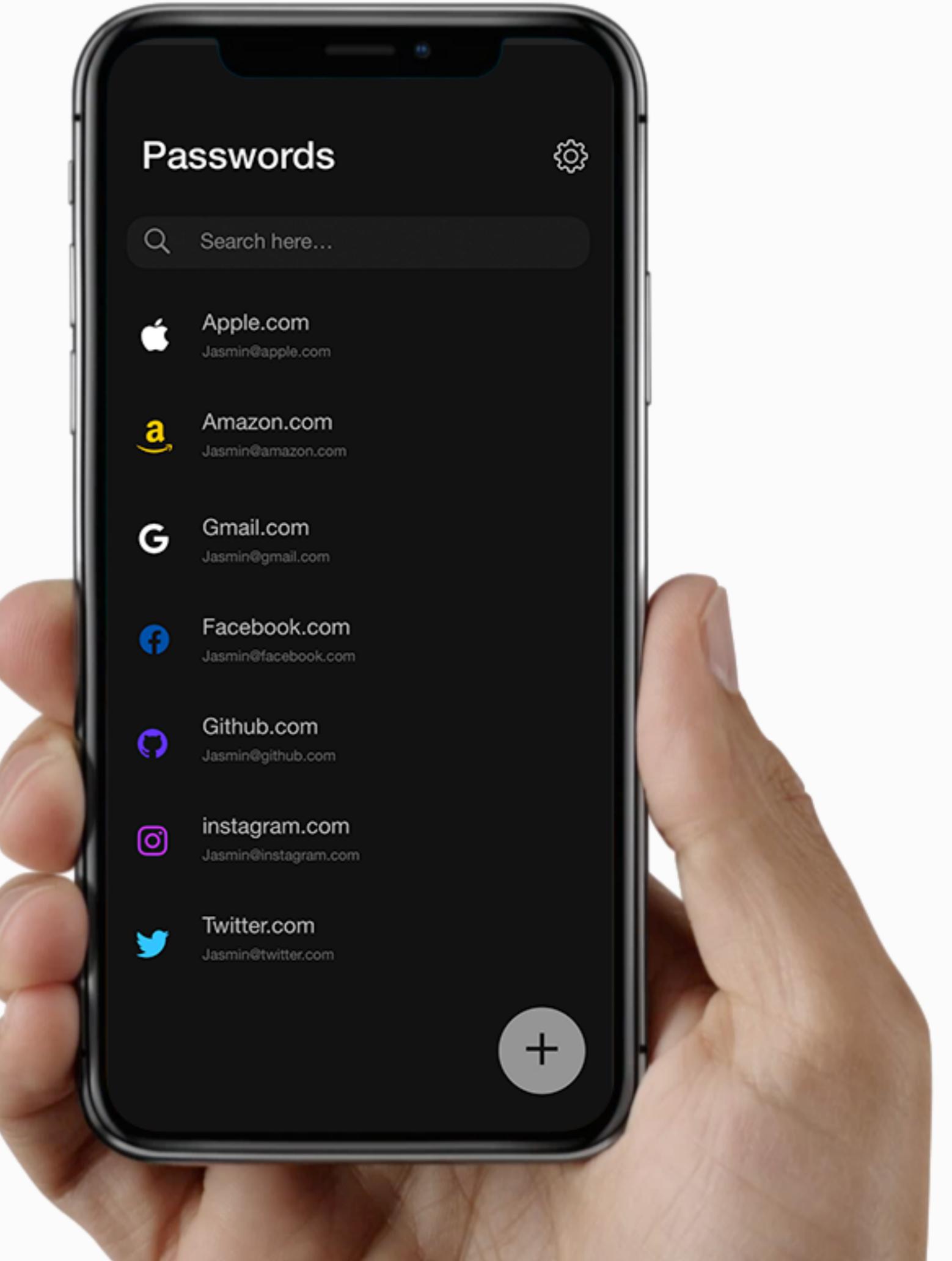


# Passbook.co

The safest password manager on earth





## Micro level problem

- Security anxiety every site you log in to requires complex passwords
- Tricky for regular people to manage and understand.
- The current products on the market trade convenience for security

