



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

Bluetooth P2P
network

End-to-end encrypted and
works in standby

+

Distributed local
database

Encrypted w/ apples
secure enclave HW chip

=

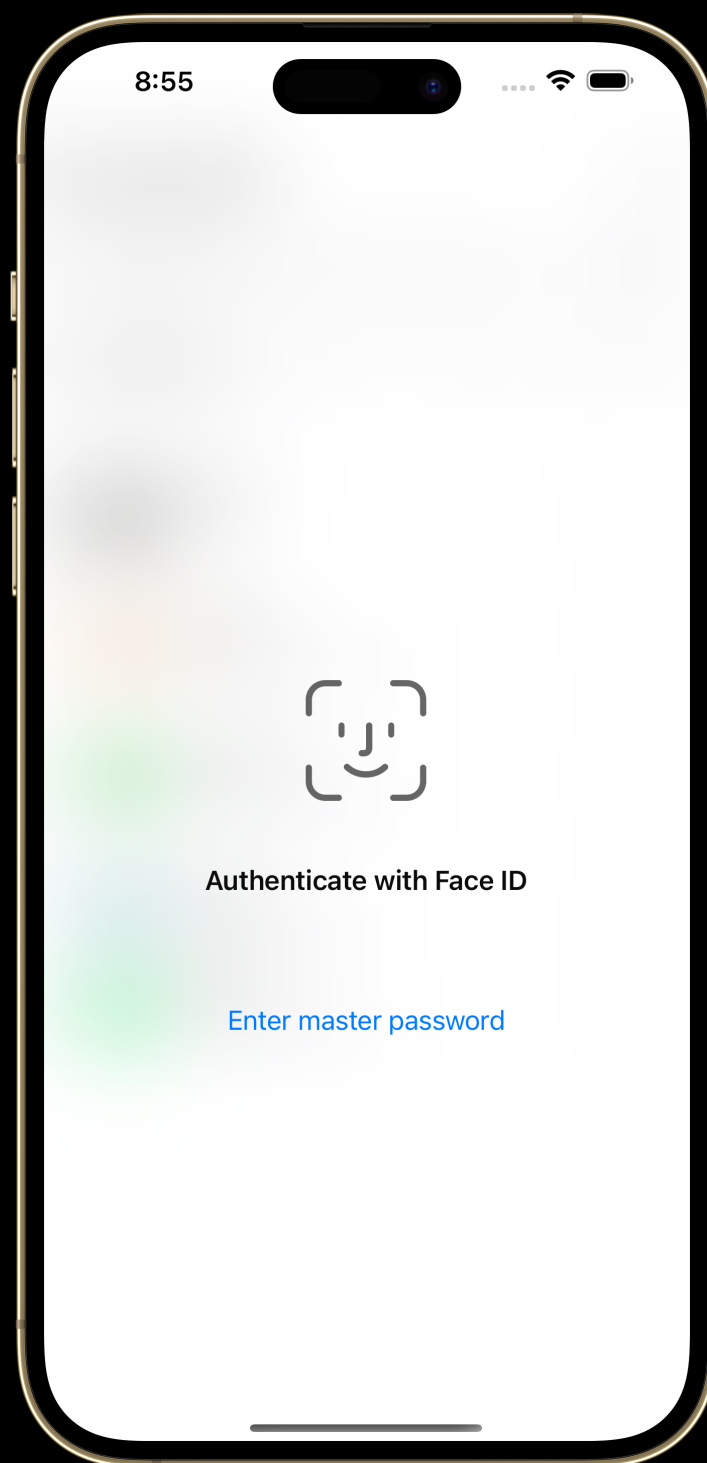
