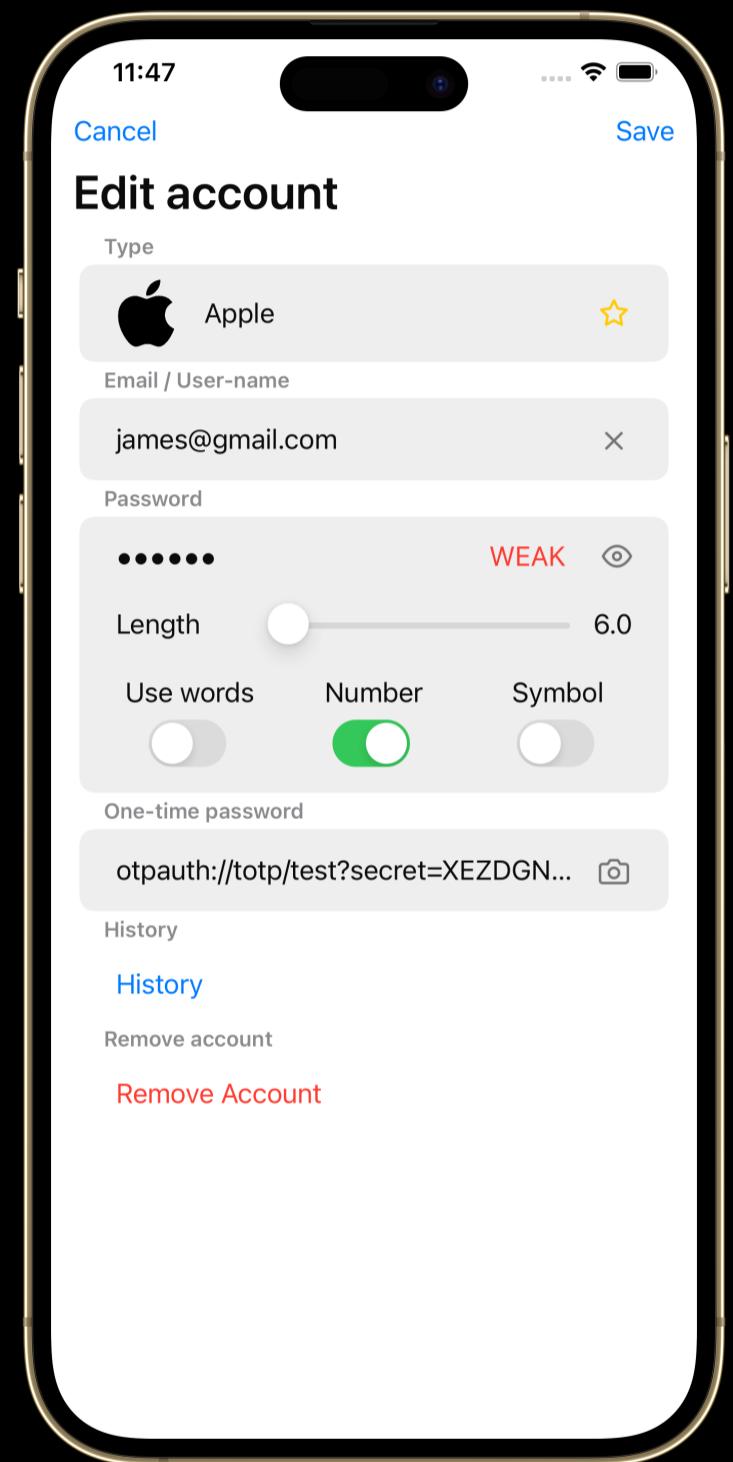
# Solution → Product (macOS and iOS)