# Macro level problem

- Security is getting harder and harder to manage for businesses
- Security decisions taken today can haunt you in the future
- Solving security with centralization leads to a fragile world





# Solution

- 100% security through AirGapping for the consumer
- No trade-off between convenience and security
- Decentralisation, The user manages his own security locally instead of relying on the centralised cloud

# Product video

Only plays in keynote presentation or here: [bit.ly/xyz123](http://bit.ly/xyz123)

# Competitors today

Features	Passbook	LastPass	1password
AirGapped	✓	🚫	🚫
100% secure	✓	🚫	🚫
No cloud	✓	🚫	🚫
Local backup	✓	🚫	🚫

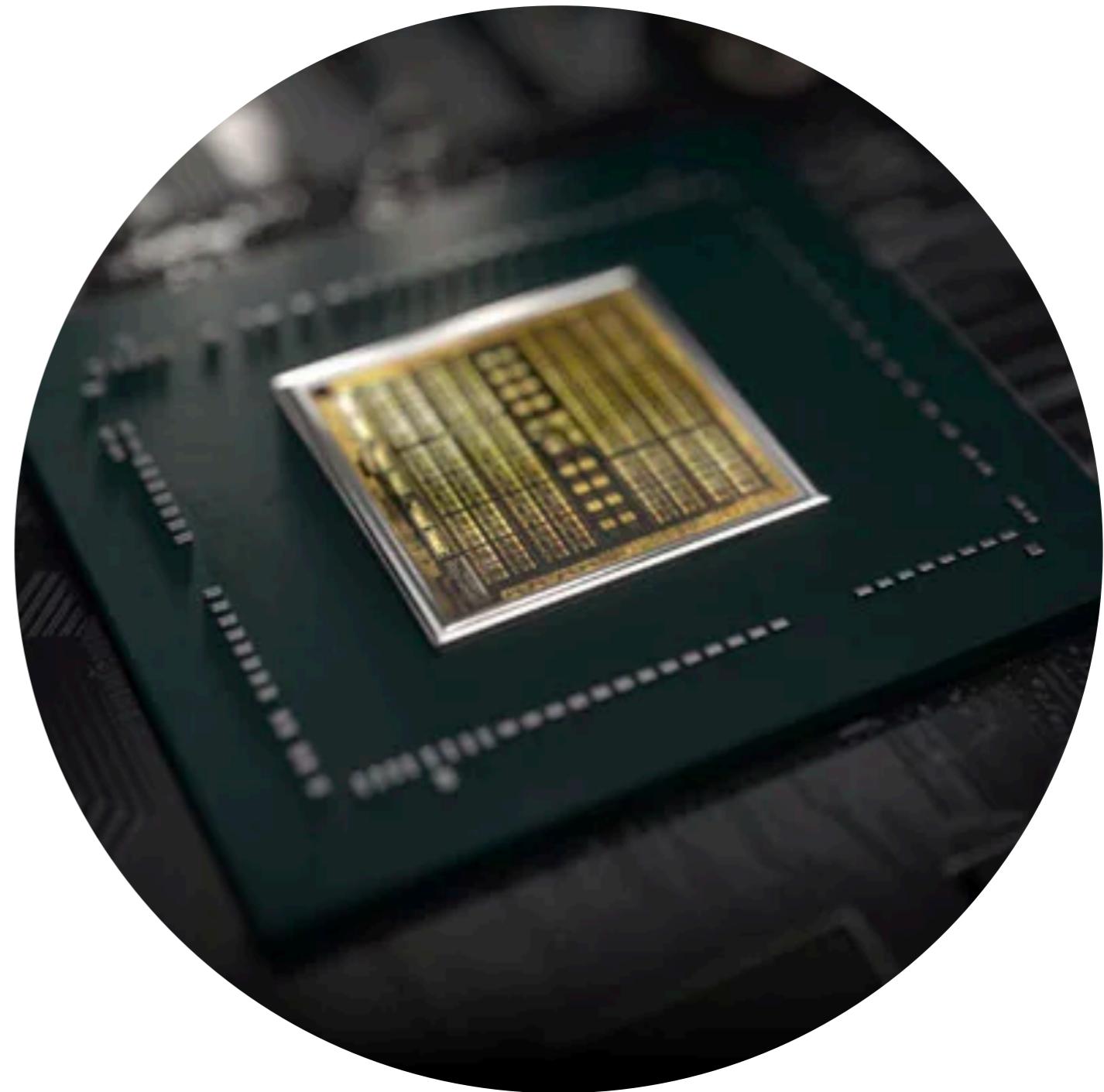
- Lastpass.com

- 1Password

- Dashlane

# Why now:

- CPU/GPU, Camera, Screen are finally fast enough to power Lightstream
- Security conciseness is growing:  
Cambridge-analytica, Covid19,  
digitalisation of society



Haze: DNB - Mobile iOS app. “”Looks amazing, you have to come to DNB and do a presentation on this ASAP”

Niclas halvorsen “Sparebanken vest”  
Looks awesome! Looking forward to test it out”

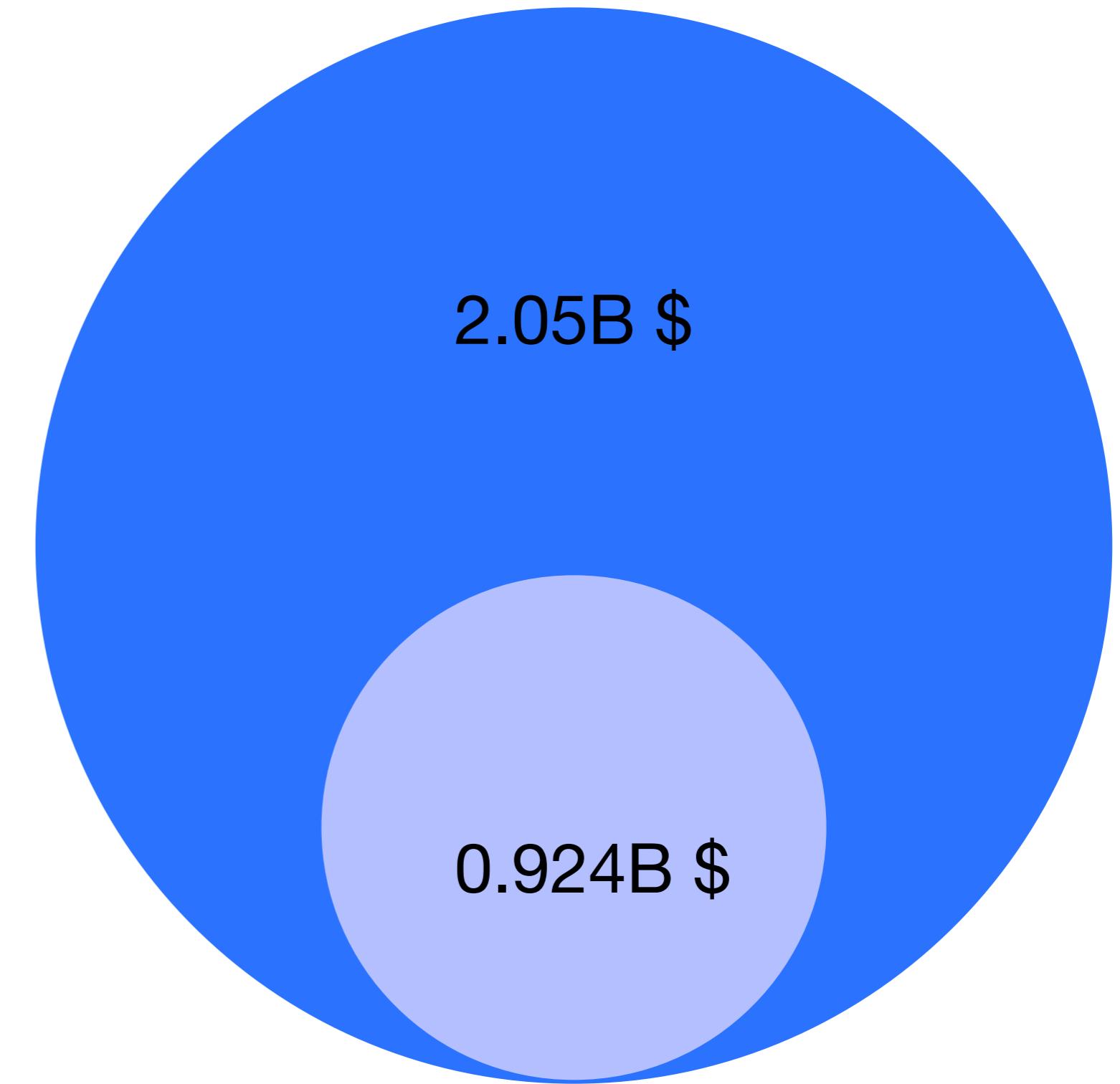
insert Sindre Sorhus, Google dev, Vincent eche qoutes

