



**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

=

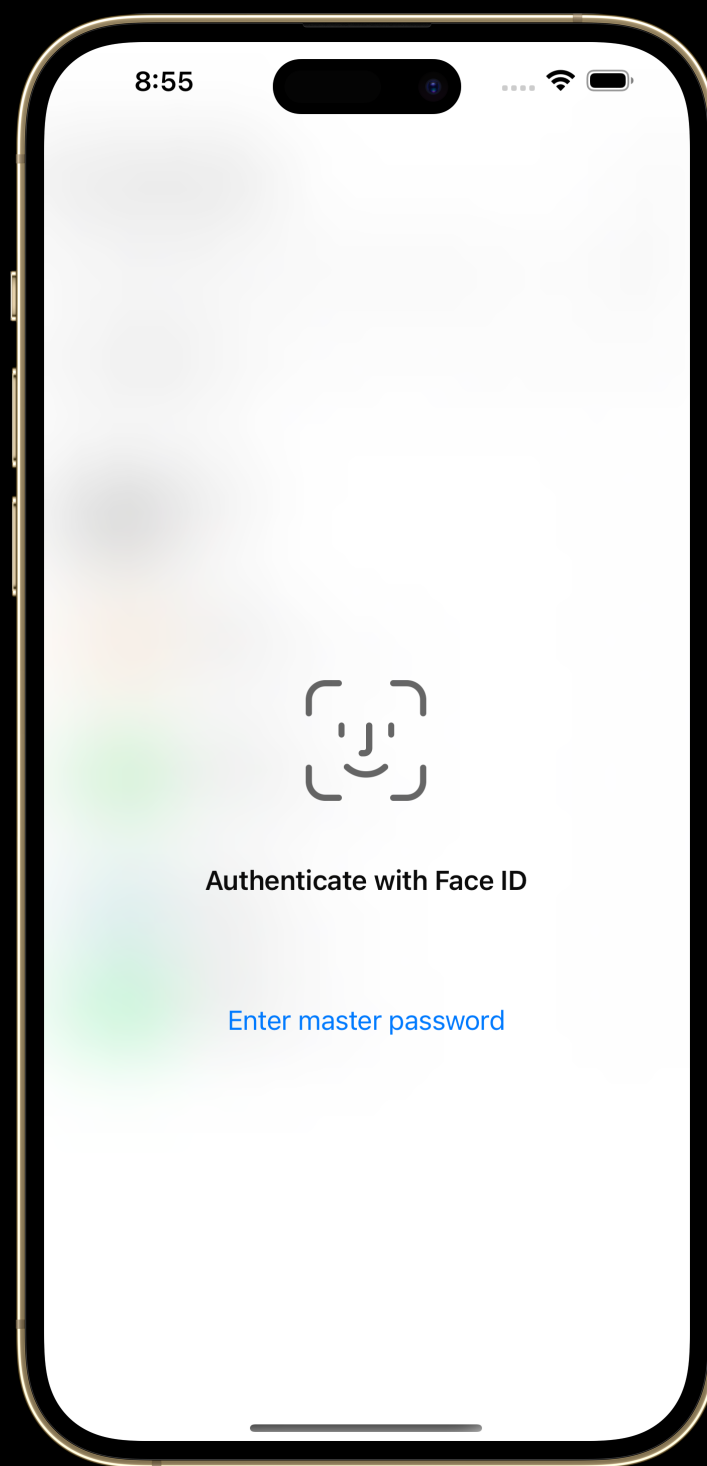
First of it's kind  
innovation

Patentable, platform  
agnostic, works in standby