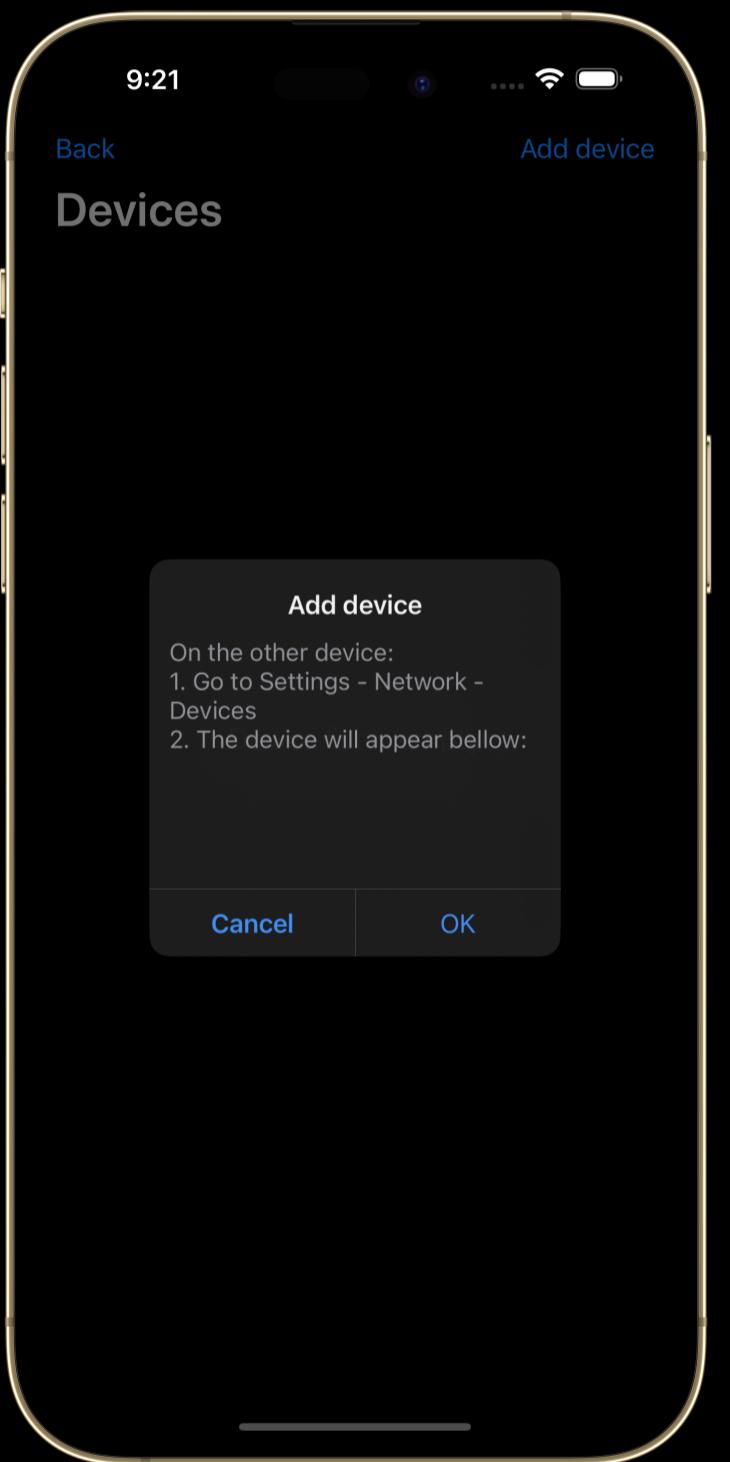
1. Authenticate with FaceID /  
TouchID



2. All passwords are stored  
locally on the devices only



3. Changes are synced to all  
devices over local p2p



4. Add devices you want to  
keep synced

# Solution → Disruptive science

A **first-of-its-kind** groundbreaking password manager that combines **unparalleled security** and convenience. It revolutionizes data sharing by utilizing a fully encrypted **local peer-to-peer network**, ensuring your information remains **entirely local** without any need for any cloud storage.

Bluetooth P2P  
network

End to end encrypted and  
works in standby

Distributed local  
database

Encrypted w/ apples  
secure enclave HW chip

First of it's kind  
innovation

The combination of two  
innovations is patentable

The science behind our technology is built from the ground up, by our team, as it did not exist anything like it before. Security and encryption is entirely provided by native apple libraries. We have spent 10k+ hours on R&D and app development.

# Competitors → First to market w/ offline sync

Features	Sentry.co	1password	Keychain	StrongBox	BitWarden	Chrome
Offline sync	✓	✗	✗	✗	✗	✗
Offline database	✓	✗	✗	✓	✗	✗
Browser AutoFill	✓	✓	✓	✓	✓	✓
Secure sharing	✓	✗	✗	✗	✗	✗
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	Later	✓	✗	✗	✓	✓
OpenSource	20%	✗	✗	✗	✓	✗
Price (month)	\$2.99	\$2.99	Free	\$3.99	\$0.99	Free

