PASSCRYPT
THE BLOCKCHAIN-BASED PASSWORD MANAGER

Team

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Developer

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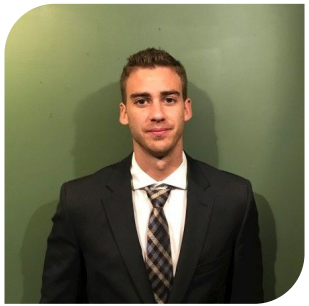

Brandon Bryant
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Data Science & CS
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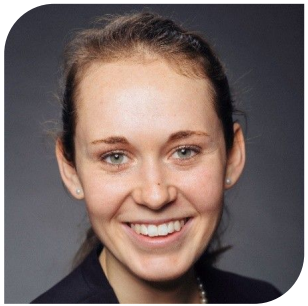

Angela Tidd
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ISBA
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Lecturer
PCBE
Strategic Advisor

PASSCRYPT

Problem

Too many online accounts

Use bad passwords

Not securely stored

Survey Results

- **98%** **reuse** passwords
- **88%** have **forgotten** a password in the last year
- **89%** use **words** in at least some of their passwords and **50%** use words in **all** their passwords*

Solution: A platform for users to confidently manage their online lives by

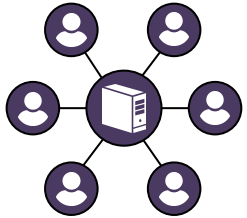
Generating + Storing + Updating

THEIR PASSWORDS WITH THE BLOCKCHAIN

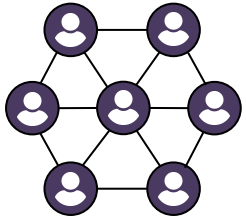
PassCrypt Provides Maximum Security

1. No central point of failure
2. No need to store personally identifiable data
3. No need to trust third parties with your passwords

Centralized



Decentralized



9 Popular Password Manager Apps Found Leaking Your Secrets

Tuesday, February 28, 2017 Wang Wei

Share 8 Share Tweet Share

Password Manager Last Pass Possibly Hacked

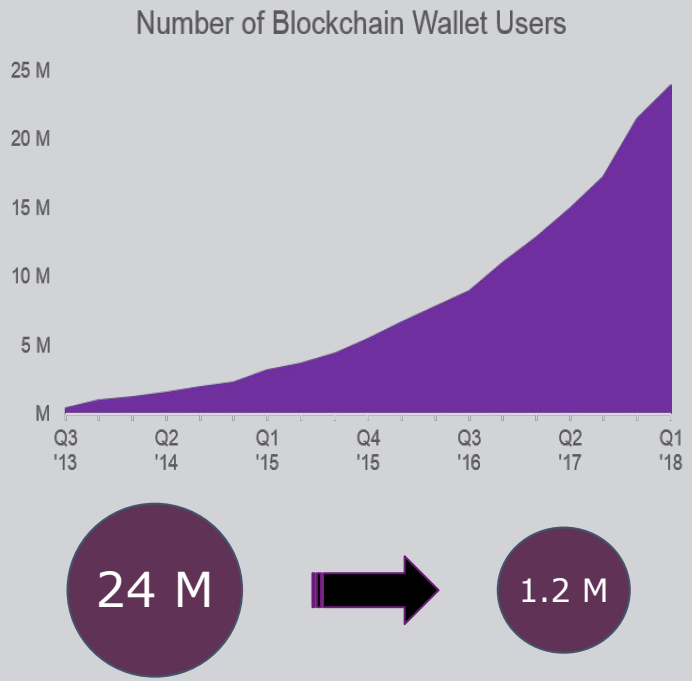
LastPass ****

Alexia Tsotsis @alexia / May 5, 2011

Initial Target Customer

- **Educated** and **employed** between the ages of **20 and 30** who live in **North America** and are familiar with **blockchain** technology.
- They are **technically savvy** and **concerned with their online security**.