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

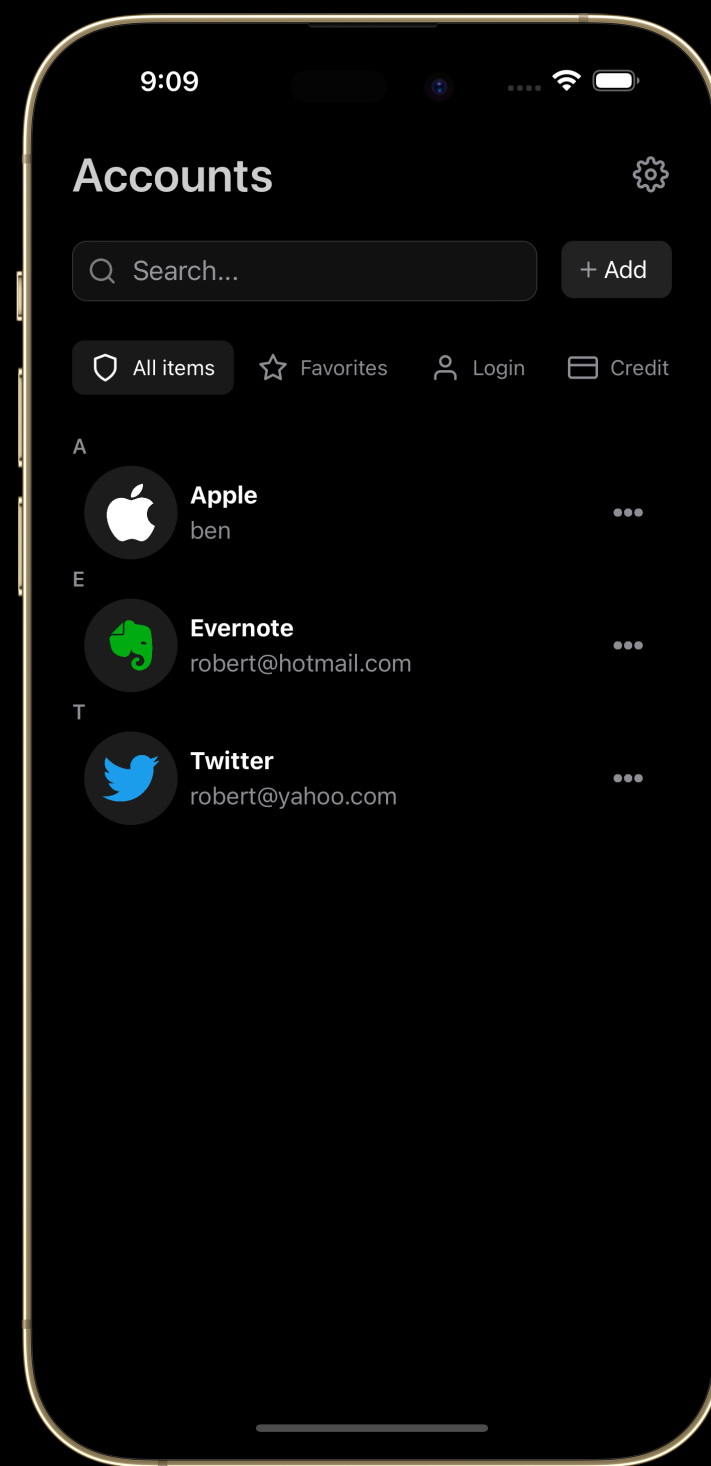
**More than 10k hours** in R&D, App development, and deployment infrastructure.