First of it's kind
innovation

Patentable, platform
agnostic, works in standby

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

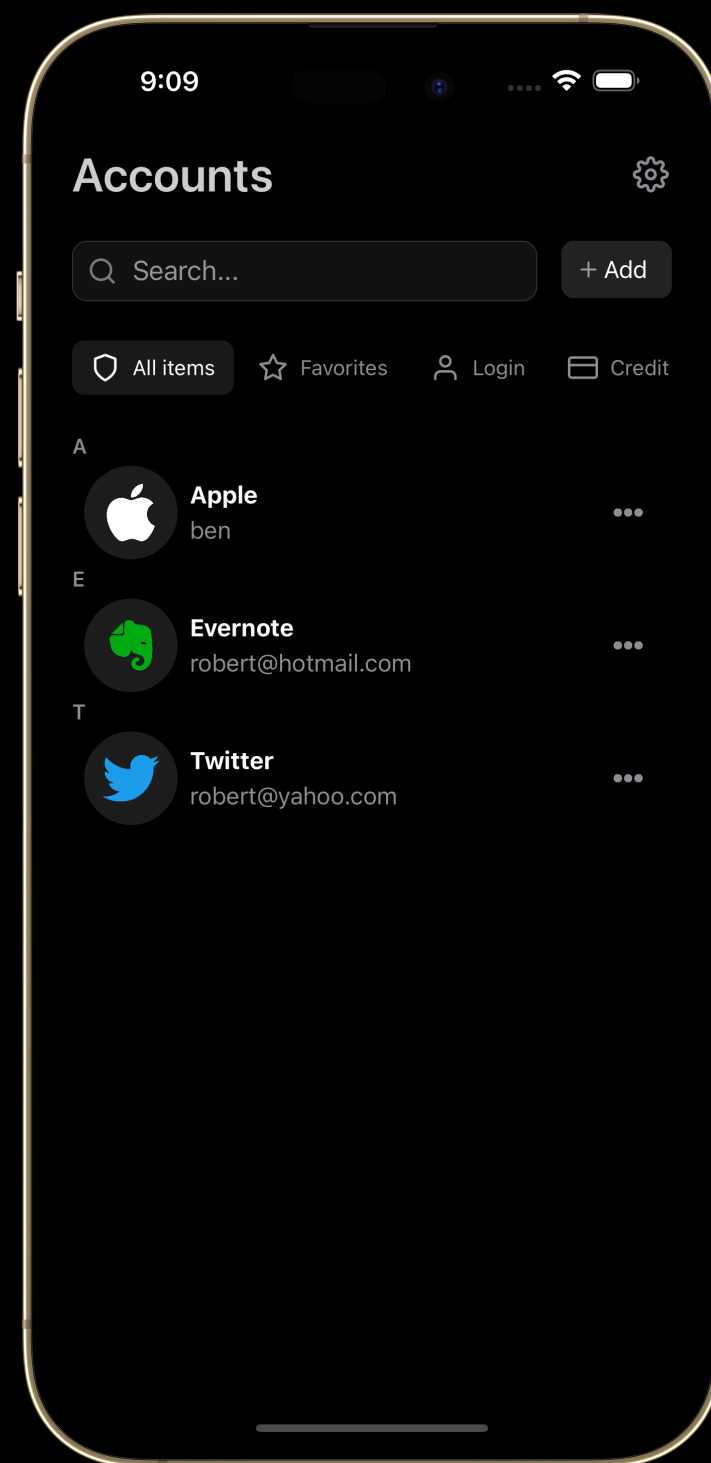
More than 10k hours in R&D, App development, and deployment infrastructure.