# Metrics → Live for 2 weeks

**50+ Downloads per week**  
(Organic traffic)

**46% of website visits**  
converts to downloads

**50+ new followers**  
On Producthunt per week

**Usage: 4.42 minutes / day**  
44 interactions per user per day

# Testimonials → Early feedback

«This solves a huge pain for the user»

**Chloe G - Product Design Director at Google**

«Love the brand and the design»

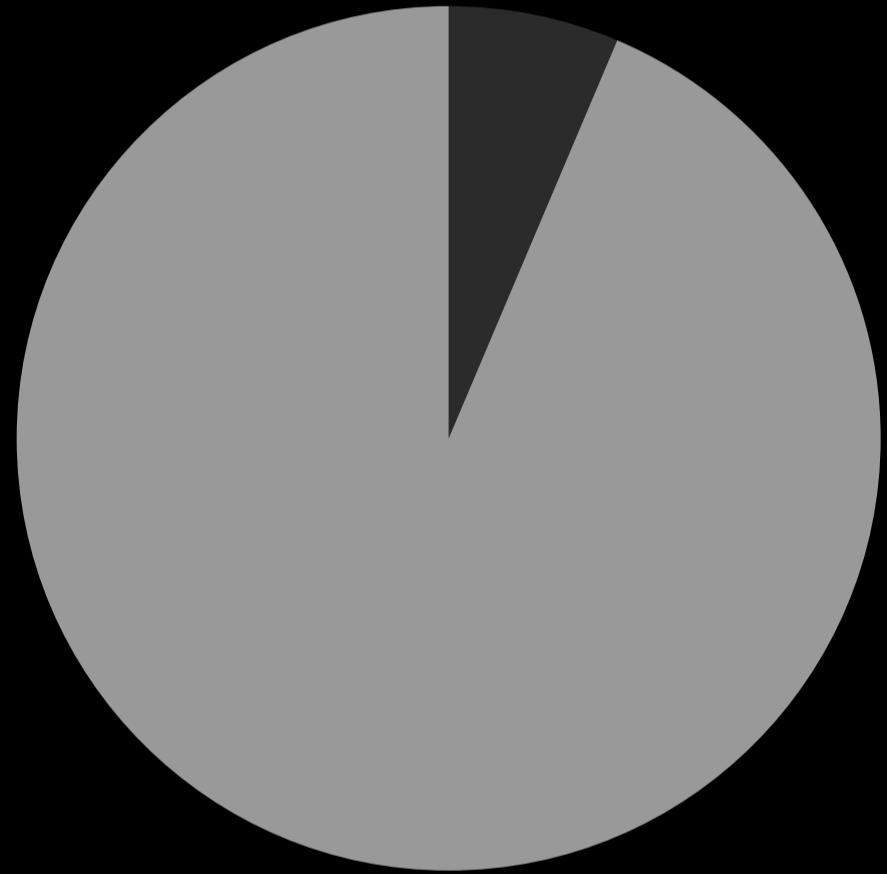
**Sarah B - Marketing / Branding at Instagram / Meta**

«The offline sync works really well»

**Peder H - CTO at plaace.co**

(Early usage / impressions of the app)

# Market → Blue ocean opportunity



**5% Use a password manager today**

**\$14b market and growing 20% per year**

According to research: The lack of adoption is due to  
lack of trust in the cloud **Source link here**

# User persona → Customer traits

Already use a cloud based password manager

Worried about mass cloud database leaks

Familiar with the benefit of “self custody”

Wants to become more “self sovereign”

Uses other PrivSec tools like vpn / encrypted email

Works in companies with strict security policies

# Use cases → Benefits with our solution

It's recommended to store 2FA codes and passkeys offline

Passwords that protect crypto should be kept away from the cloud

Passwords in the kept offline cannot be phished by sms spoofing

Mass surveillance and mass leaks is not possible

Keeps all your devices synchronised (even when in standby)

Only you can access the data via Apples secure enclave HW chip

# Go to market → Marketing / Branding

## Before commercial launch

- “Privacy hero” activity: Producthunt / LinkedIn / Threads / IG
- Engage in PrivSec communities (hackernews etc)
- 300++ Other product launch websites
- Collect testimonials, user numbers -> build trust / rep

## After commercial launch

- Launch on Producthunt (23Q4-24Q2)
- Send press-kit to theverge / nytimes / wired / techcrunch
- Iterate brand w/ heydays, website by halolab
- Target userperson with ads in SoMe
- Keyword ads Google (passkeys, offline etc)