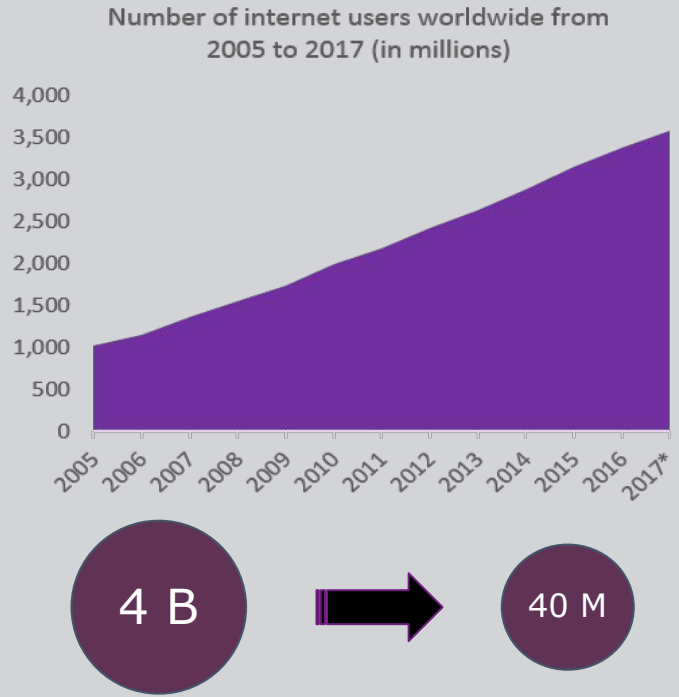
Initial Market Outlook



Future Customer

- **Internet users** with online accounts who are **concerned with their online security**.