Product → A password manager that syncs offline



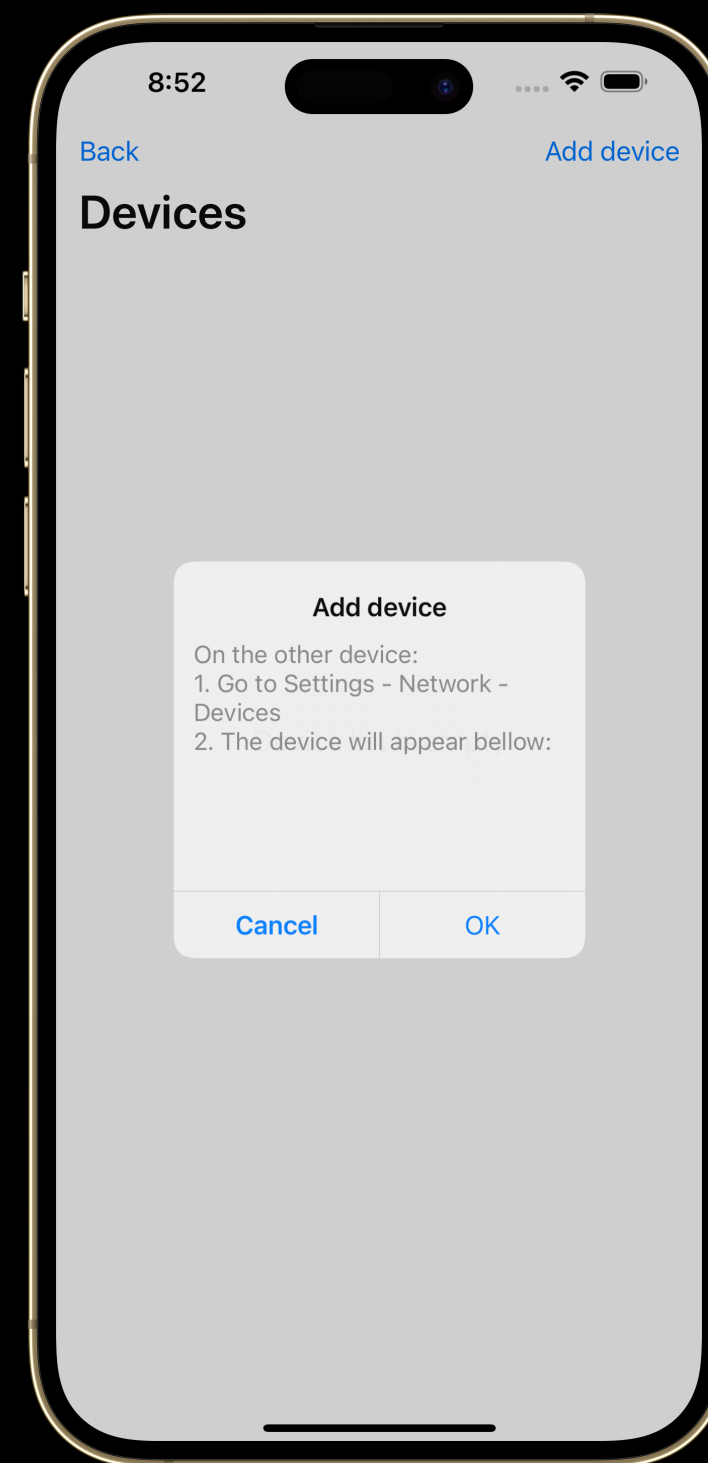
1. Login

Authenticate with FaceID /
TouchID



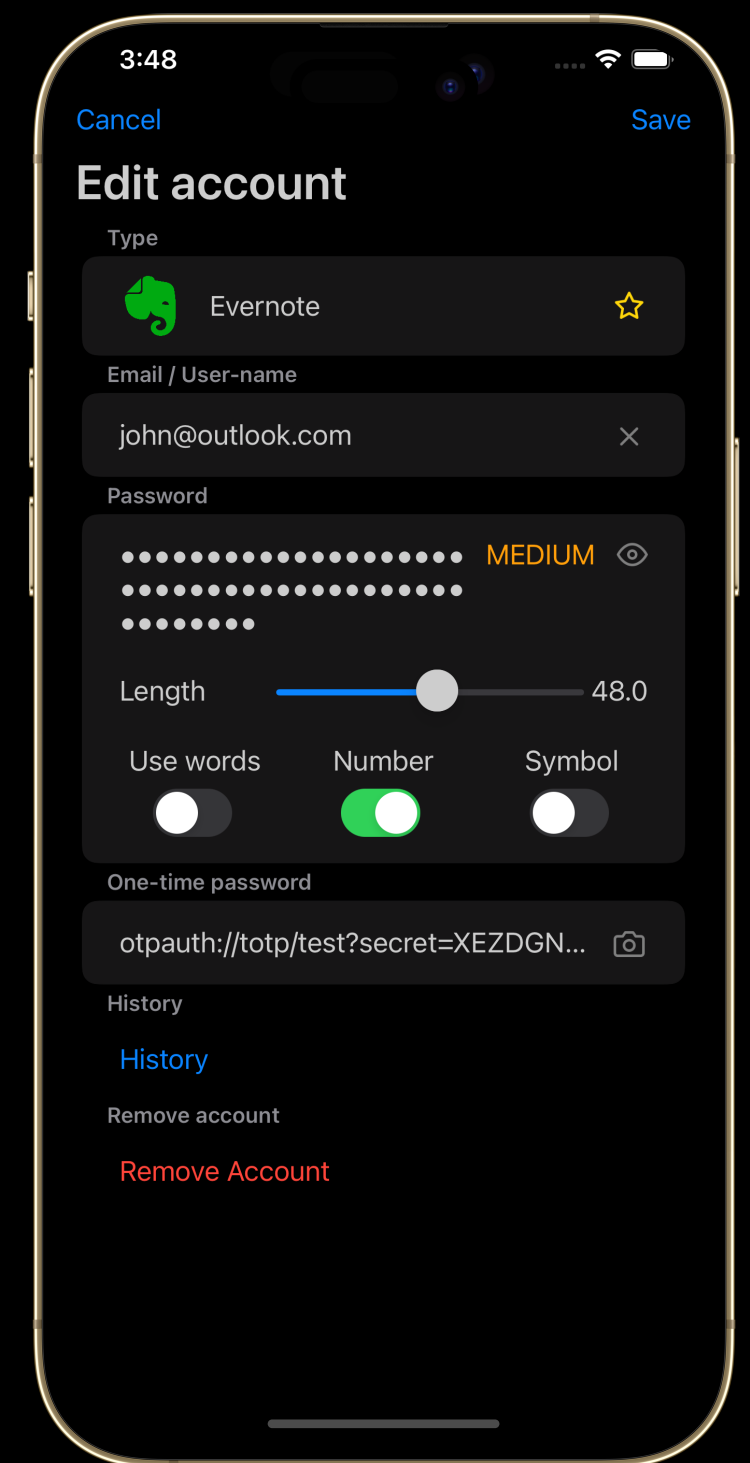
2. Store

All passwords are stored locally
on the devices only



3. Setup

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



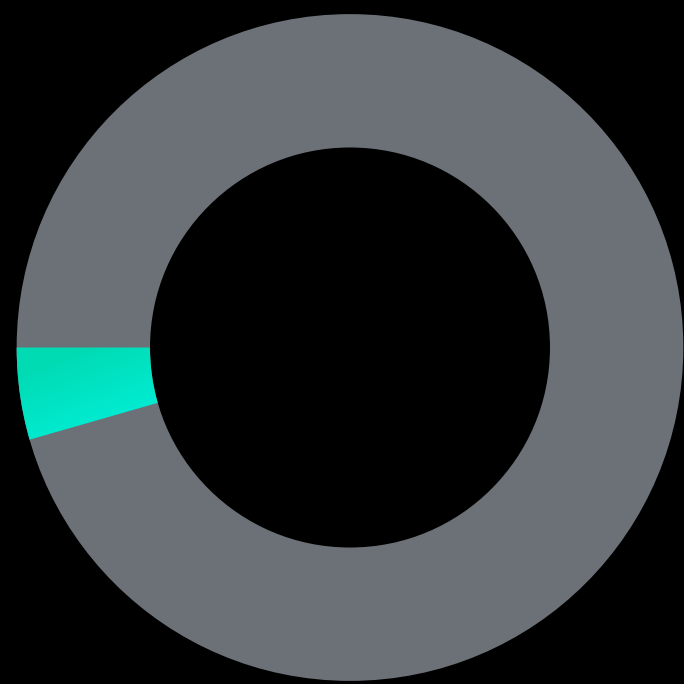
4. Sync