# **Business model → Simple and predictable**

Sync 2 devices for Free

Sync unlimited devices for  
2.99\$ /m, 19.99\$ /y, 69\$ /Lifetime

3k paying customers -> Break even

# Team 1.0 → Founded in 2020 Q3

## 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**

Coinbase, Amazon, Flipkart, Microsoft and Twitter

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

Team 2.0 Will be defined and dependant on funding rounds / grants

# Efficient team → With automation super powers

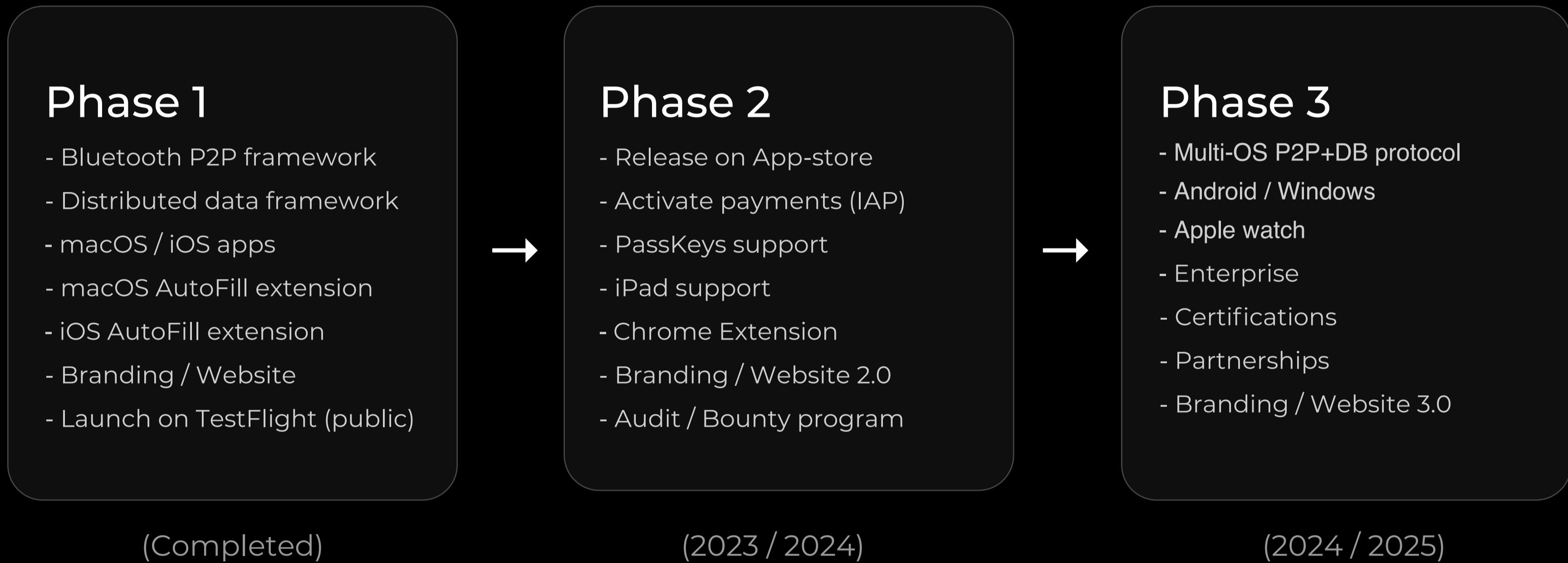
## Automatic infrastructure

- Automatic weekly release cadence (X.X.+1) (Nightly testflight builds)
- Automatic 24H UI / Unit tests (local / cloud)
- Automatic App-store screenshot for each release
- Automatic Upgrade wall —> We maintain only 1 version, and nudge users to stay updated
- Automatic weekly release updates (LinkedIn / Threads / IG)

## Data driven mentality

- Live Github / SoMe / Analytics / Deployment updates in our slack HQ
- Anonymous Telemetry / observability via google analytics
- Bounty / Audit program (Soon)
- 20% Opensource (Telemetry, UpgradeWall, Observability etc)
- Monthly investor update with performance metrics and product news (email)

