

Vall

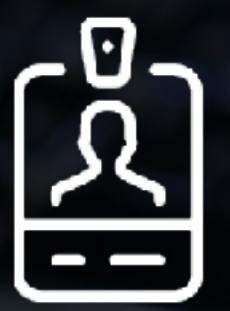
Secure Password Sharing





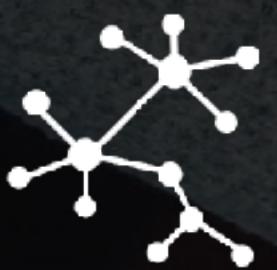
People have increasingly complex and intertwined digital lives





Internet accounts are ubiquitous

The average Internet user will have over 200 online accounts by 2020



Internet accounts are shared

95% of people share passwords within
their social and work networks

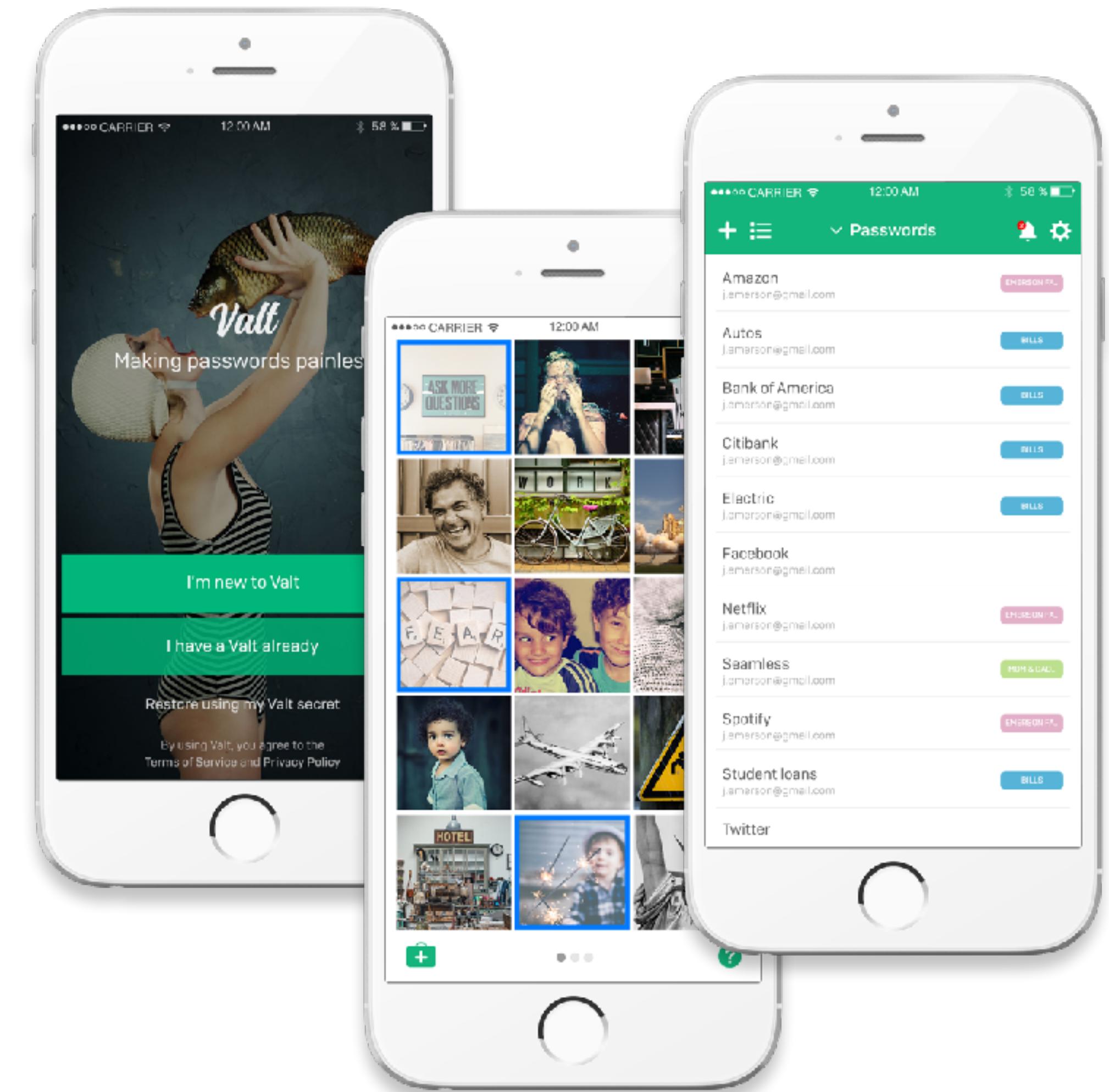
THE VALT PLATFORM

The first network for organizing and sharing your passwords