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

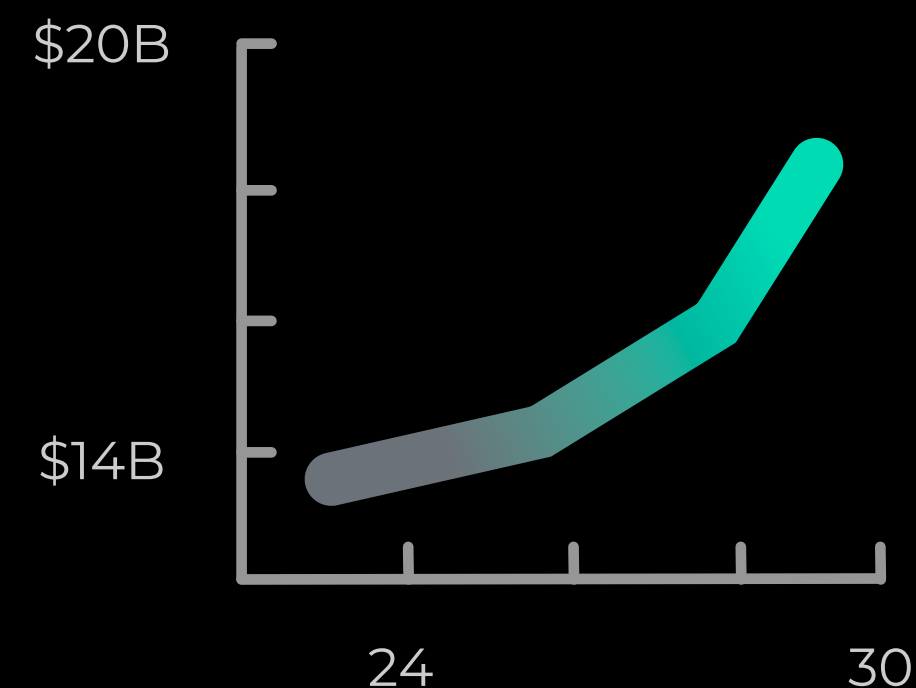
We support iOS and macOS

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.

Value proposition → 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 |

Positioning → 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



Producthunt buzz



Troubleshooting

Full launch (Soon)



Launch on AppStore



Producthunt launch



Testimonials & trust

The long-tail (later)



App ratings / reviews



News articles



AI copywriter

Business model → A simple and clear freemium model

1. Adoption



Sync 2 devices for Free

Enables strong network and word of mouth effects

2. Monetization



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.