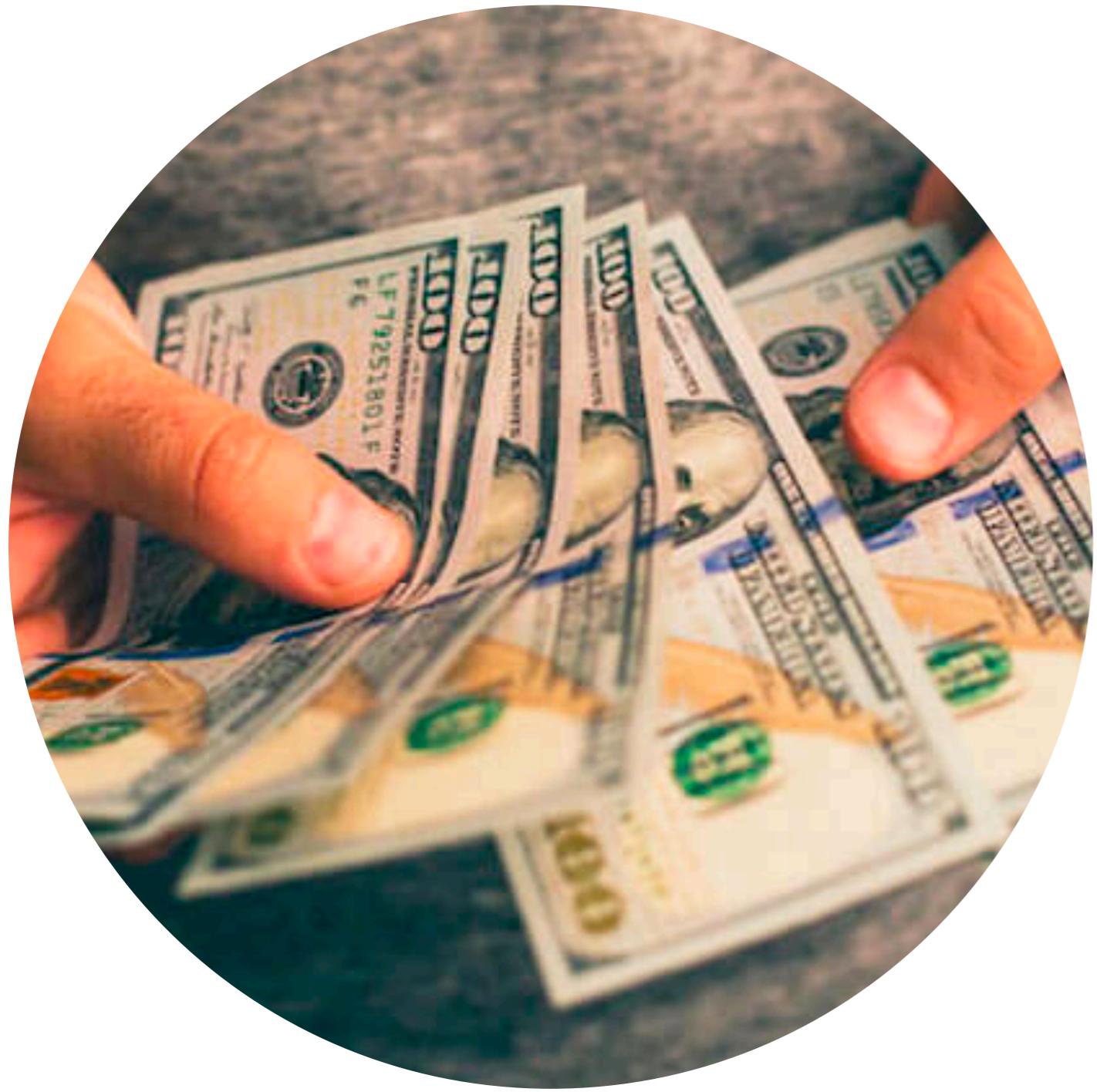
## Validation

- Sands. Loved the Lightstream transfer technology
- Fredensborg and they were more keen in the authentication aspect of the technology
- Dashlane said one of the problems they had was human negligence.

# Market opportunity

- Today (USD 924.7 million)
- In 5 years (\$2.05 Billion By 2025)