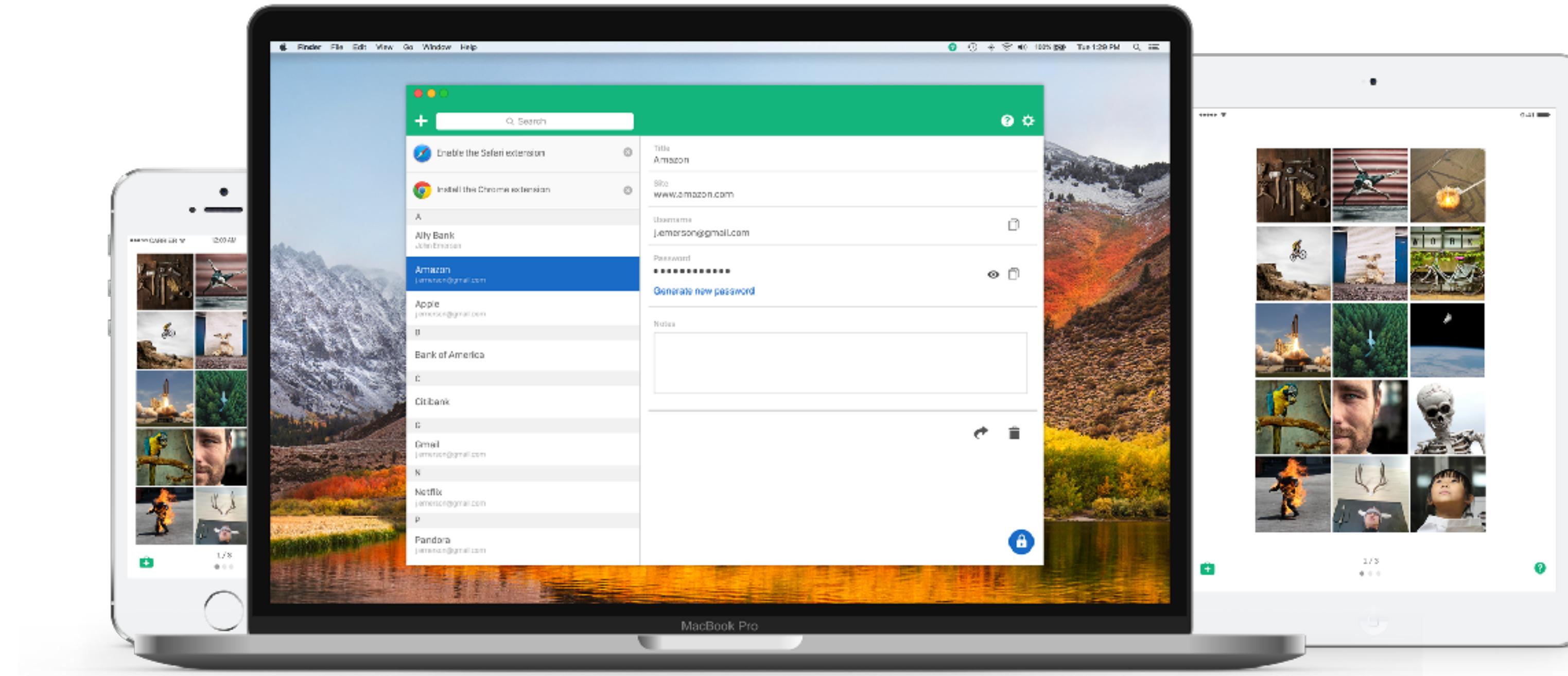
Save everything from your streaming passwords to your banking credentials to your garage door code.

Share folders with the people in your life: your roommate, parents, teams and friends.

Images guard your Valt. Use curated, memorable Valt images, or personalize with your own.



WHAT WE'VE DONE: THE VALT APP



- Intuitive security and authentication through visual memory
- Credential management via password generation, capture and autofill
 - Omnipresent information via Valt cloud synchronization

