



P E R S O N A

THE IDENTITY PROBLEM



Average American has almost 200 online accounts!



Consumer Pain Points

- + Lack of control
- + Inability to keep account info in sync across accounts
- + Security risks
- + Tough to access accounts

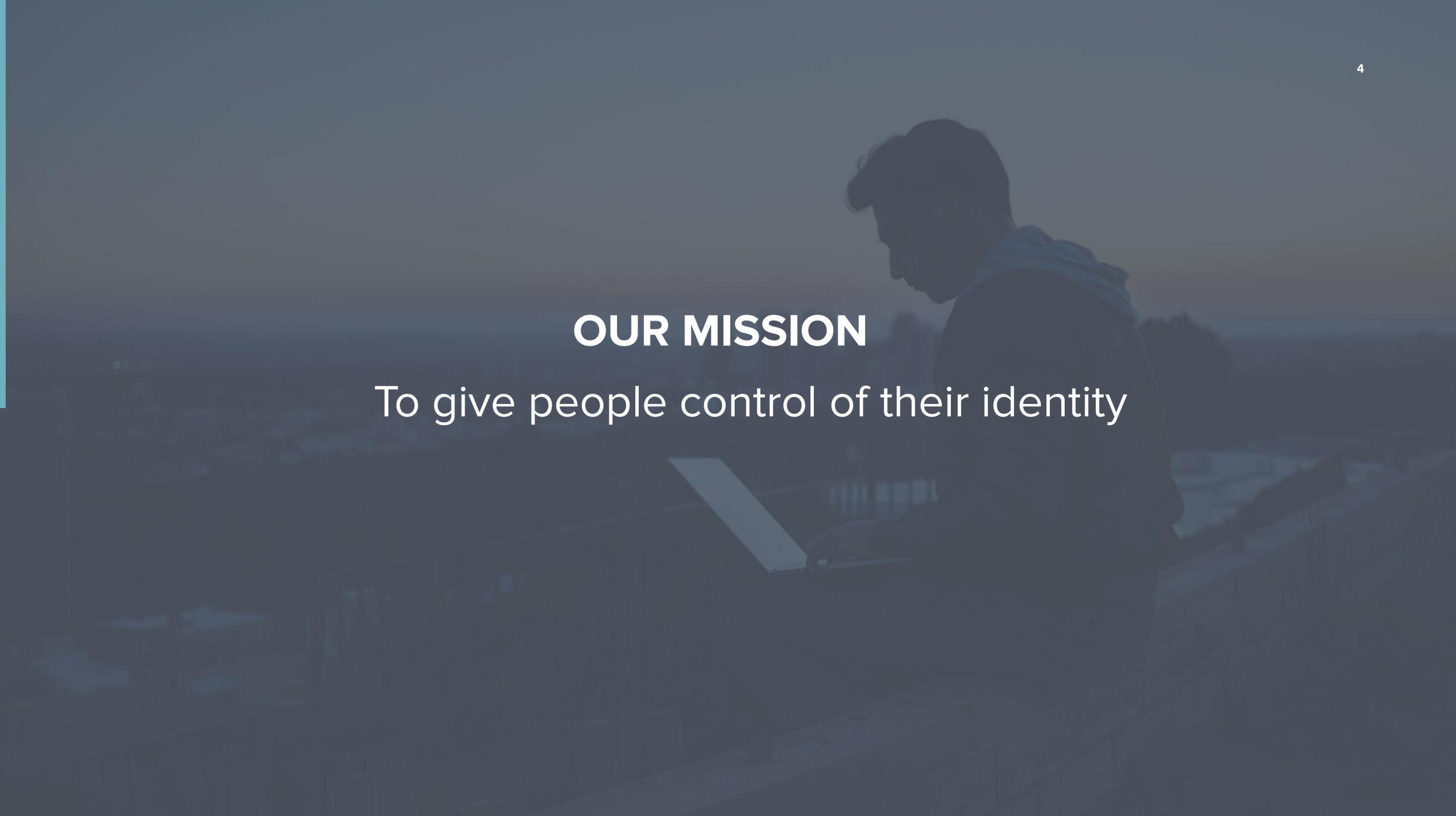
Business Expenses

- + Nearly trillion \$ per year spent by American corporations

THE SOLUTION



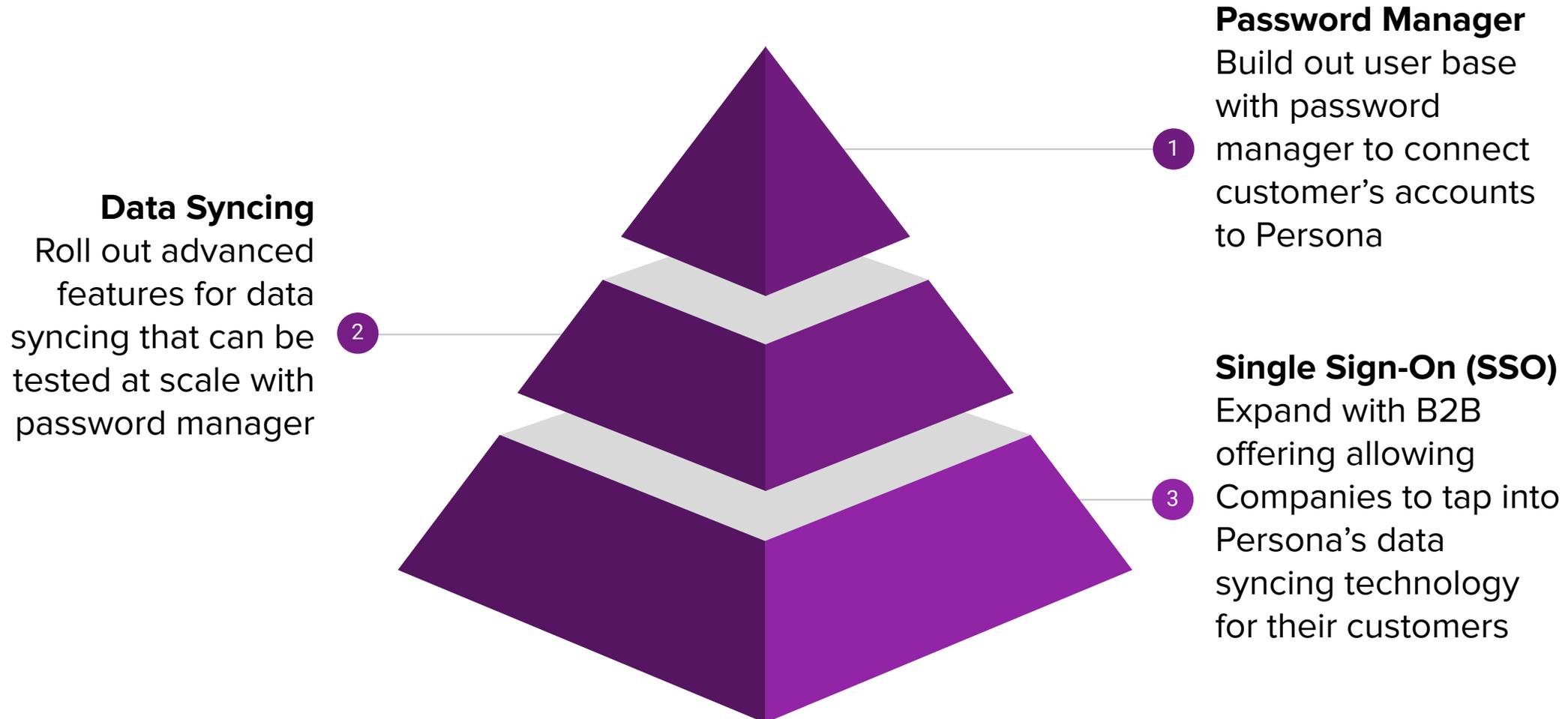
All of you in one place.

A person in silhouette is shown from the side, sitting on a rooftop and using a laptop. The background is a blurred cityscape at dusk or dawn, with a soft glow on the horizon. The overall tone is dark and moody.

OUR MISSION

To give people control of their identity

BUILDING BLOCKS FOR IDENTITY



GROWTH BY MILESTONE

PASSWORD MANAGER

\$30 Billion market in U.S. and growing

Opportunity for huge success with investment just from current fundraise, with ability to scale to \$10M ARR in just 18 months and then grow further to \$100M ARR