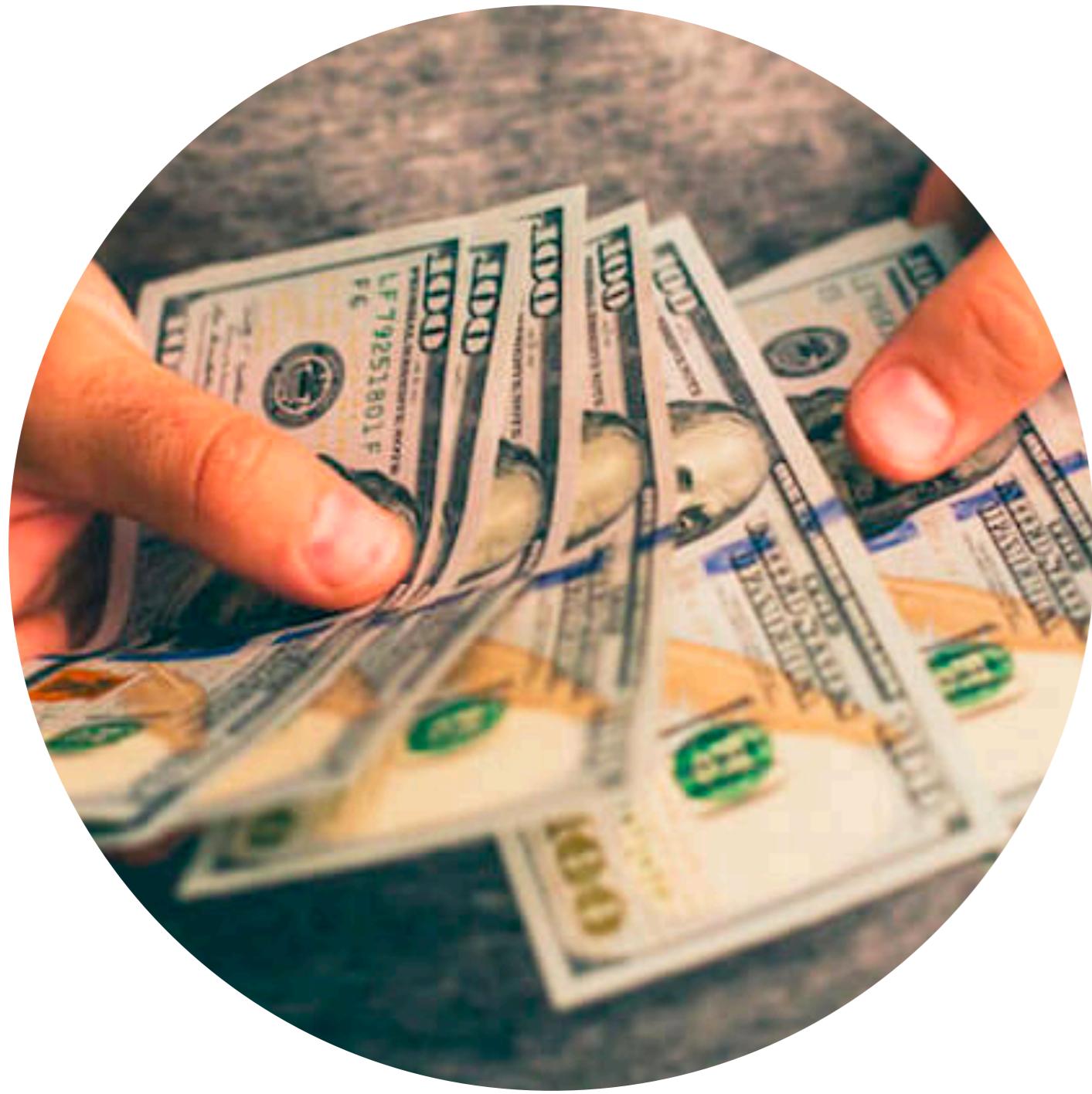
## Go to market strategy

- Passbook is the first product that we can launch really quick and without a big budget
- Get Passbook on the app-store 2-4 weeks
- Get traction with companies that are security concious. Get feedback, market validation and tease the Lightstream transfer app on the horizon. Then use that feedback and validation we got from company XYZ to get further funding.

# Business model

- Clarify to users how storing all your eggs in one basket is not a good idea. The basket being the cloud
- Highlighting how the free\* Passbook is much smarter than paying a protection-fee of ~10\$ per family member for a unsafe solution.
- Passbook is free for core functionality and We charge 2.99\$ for The sync and backup features.
- After initial traction we expand to other security apps that can utilize Lightstream. ID-Authentication, payment, safe file-transfers etc.





(Illustration of free features vs paid features)

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# Growth

Small budget (100k\$)

I have the capability to improve the speed of Lightstream alone, but it requires 6-12 months.

Medium budget (500k\$)

An alternative is to manage the R&D and hire a math-wiz from USA to finish the math heavy stuff. And then for me to implement it in the app. This will allow Lightstream to become fast enough for sending pictures and presentations in about 3-6 months