All necessary requirements for an effective password sharing platform

WHAT WE'VE DONE: THE VALT APP

January 2018 — September 2018



50,000+
Downloads



5,000+
Loyal Password Users



4.7/5.0
Average App Store Rating

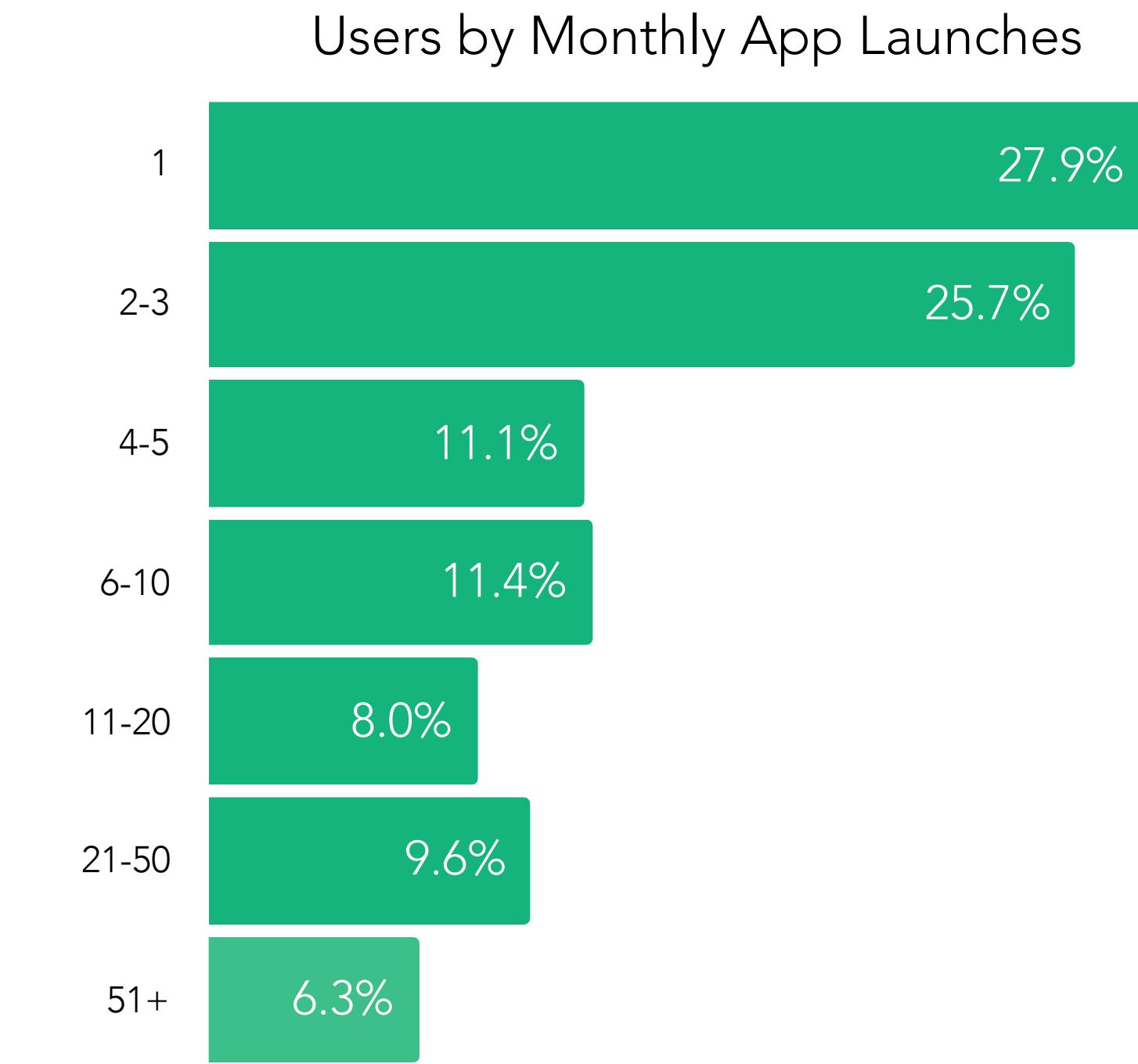


#187
Rank in Productivity

WHAT WE'VE DONE: THE VALT APP



60% of users who complete on-boarding are still active after one month.



46% of users launch the app at least 4 times per month.

WHAT WE'VE DONE: THE VALT APP

Easy, effective, and secure



Jul 19

Austin Bgosh

I have found Valt much easier to use than the system that came with my cell phone. I especially like the simple, quick, and effective way of editingThe entries. It is so easy to call up, for example, the password to make sure you have it right and also to change it if need be. I could not be more satisfied with this app.

Valt Password Manager



Mar 2

Arctic Flies

I am really thrilled with your software. After entering my accounts and passwords into the Volt App, I gave it a thorough challenge and it was great. It recognized and added all my information in the ID's and Passwords. All I had to do was click on enter to open my account. Saves time and is secure. Just what I was [more](#)

Quick and thorough



Jul 18

...

I had a question about transferring my information from an old phone to a new phone and they walk me through all the steps with quick responses & outlined emails. This app has helped my family with all of our many usernames and passwords. Love that it alphabetizes!

Great customer support



Apr 5

shucherface

This is a young app and company, but they are dedicated to fixing any bugs and helping you to have a great experience. I upgraded my phone recently and had a difficult time restoring my Valt to my phone. The CEO himself was very responsive to emails and worked very hard to give me great service. Oh, and the app is [more](#)

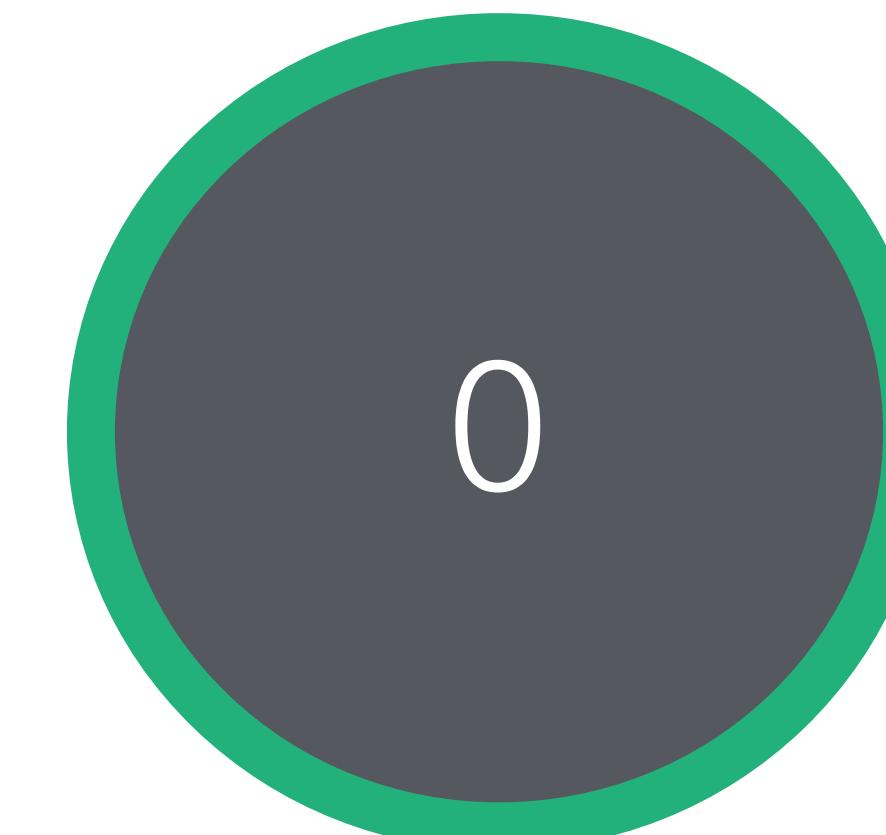
IDENTITY MANAGEMENT MARKET



\$3.4B

estimated market size in 2020 ¹

percentage of internet users who **do not**
use identity management software ²



number of products directly addressing
the consumer sharing opportunity

(1) <https://www.marketsandmarkets.com/PressReleases/cloud-iam.asp>

(2) [www.roboform.com/blog/password-security-survey-results](http://roboform.com/blog/password-security-survey-results)