COMPREHENSIVE IDENTITY MANAGEMENT

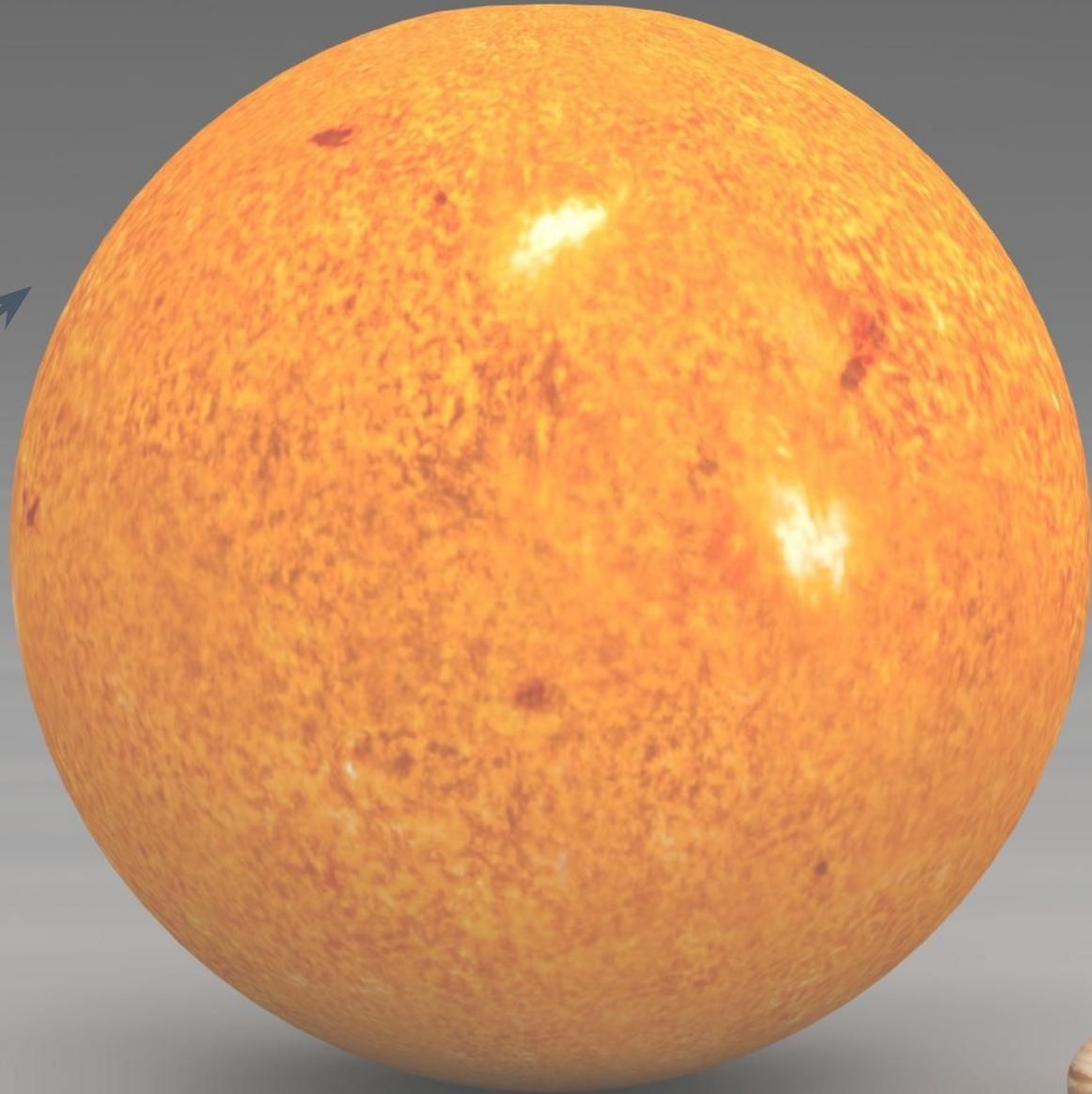
\$500 Billion TAM in US Market

Solve identity problem for both consumers and businesses, bring SSO to market, scale to multi billion ARR and IPO

GLOBAL EXPANSION

More than \$1 Trillion TAM Globally

Continue growth internationally, attack multiple industry verticals (healthcare, government ID)