Future Market Outlook



Acquisition Strategy

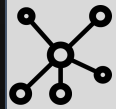
Launch → Growth → Maturity

SEO, Social Media, DAPPS Store, Referral Program

Early-Adoption Bonuses

Micro-Influencers

Switching Incentives



Utilize Network
- -University Clubs
- -FSBS
- -Meetups/conferences

External Advertising
- -AdEx/Never Stop Marketing
- -Hubspot

Product Modification

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Business Model

Pay per Password

Paid each time a user backs up or retrieves their passwords

15¢ Fee

$25 Yearly Subscription

Automatically changes and backs up passwords monthly

Security monitoring

FREE

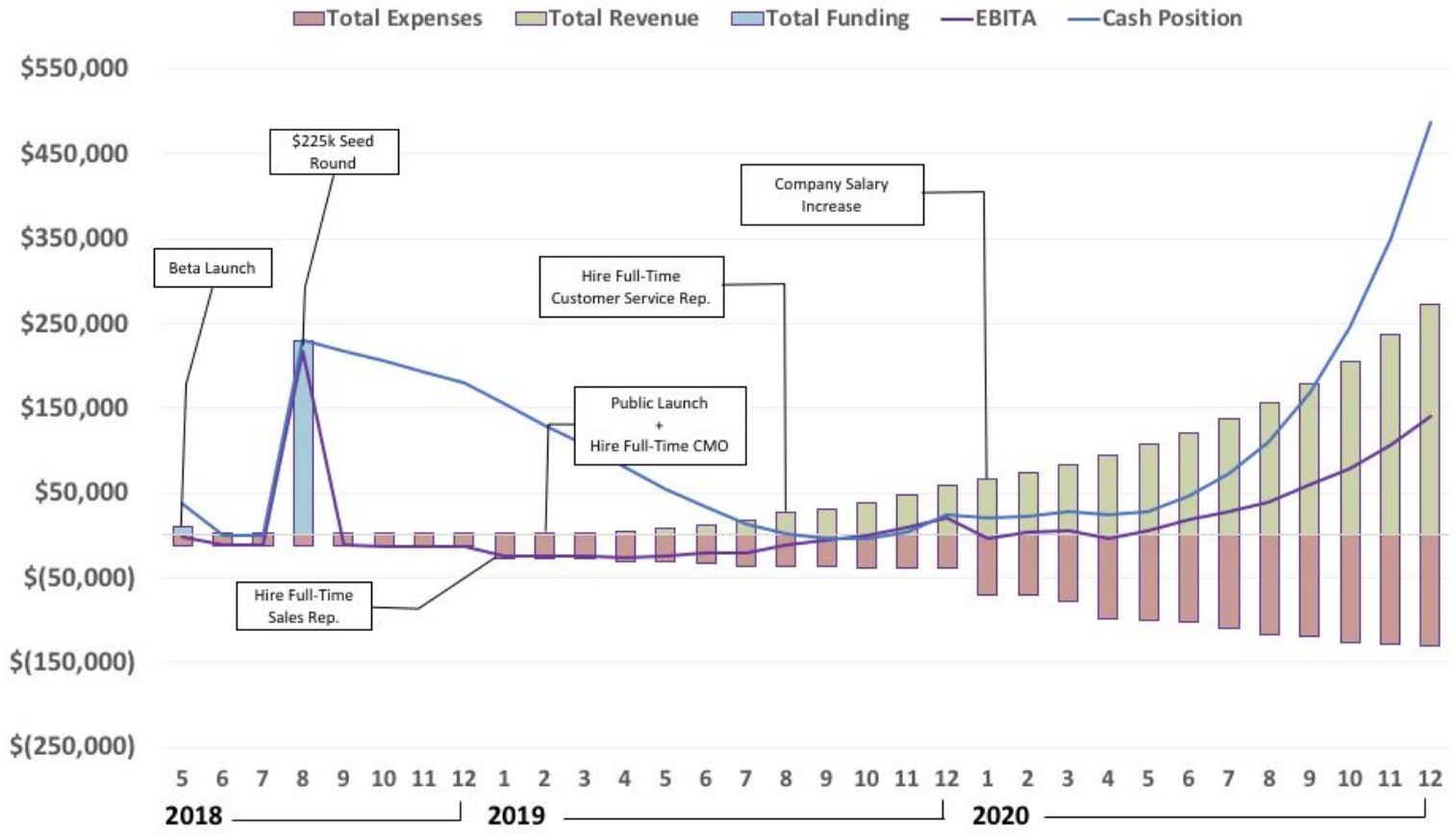
to use locally

Free to use our software as an offline password manager

Monthly reminders to change passwords

	LastPass ****			Etherpass & passcha.in	
Manages and auto-fills passwords	✓	✓	✓	✗	✓
Multi-platform	✓	✓	✓	✗	✓
Security monitoring	✗	✓	✗	✗	✓
Does not store personal information	✗	✗	✗	✓	✓
100% uptime	✗	✗	✓	✓	✓

Monthly Financials: May 2018 - Dec. 2020



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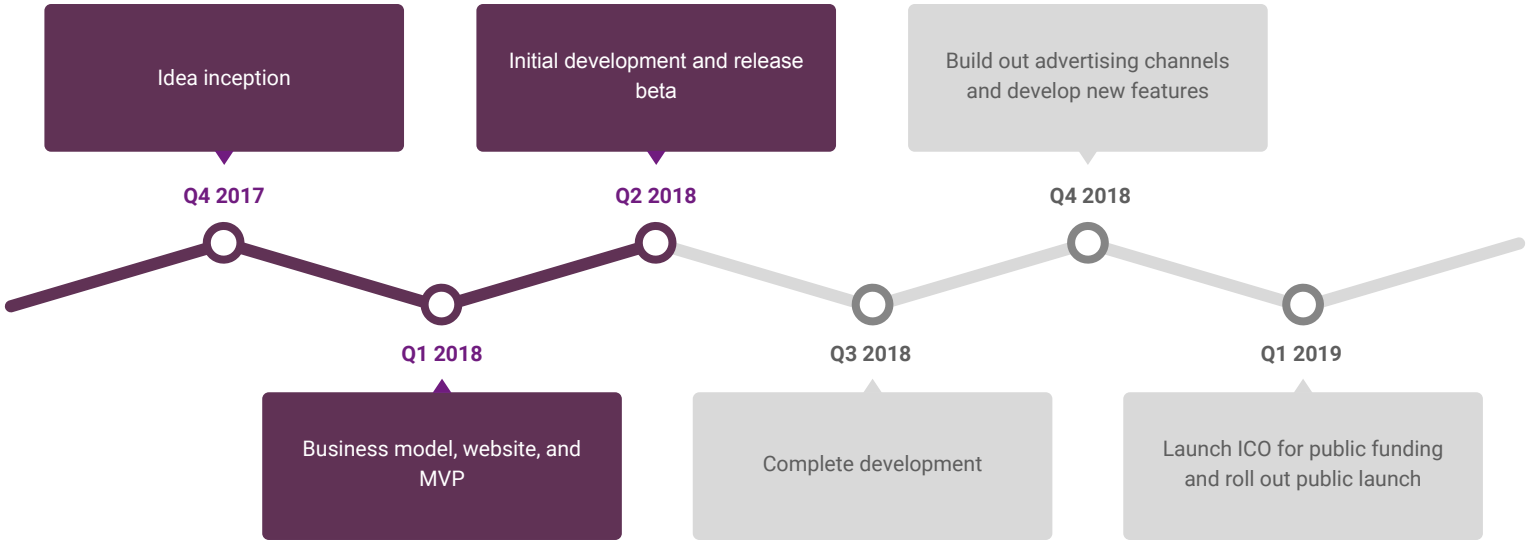
Why Holloway Prize?



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QUESTIONS?
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