## Financials:

- base level cost for 2 devs (1 full time, other 1/2 time)
- build out MVP of passbook
- Meetings and lunch with startup investors and companies
- Digital infrastructure (Github, Appstore fee)
- Domains: passbook.co 100\$, lightstream.io 3500\$

# Product roadmap

## Past: (3 years)

(Lightstream 1-KBPS-speed 2017  
Passbook-prototype 2018  
Lightstream 10-KBPS 2019

## Future:

Passbook-app Q2 2020  
Lightstream-file-transfer-app Q2 2021





## Long term vision:

- Make Lightstream the default technology for local data transfers between all devices.
- Establish a Norwegian trust company, similarly how people today trust Apple

# Team

Core-team:

André Jørgensen

- iOS-dev at Tidal, Telia, Anti and Breel (Ranked Top5  
github Norway)

Alexandre Camilleri

- iOS-dev from Dashlane, W3C and SEEKERS Capital  
Group

Business advisors:

Navi (Head of tech, Antler)

Jonas Rinde (webly, CEO of Spotics)

Github org members (Helps with code & advice):

Sindre Sorhus

Google guy

Vincent Apple-swift guy





## In active development

- 2000 Commits on GitHub (1800hours work)
- One native code base for iPhone and Mac
- Working prototype for passbook and Lightstream
- Ready to launch Passbook on the app-store within weeks