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

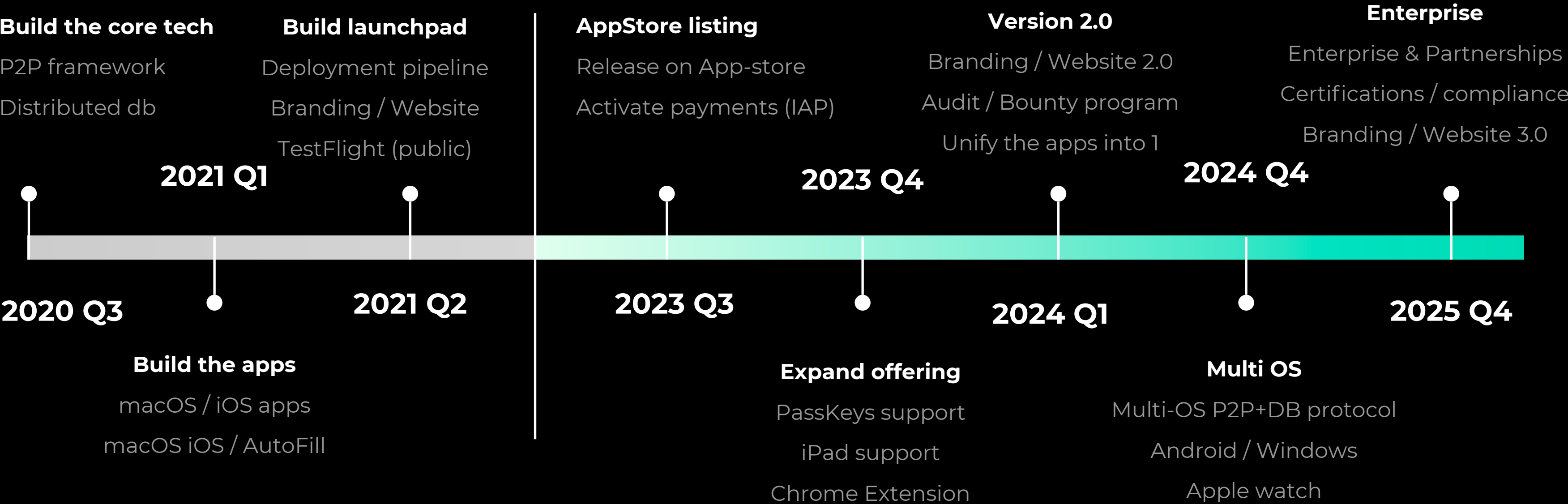


User growth

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

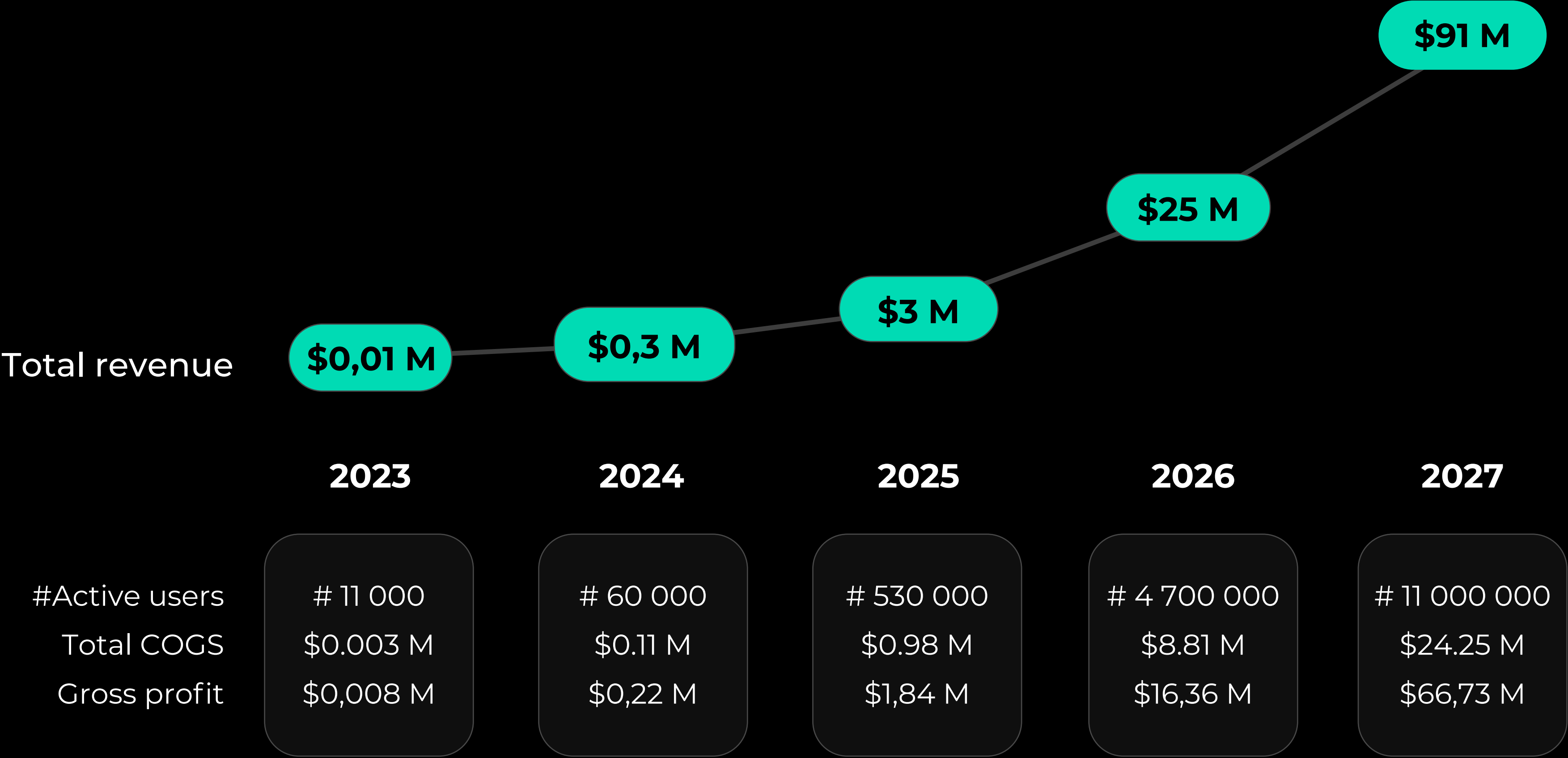
🇺🇸 Usa: 34%, 🇨🇳 China: 40%, Other 26%

Milestones → Our product rollout strategy



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

Revenue forecast → A look at potential future revenue



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

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 (Tumblr), Maria K (Uber), Vincent T (Klarna)