DEFINING A NEW BILLION DOLLAR MARKET

“When we asked the other 70 to 80% what they were using for internal communication, they said, ‘Nothing.’ But obviously they were using something. They just weren’t thinking of this as a category of software.”¹

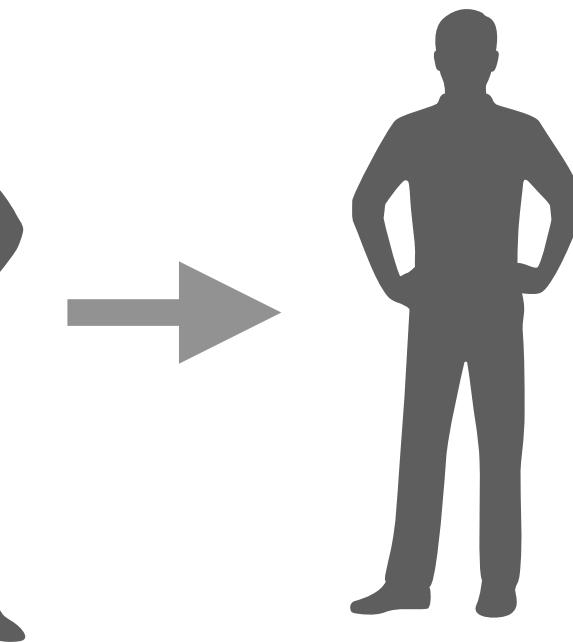
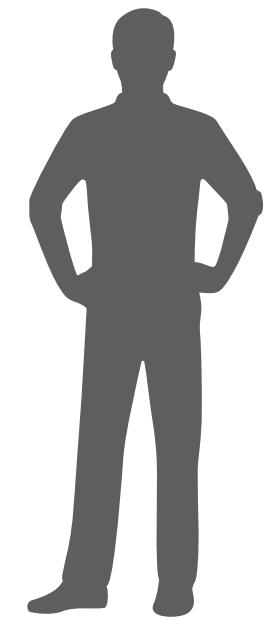
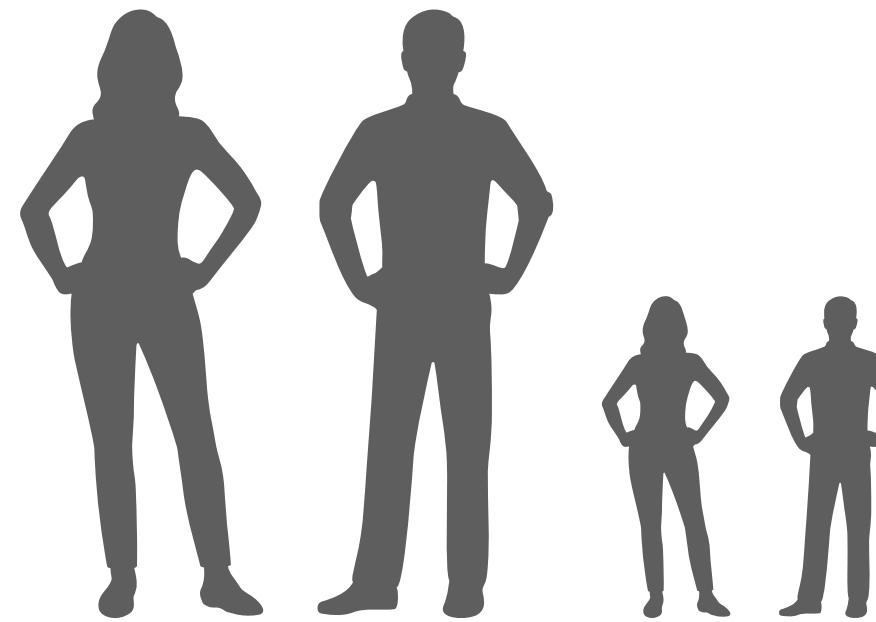


Stewart Butterfield
Founder, Slack

People are constantly dealing with passwords, and finding ways to share them. They just aren't using software... yet.

COMPETITIVE LANDSCAPE: SHARING

Traditional password managers support rudimentary sharing, but put users in silos.
Individual passwords are shared with individual people or a single, small group.



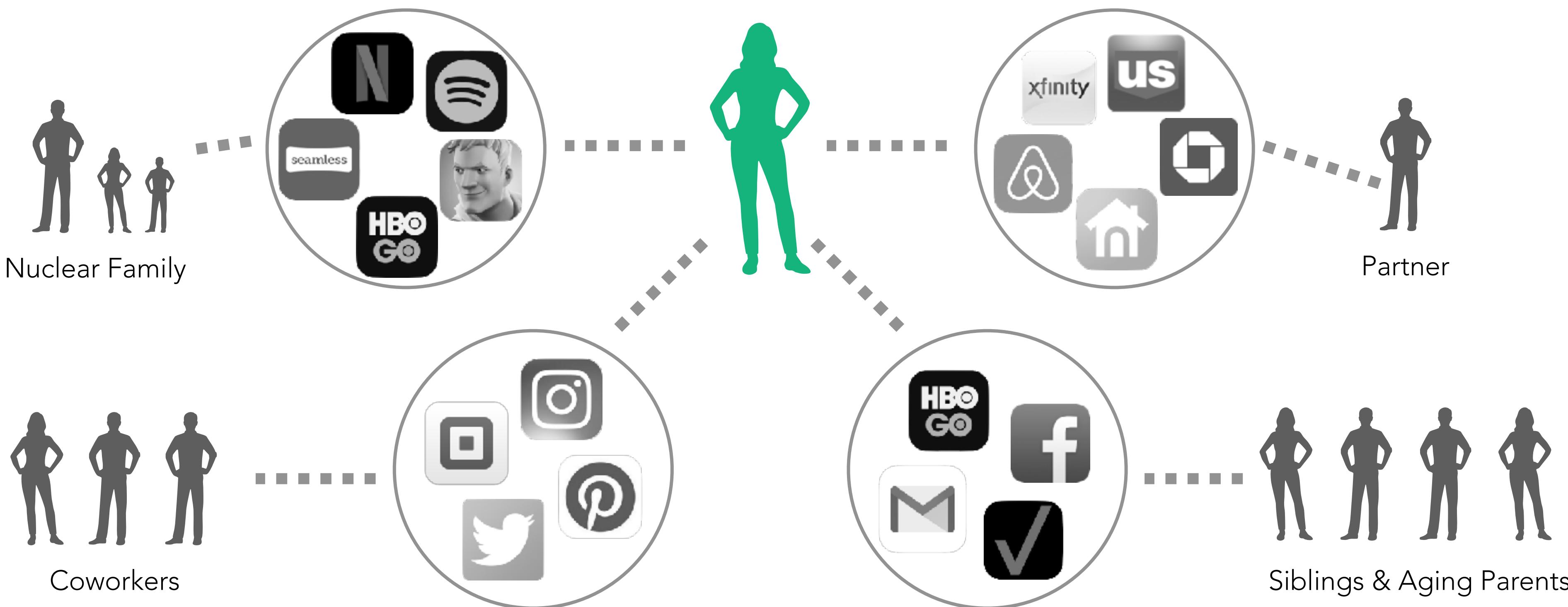
Share solely within a traditional
nuclear family - 5 members,
shared subscription. Paid only.