**True identity
management**

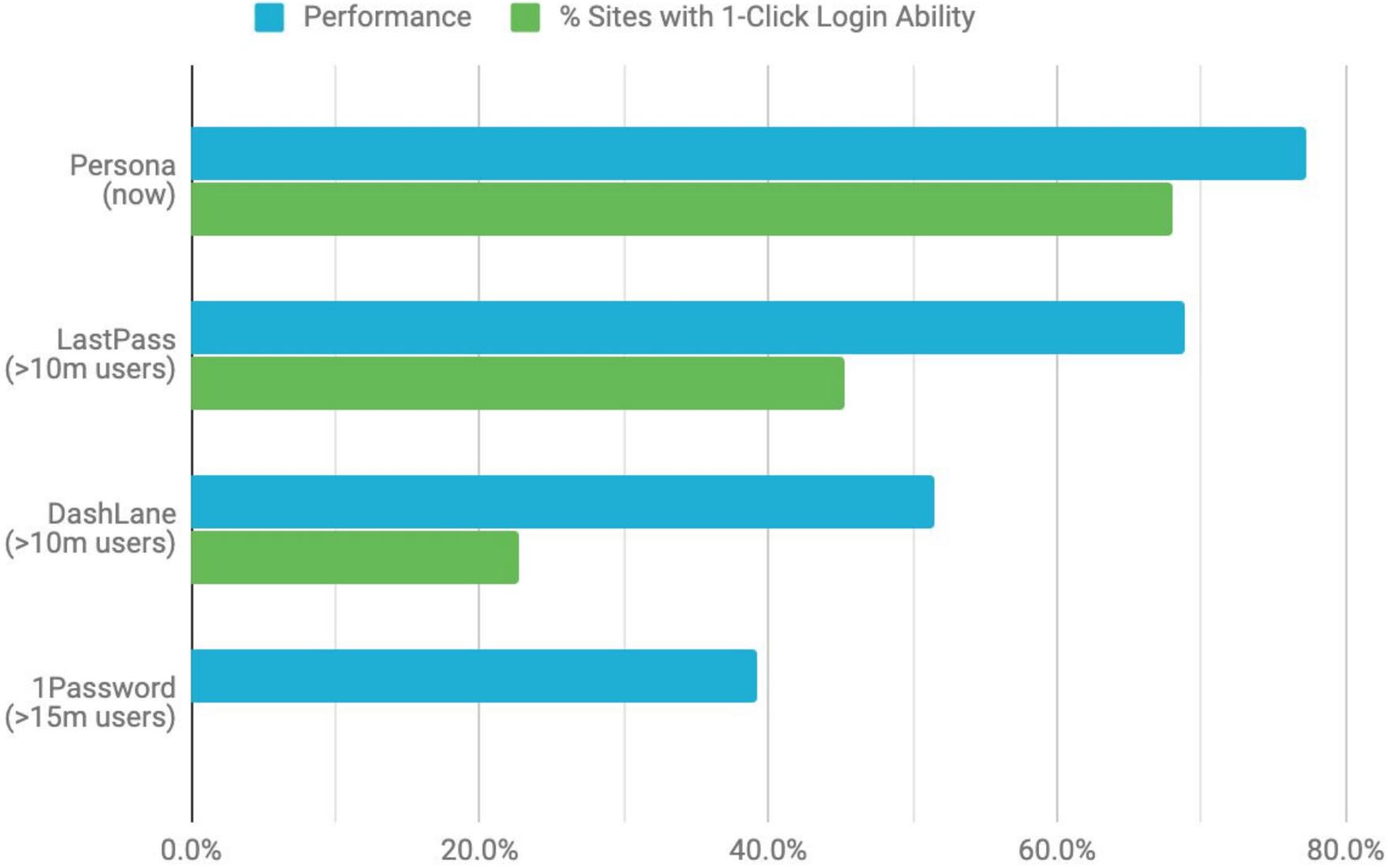
**(> \$1 TRILLION
TAM)**

**Current Password
Managers & SSO's**

(> \$30 BILLION TAM)



PERFORMANCE COMPARISON



FEATURE ANALYSIS



	PERSONA	LastPass	dashlane	1Password
Free Password Management	Up to 25 passwords	No (30-day trial)	Up to 50 passwords	No (30-day trial)
Lowest Price Per Year	\$19.99	\$24.00	\$59.88	\$35.88
Fill Web Forms For Login	✓	✓	✓	✓
One-Click Login	✓			
Import from Browsers	✓	✓		
Two-Factor Authentication	✓	✓	✓	
Secure Sharing	✓	<i>Insecure</i>	<i>Insecure</i>	<i>Insecure</i>
Passwordless Authentication	✓			
Automatically Update Passwords	✓			
Account Monitoring	✓	Limited	Limited	
Multi-Step Login Support	✓		Limited	Limited

LEADERSHIP TEAM



MATTHEW P. KERLE

Founder, CEO, CTO

Silicon Valley Software Engineer



COLBY SCHAEFFER

Co-Founder & CFO

Executive Consultant and Actuary



PATRICK HOLLER

Co-Founder & COO

University IT Enterprise Expert



ADVISORS



CHRIS JOHNSON

Security Advisor

Cybersecurity Compliance Strategist



ROBERTO GUERRIERI

Marketing Advisor

2x Founder & Silicon Valley PM



ALAN LOBOCK

Business Advisor

2x Founder & Startup Ambassador



BILL MACAITIS

Marketing Team Leader

SaaS Tech Unicorn Creator