# Product → A password manager that syncs offline



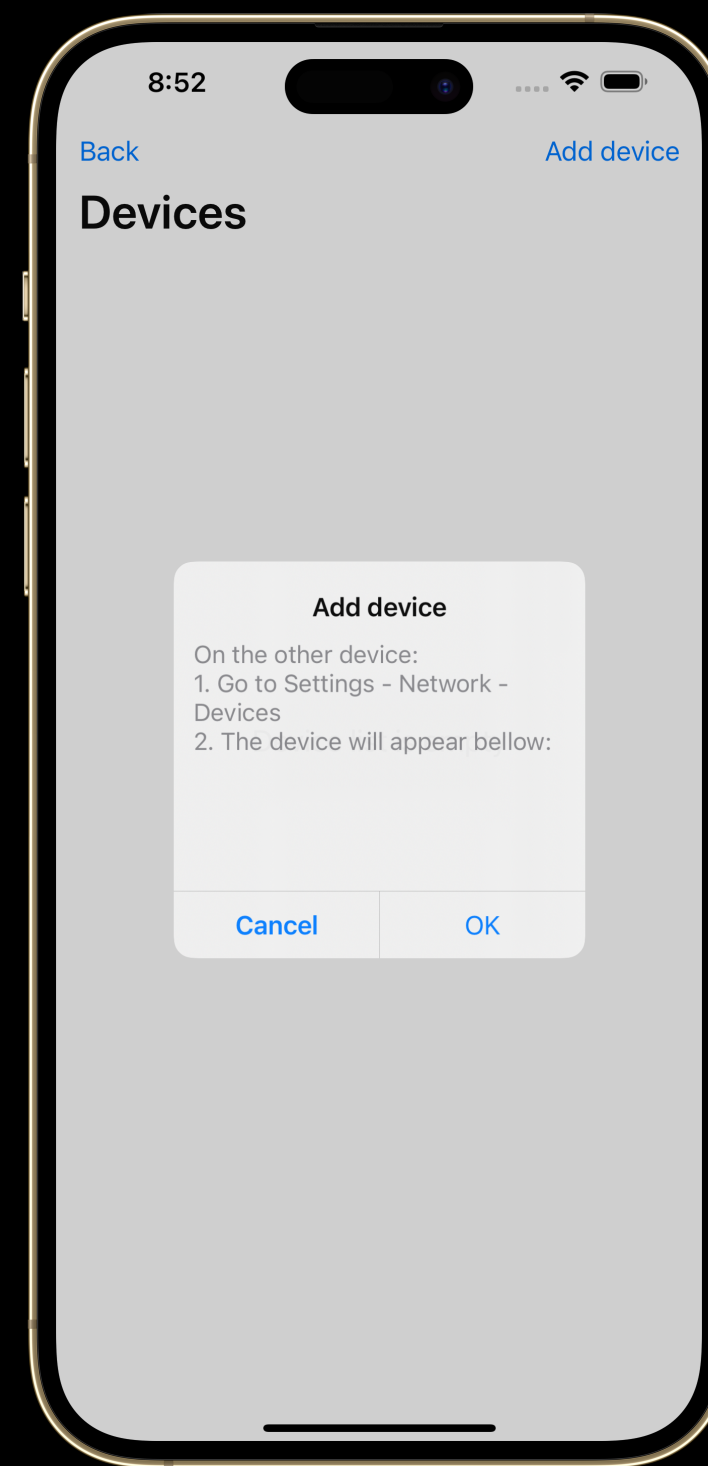
## 1. Login

Authenticate with FaceID /  
TouchID



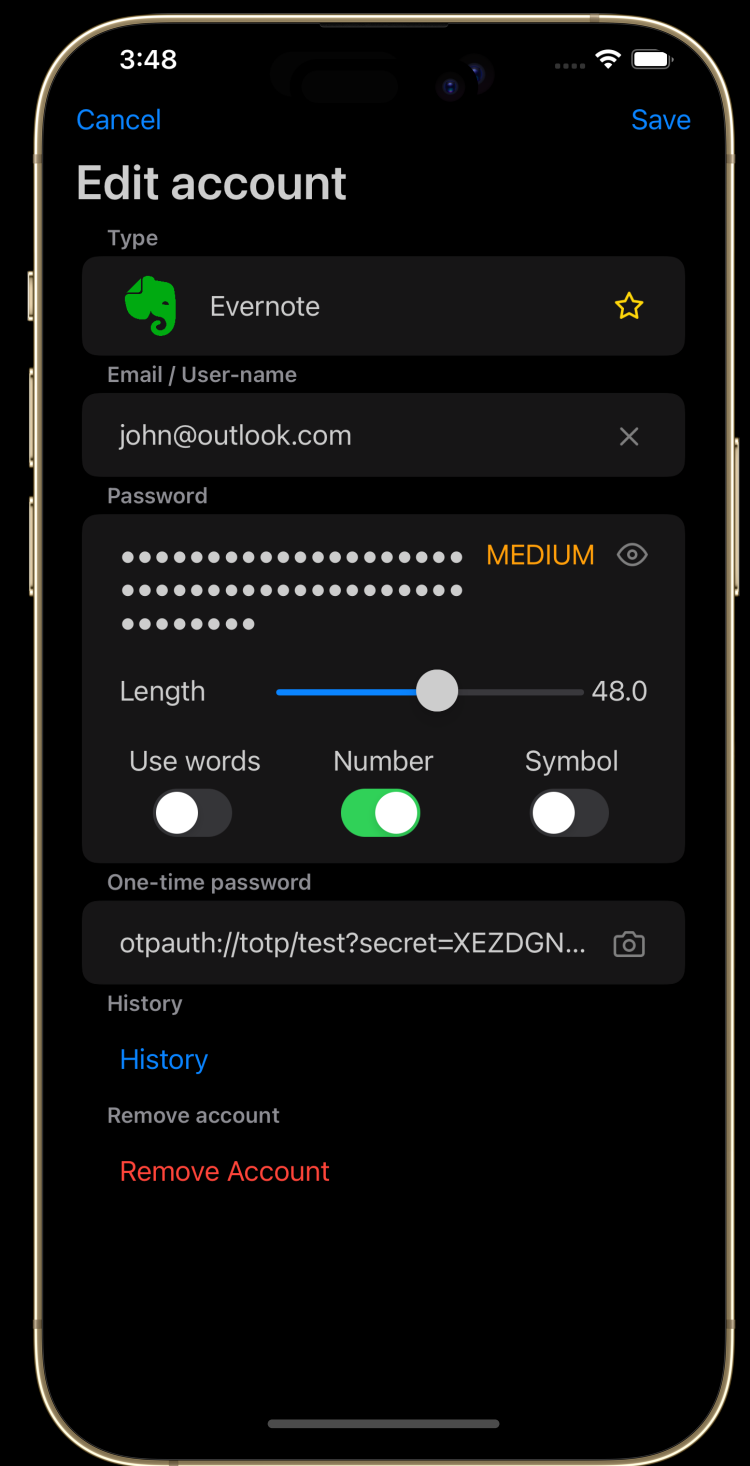
## 2. Store

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

# 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%

# 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



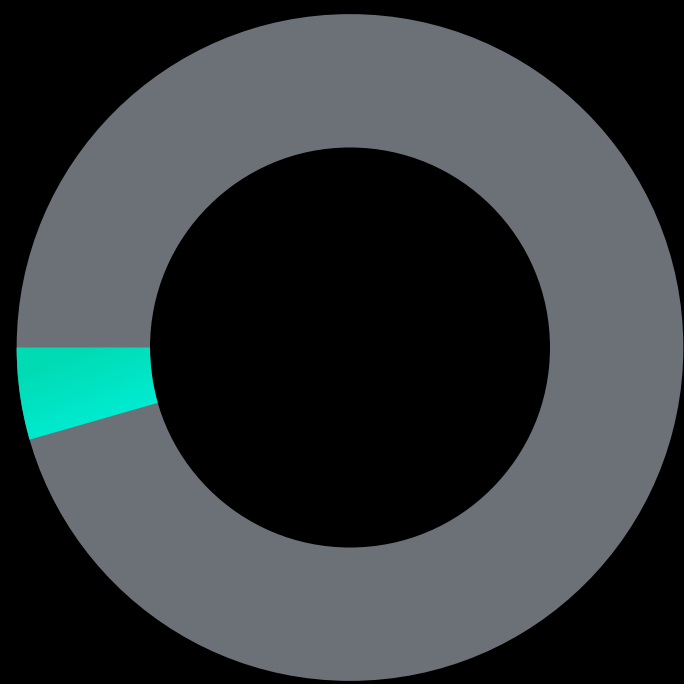