Share with individuals,
manage either by individual or
by single password. Paid only.

VALT PASSWORD SHARING

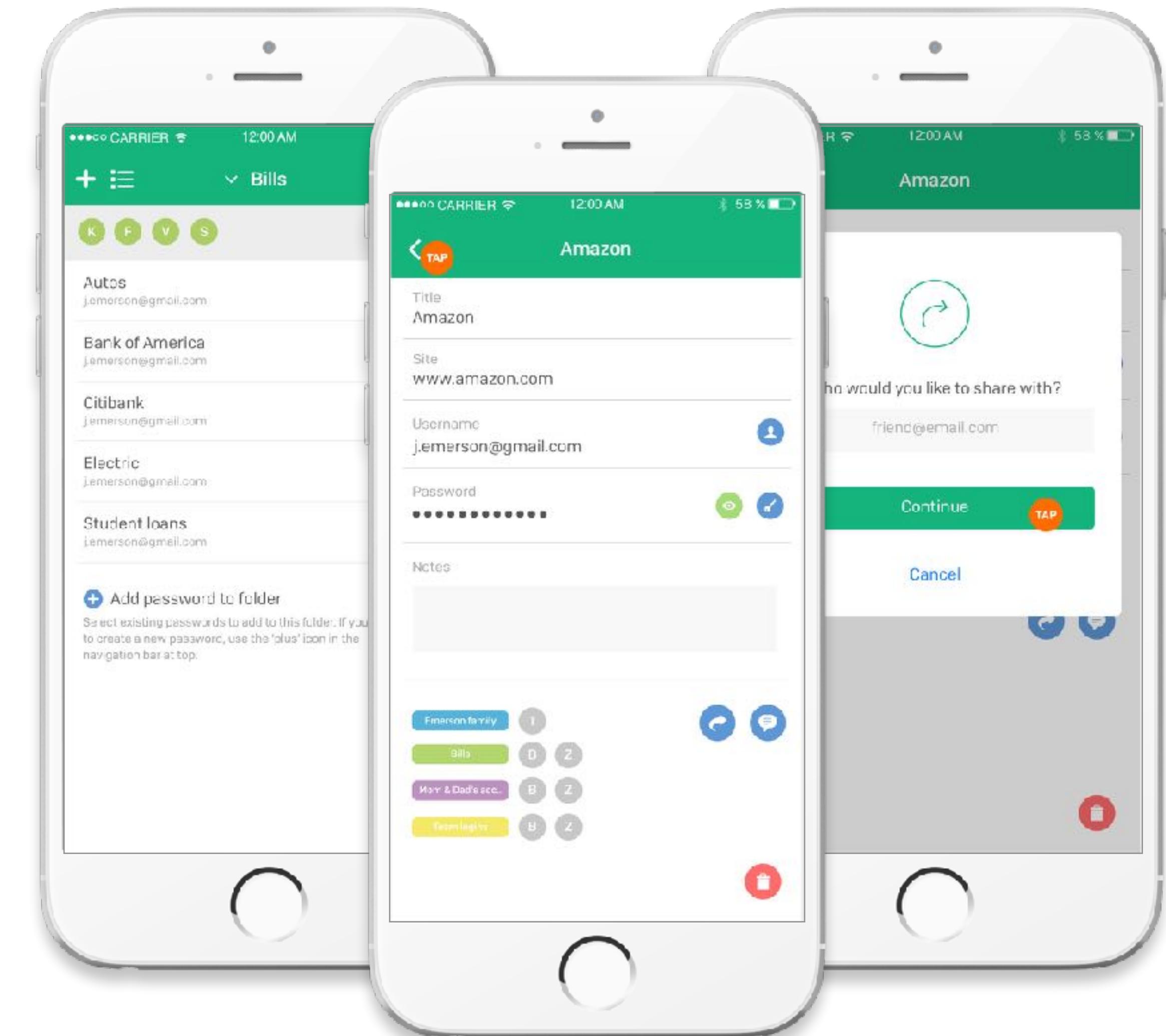
People are members of communities.
Those communities actively organize and share sensitive information.



THE VALT APP: SHARING

Easily organize passwords into folders. Share those folders with whoever you want.

