

sentry.co

Offline password manager

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

A first of it's kind P2P network that works completly 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

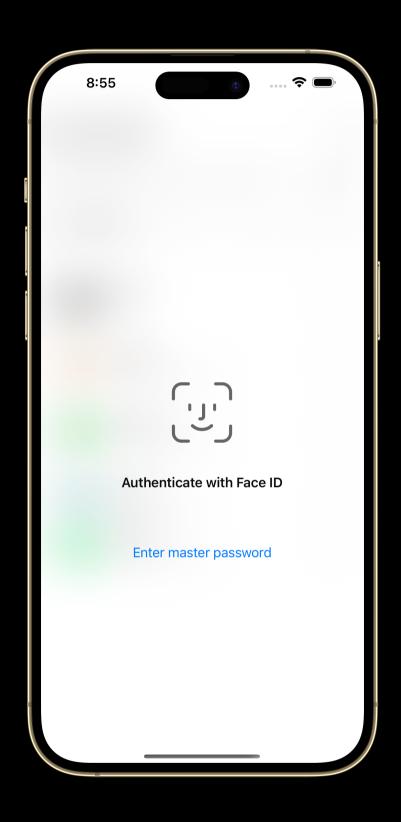
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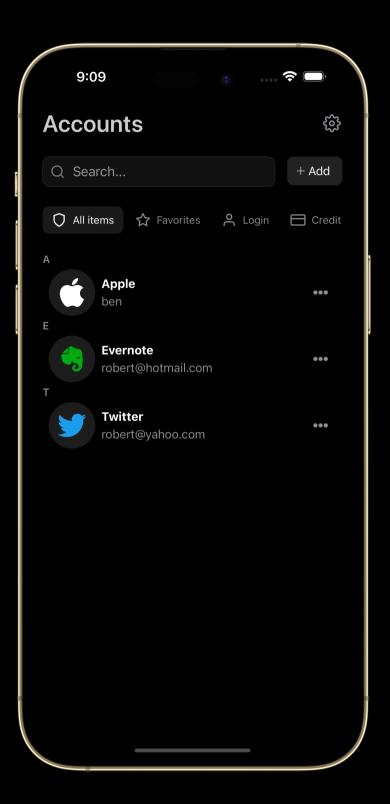
First of it's kind innovation

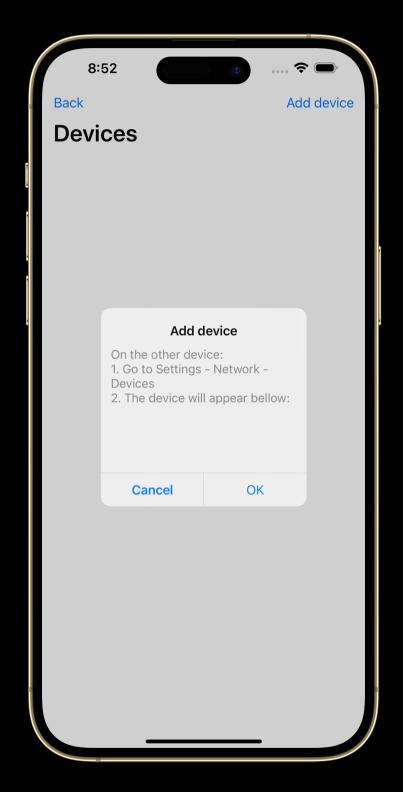
Patentable, platform agnostic, works in standby

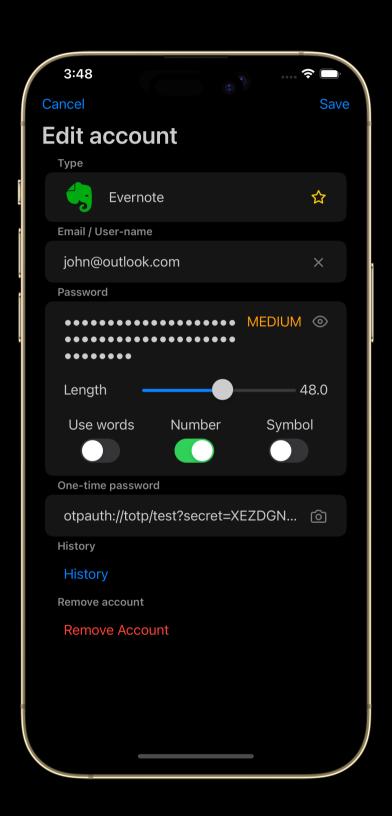
Our novel tech has been **built from the ground up** over the last 3 years **More than 10k hours** in R&D, App delvelopment, and deployment infrastructure.

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

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



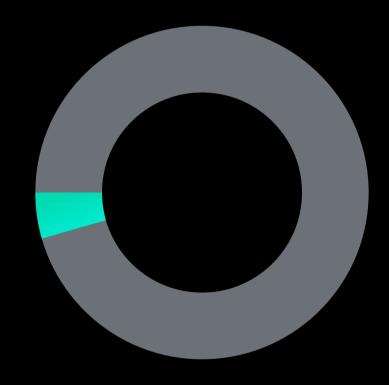
User growth

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

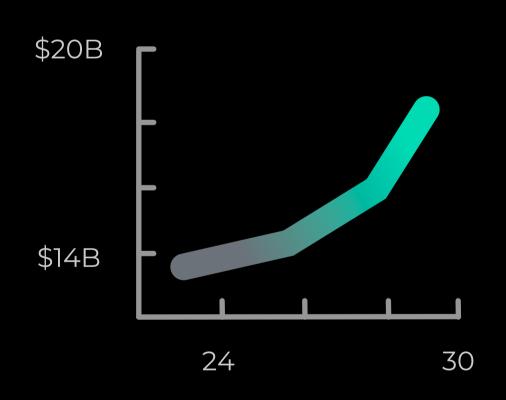
■Usa: 34%, ■China: 40%, Other 26%

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 beeing 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 gre 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)