News articles



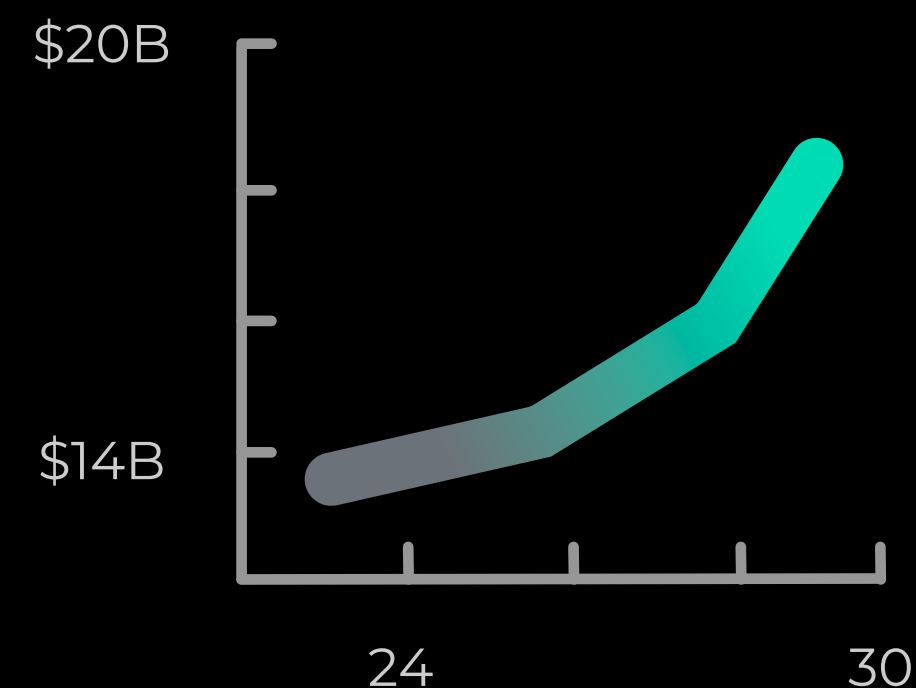
AI copywriter

# 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.



# 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

# Team 1.0 → Superstar founders and entourage

## Founding team:



**André Jørgensen**  
(CTO)

Tidal, Telia, Anti, Breeel  
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)**