Keep your accounts secure by controlling who has access. Ensure all the right people continue to have access when a password changes.

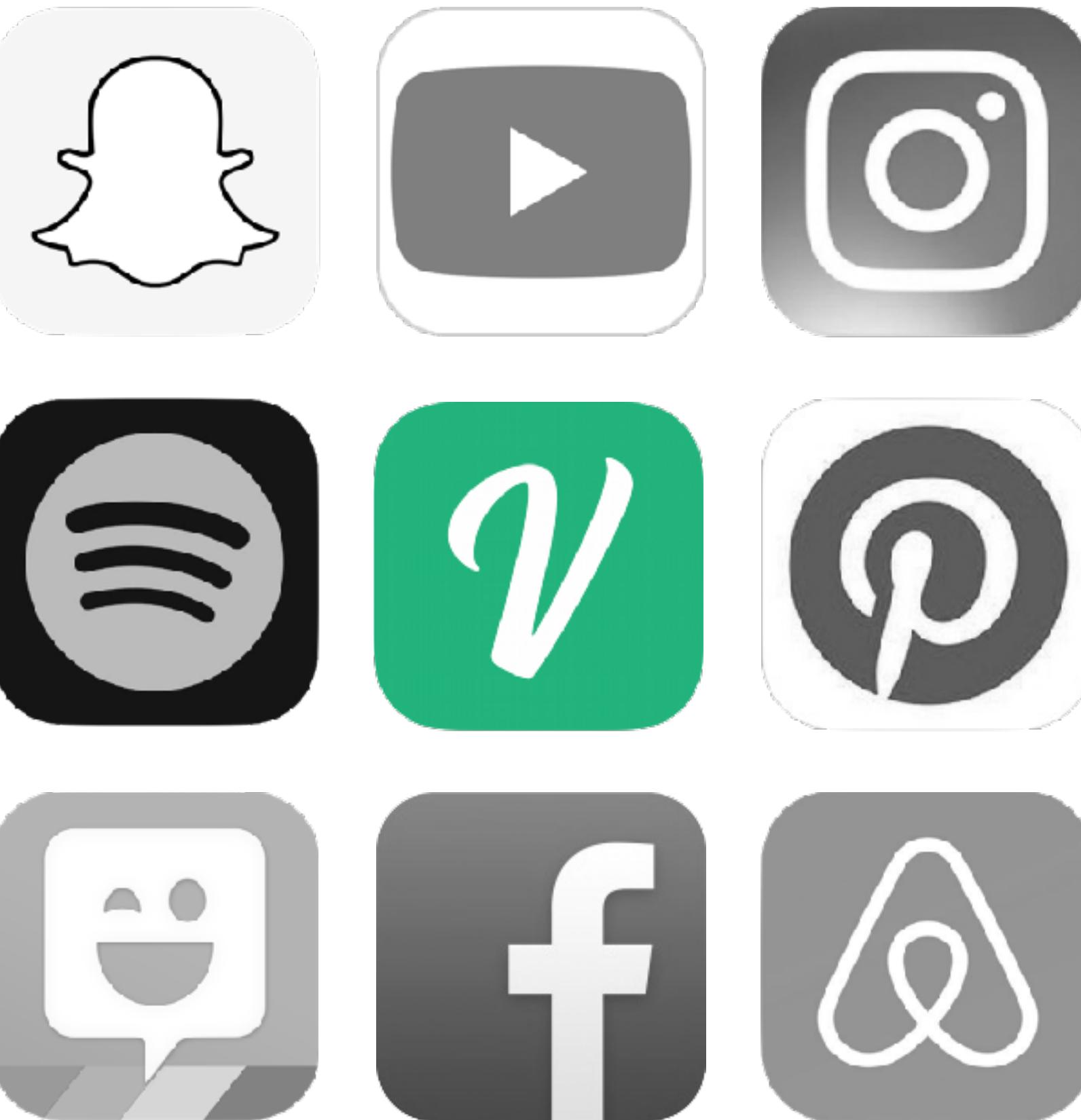


PERSONALIZATION

Users Engage with Visual, Personalized Products

77% of consumers have chosen, recommended, or paid more for a brand that provides a personalized service or experience.¹

Consumers are willing to pay more for customized items because they feel ownership over them.^{2,3}