Early birds (2024)

Late adopters (2026)







"Semi paranoid techies"

Traits: Apple, Crypto, 1password

Pains: Trusting the cloud

Needs: Control, Safety

"Digital citizens"

Traits: Chrome, still uses lastpass

Pains: Privacy worries

Needs: Convenience, privacy

"Corporate normies"

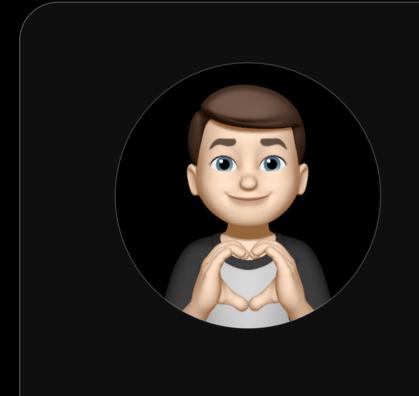
Traits: Windows, Android

Pains: Complexity

Needs: Simplicity, trust

Team 1.0 → Superstar founders and entourage

Founding team:



André Jørgensen (CTO)

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



(CEO)

Atea, NorgesGruppen, PA consulting

Coaching Oda, A&CO

Angel investors:

Jonas Rinde

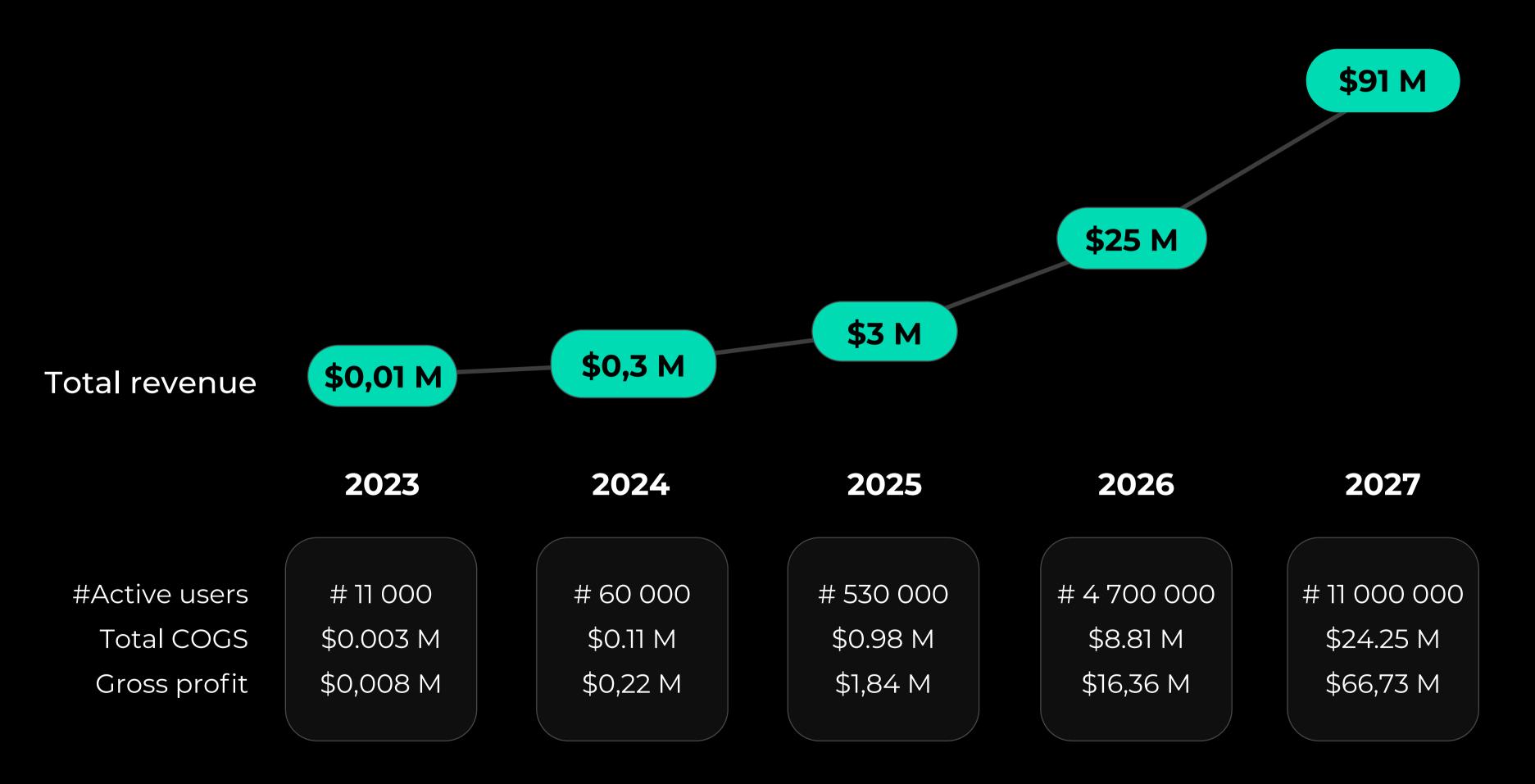
Cofounder / CEO Nomono, CEO Huddly

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)

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