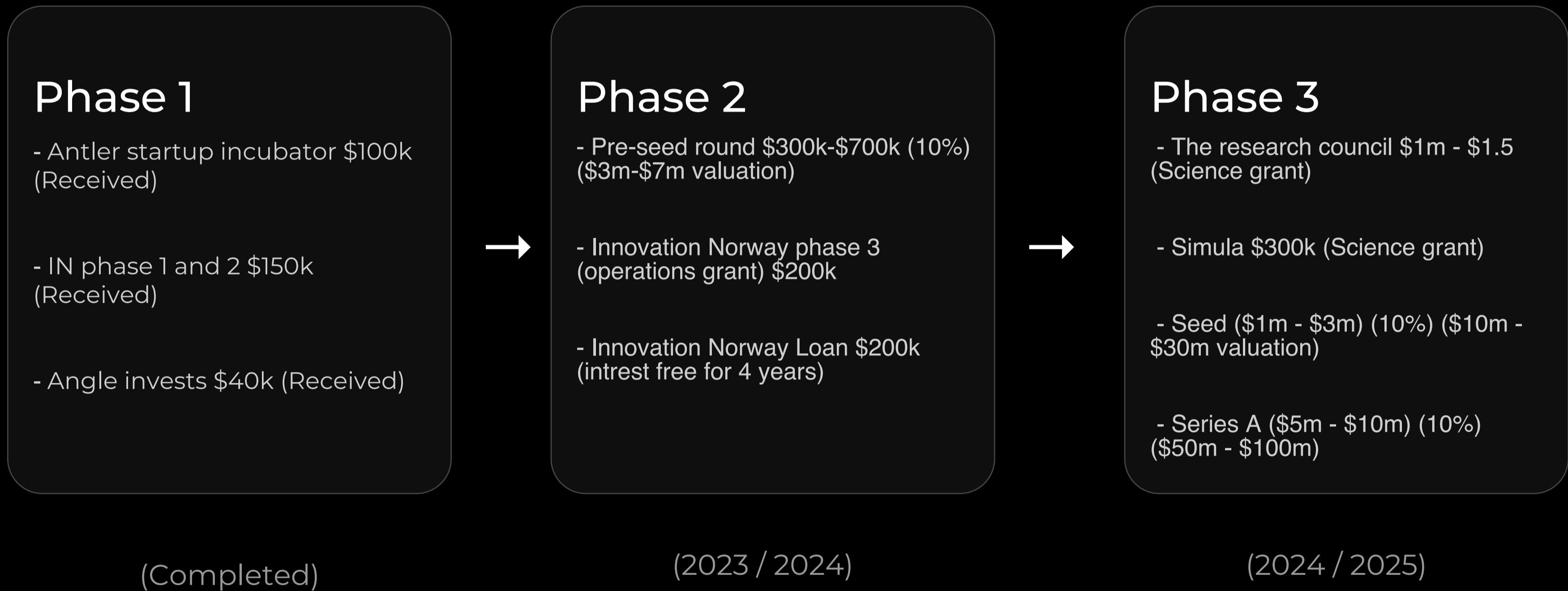
# Roadmap → Science that solves a growing pain



Timescales varies depending on funding rounds and grants

Roughly speaking (P2 2023/24, P3 2024/25) should be feasable

# Fundraising → From R&D to commercial product



It's feasible to receive these grants based on the innovation grade and customer traction our product has / will achieve. There are also other grants within the EU and the US that we will explore at later stages.

# Expenses → Budget for phase 2

## Team

- 2 Salaries (\$30-40k \* 2 = \$60-80k)
- Accounting / Law \$10-20k
- Cowork \$2k-\$3k
- Remote freelance team \$20-150k

Total: \$ 92 - 250k

## Infrastructure

- Hardware / Software \$10-\$20K
- LinkedIn Ads \$5k - \$20k
- Brand iteration 2.0 (Heydays.no) \$30-40k
- Website 2.0 (halolab.com) \$5-\$10k

Total: \$ 50 - 100k

These are best guess estimates and depends on how funding rounds / grants.

Estimates are based on requested quotas and experience

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

## Team and product

- Novel tech (10K dev hours -> Strong moat)
- Disruptive innovation
- Top tier founders and angles
- Beautiful apps / strong brand / memorable domain

## Metrics and market

- High demand / conversion, strong indication of PMF
- Sticky business-model
- Time is now, people want more secure solutions
- Blue ocean within a blue ocean opportunity

Download the apps at [sentry.co](https://sentry.co) or visit our [LinkedIn](#) page to see our product demo video

# 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.

## **Immutable data:**

Once an alteration is recorded, it cannot be altered or deleted, ensuring the integrity of distributed database systems.