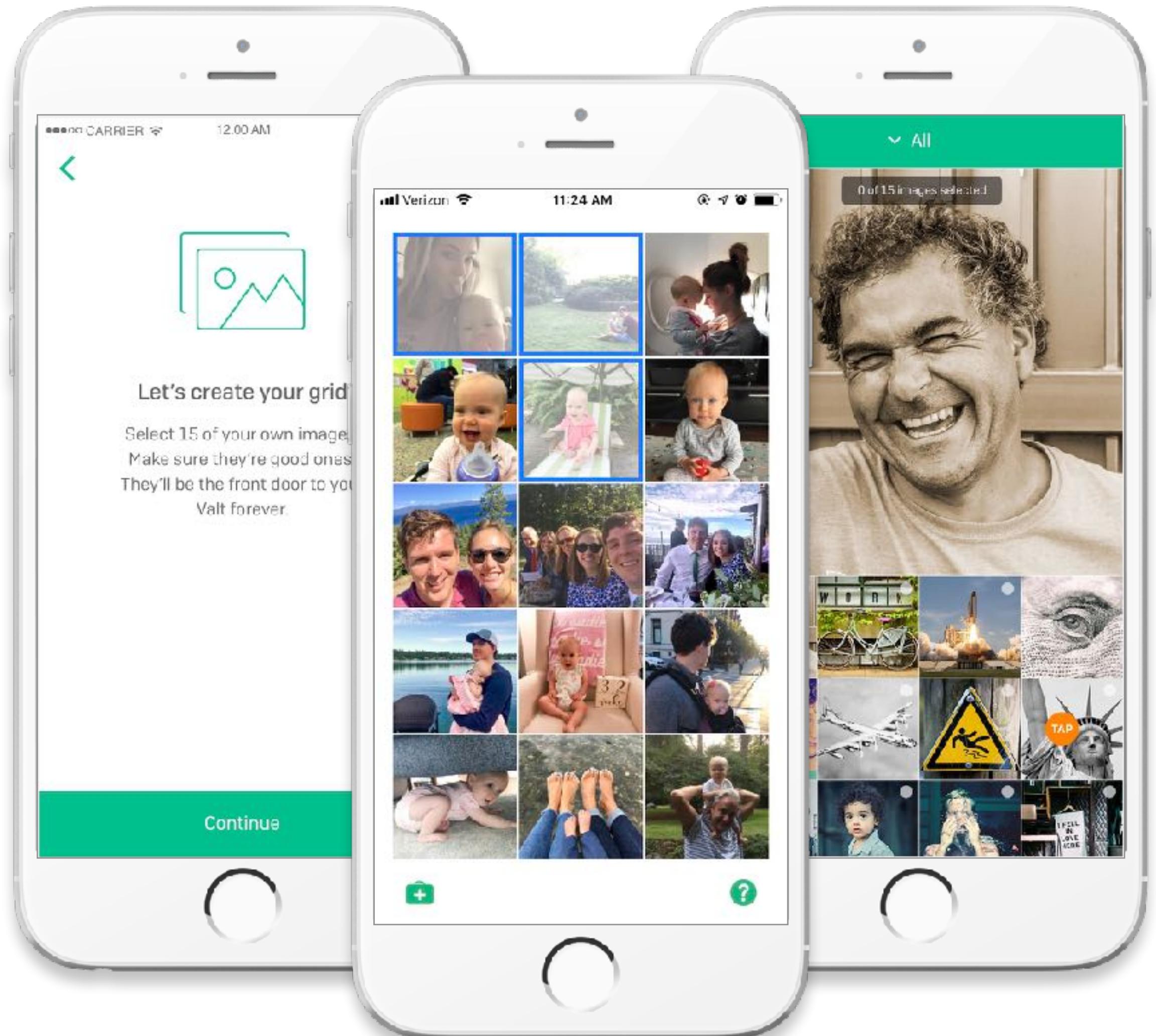


(1) <https://www.evergage.com/blog/consumers-want-personalization-stats-roundup/>

(2) <https://techcrunch.com/2014/11/11/the-rise-of-online-customization/>

(3) https://en.wikipedia.org/wiki/Endowment_effect

THE VALT APP: PERSONALIZATION



On-boarding is as easy as selecting 15 of your own images and then choosing four images for your password pin.

Your locked Valt shows a grid of your chosen images. Selecting your pin images unlocks your Valt.

VALT CONSUMER REVENUE OPPORTUNITIES

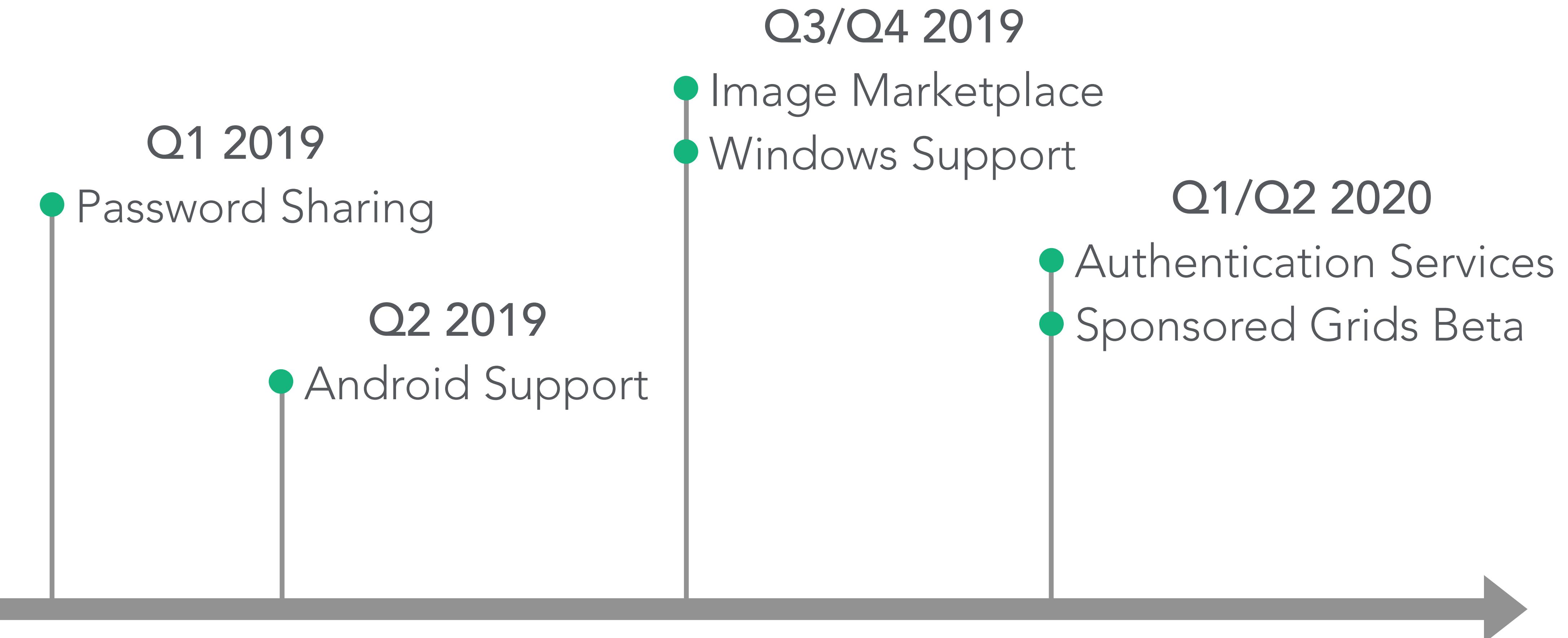
Annual Subscriptions + In App Purchases

- Free unlimited passwords and sharing from a single device
- \$48/month for backup, unlimited syncing devices, unlimited image set updates
 - \$1.49 per new personalized image set
 - Tiered one time cost per curated/marketplace image set update

