Allthenticate

A TALE OF TWO INDUSTRIES
DIGITAL AUTHENTICATION
THE PROBLEM
LET'S GO PHISHING
CAN YOU TELL THE DIFFERENCE?
YOU GOT PHISHED...

Had this been a real phishing attack, your username and password would have been stolen, and you would have no idea.

But don't worry, Althenticate has got your back!

Our solution, Single Device Authentication (SDA), is capable of completely mitigating these attacks by adding a second factor or by removing passwords all together!

Your password was not captured, and your account is still safe.
76% of businesses reported being a victim of a phishing attack in the last year

Source: Wombat Security State of the Phish
Phishing alone cost the world economy $5 billion (2013-2016)

Source: PhishMe, Inc.
PHYSICAL ACCESS CONTROL
THE PROBLEM
CARD READERS
Cards can be easily **stolen** or **copied**
Cards can be easily **stolen** or **copied**
STATE OF THE ART SECURITY

Digital

Physical
STATE OF THE ART SECURITY

Digital

Physical
STATE OF THE ART SECURITY

Digital

Physical
STATE OF THE ART SECURITY

Digital

Annoying

- Facebook One-time password
- USB key

Physical

- IDPrime card
- Biometric reader
STATE OF THE ART SECURITY

Digital

Annoying

Another thing to carry

Physical

IDPrime
STATE OF THE ART SECURITY

Digital

- Annoying
- Another thing to carry

Physical

- Inflexible

Your Facebook One-time password is 680023 (valid for 20 min)

IDPrime

Patty James

Secure Access

Gemalto
STATE OF THE ART SECURITY

Digital

Annoying

Another thing to carry

Physical

Inflexible

Expensive

$7,000
COMPETITORS

Digital

Physical
OUR SOLUTION

SINGLE DEVICE AUTHENTICATION
OUR SOLUTION
OUR SOLUTION
OUR TECHNOLOGY

Unlocks Everything

Flexible Security Interactions

Secure

arm TRUSTZONE
OUR TECHNOLOGY

Unlocks Everything

Secure

Flexible Security Interactions
OUR TECHNOLOGY

Unlocks Everything

Flexible Security Interactions

Secure

arm TRUSTZONE
OUR TECHNOLOGY

Unlocks Everything

Secure

Flexible Security Interactions

- NFC
- Wi-Fi
- Bluetooth
- USB
- TrustZone
- Arm
Patent #: US10182040B2
VALIDATION
Interviewed over 50 companies
VALIDATION

User study with over 20 users

Interviewed over 50 companies
VALIDATION

User study with over 20 users

Interviewed over 50 companies

Market research
VALIDATION

User study with over 20 users

Interviewed over 50 companies

Deployed prototype

Market research
VALUE PROPOSITION
VALUE PROPOSITION

Eliminates Phishing
VALUE PROPOSITION

Eliminates Phishing

Smart Door Reader
VALUE PROPOSITION

Cloud-based Management

Eliminates Phishing

Smart Door Reader
VALUE PROPOSITION

- Cloud-based Management
- Eliminates Phishing
- Comprehensive Logging
- Smart Door Reader
MARKET OPPORTUNITY

Digital Authentication: $8.08 billion
Physical Access Control: $8.12 billion

$16.2 billion

Source: Markets and Markets
MARKET OPPORTUNITY

Digital Authentication

15.5%
Annual Growth

Multi-factor market to reach $12.5 billion by 2022

Physical Access Control

8.24%
Annual Growth

Physical access control market to reach $12.1 billion by 2024

Source: Markets and Markets
EARLY ENTRY MARKET

Small to Medium-sized Businesses

Backward-compatible smart readers
REVENUE + EXPANSION

Physical Only
$0-1,000/door
$1-3/user/mo

Now
Next Year
2-5 Years
REVENUE + EXPANSION

Physical Only
- $0-1,000/door
- $1-3/user/mo

Physical + 2 Factor
- $0-1,000/door
- $8-10/user/mo

Now
Next Year
2-5 Years
**REVENUE + EXPANSION**

**Physical Only**
- $0-1,000/door
- $1-3/user/mo

**Physical + 2 Factor**
- $0-1,000/door
- $8-10/user/mo

**Enterprise Package**
- $0-1,000/door
- $20-25/user/mo

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**Now**

**Next Year**

**2-5 Years**
**REVENUE**

1-2 Beta companies
2-3 Developers
-($200 K)

10-100 Companies
+4 Sales
+2 Support/Dev
-($300 K)

1,000+ Companies
+3 Sales
+2 Support/Dev
Profit

Total ask: $1,000,000
BETA PARTNERS

Apeel

108,000 sq. ft.
20-30 doors
June - October 2019

CIO SOLUTIONS

Main access door
Fall 2019

Product Launch: Summer 2020
THE DREAM TEAM

Chad Spensky
CEO, Technical Lead
Ph.D. Computer Security

Rita Mounir
Head of Operations
B.S. Financial Mathematics and Statistics

Jake Tear
Product Manager
B.S. Psychological and Brain Sciences

Evan Blasband
Hardware Engineer
M.S. Electrical and Computer Engineering

Sam Kerr
Advisor
Senior Director/ Product Management at Arxan Technologies

John Gerngross
Advisor
Founder/President Condor Engineering, Inc.
THEY LIVED HAPPILY EVERY AFTER...
“In over 20 years in IT, I have never seen a security product capable of unifying digital and physical access control.”

- IT Manager


www.allthenticate.net/phishing