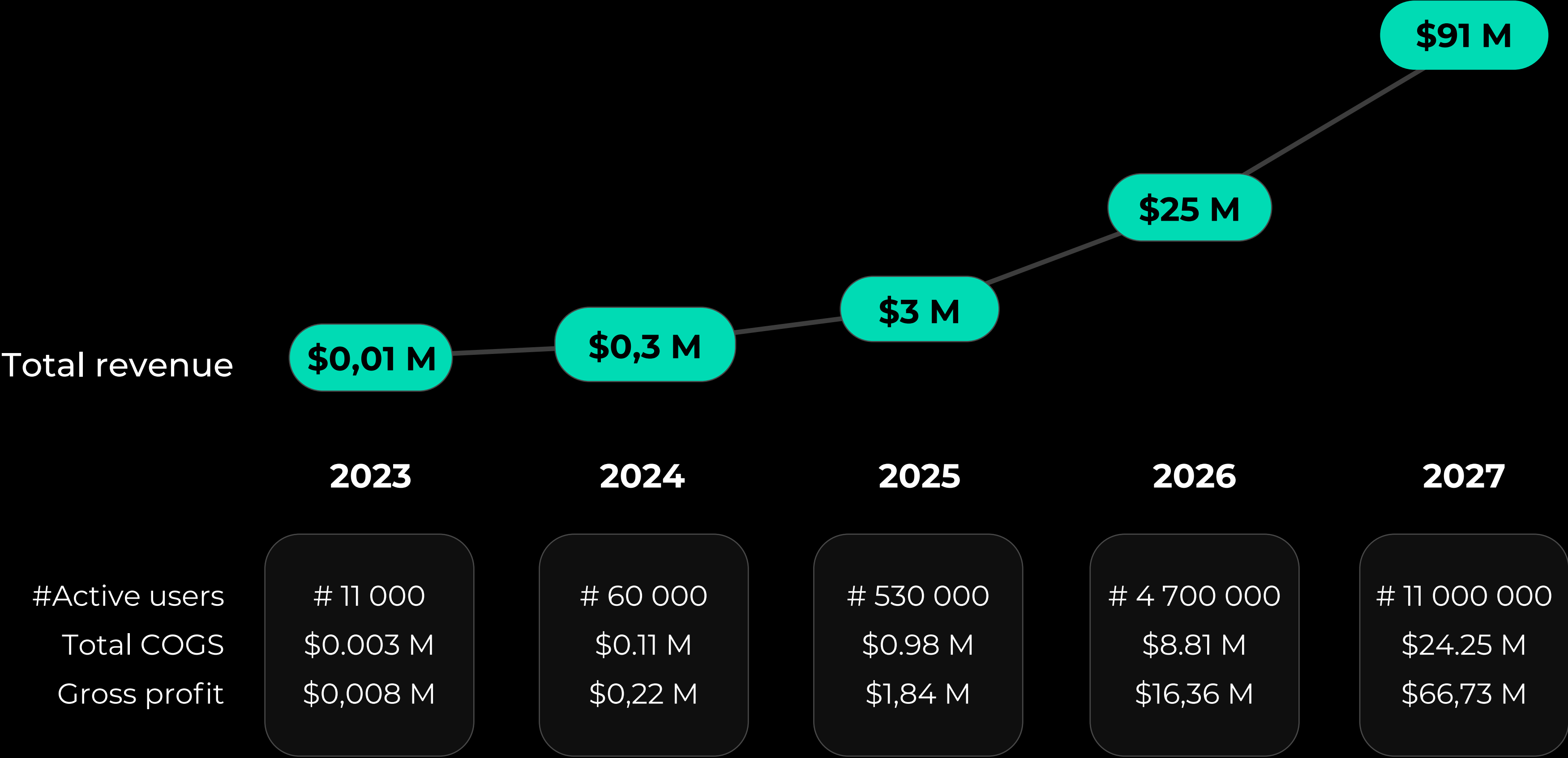
Coinbase, Amazon, Flipkart, Microsoft  
and Twitter

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)

# 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