Advertising + Promotions

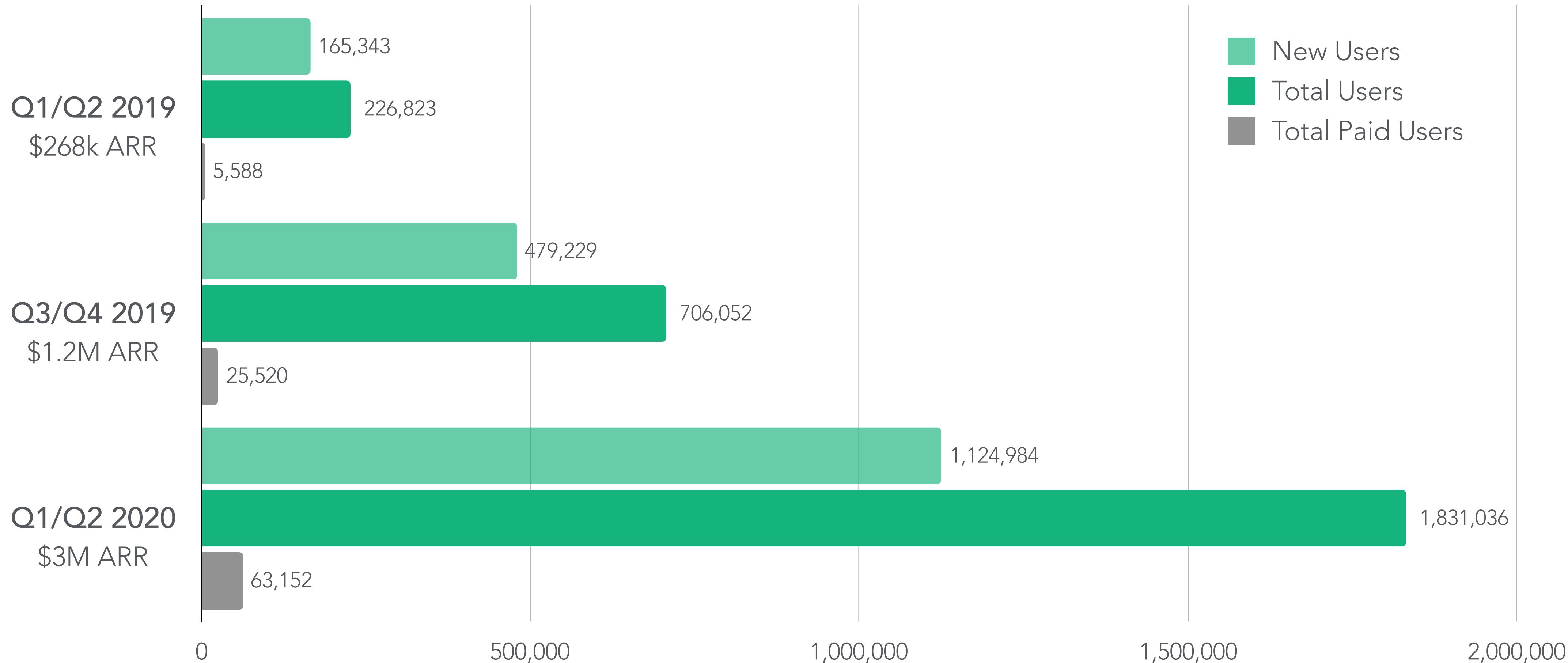
- Sponsored promotional curated image sets in the Valt Image Marketplace
 - Sponsored “distractor” images in Valt Memory Boost! game
 - User base re-engagement ads within password context

MILESTONES: JANUARY 2019 - JUNE 2020



GROWTH + REVENUE

\$3M Projected AAR & 1.8M Users by 2020



RAISING \$2.5M - EQUITY SEED ROUND

January 2019 - June 2020
(18 Months)

Milestones

- Password Group Collaboration
 - Image Set Marketplace
 - Multi-platform support
 - >1M users
 - >\$3M in Annual Recurring Revenue

Outcome + Exit Opportunities

- Opportunity to scale from 1.5M users (\$3.8M rev) to 10M users (\$25M rev)

FOUNDERS



Brent Heeringa

Cofounder and CEO

heeringa@valt.io

Tenured Professor in CS @ Williams College

First Employee @ Cogo Labs (2 exits @ >\$100M)



Kaylee Prior

Cofounder and Head of Product

kaylee@valt.io

Computer Science and Psychology @ Williams College

SVP of Product @ Fiksu (>\$100M in rev after 3 years)

TEAM



Andrew Hannon
VP of Engineering
andrew@valt.io



Aaron Frary
Software Engineer
aaron@valt.io



Seth Wynne
Head of Design
seth@valt.io



John Karabinos
Software Engineer
jkarabinos@valt.io

Valt

www.valt.io



twitter.com/valtpasswords



facebook.com/valtpasswords

