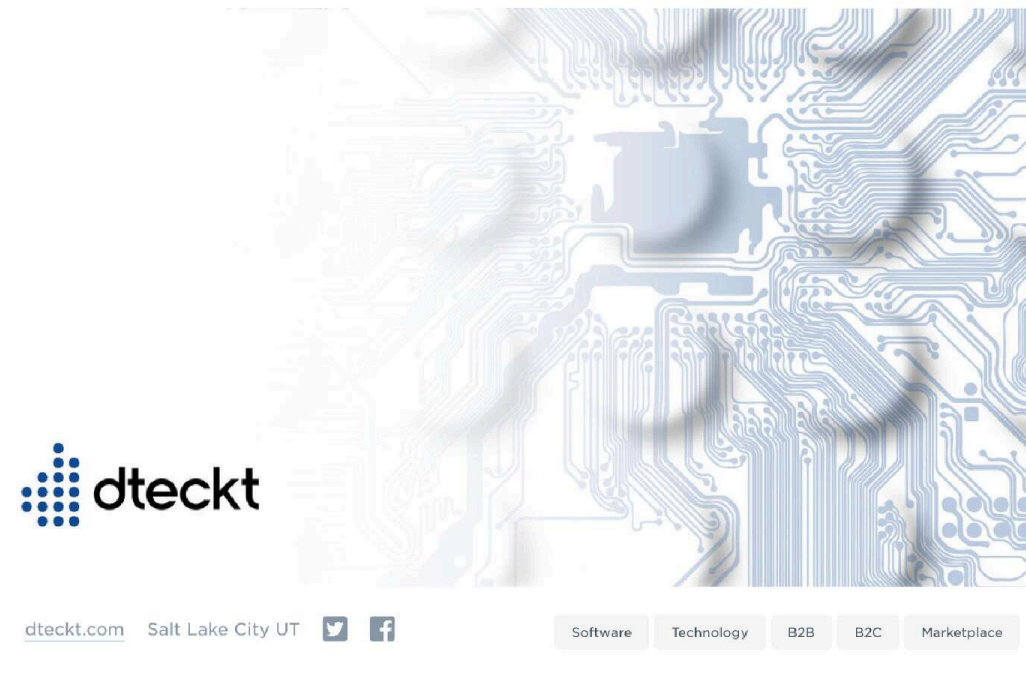


# Enterprise level cyber security protection for the modern consumer




## Highlights

- 1 Early results with over \$105,000 ARR and partnership pay per subscriber revenue.
- 2 A consumer facing product with less than 3 months to production.
- 3 Proven team with previous successful start-up experience.
- 4 Total addressable market of over \$20B in the US alone.
- 5 Consumer available cybersecurity has become more necessary than ever.
- 4 Total addressable market of over \$20B in the US alone.
- 5 Consumer available cybersecurity has become more necessary than ever.

## Our Team

LEAD INVESTOR

 **John Itokazu**

Dteckt has developed a unique and comprehensive product giving consumers the tools and visibility needed to protect an individual's identity and prevent cyber-attacks. Dteckt allows an individual to view how organizations are protecting their information. Leveraging an online marketplace and Dteckt's capabilities, you can quickly and easily assess and make decisions based upon each organization's abilities to protect your data. Dteckt provides alerting for monitored organizations for data breach and when their risk profile changes. In addition, it provides for antivirus and ransomware protection, a password manager, vulnerability and patch management. Dteckt appears to be uniquely positioned to provide consumers with a level of protection and awareness that has not been widely available. And the endless collection and digitization of their personal information makes Dteckt's simple to use offering more important than ever for today's consumers.

**Invested \$100,000 this round**



**Matt DeVico** Founder & CEO

Matt DeVico the Chief Information Security Officer at a large Financial Institution based out of SLC, UT. He has also been the VP of Operations for a security start-up. Joining as employee #6 with a successful exit selling to Mastercard.

I am passionate about Cybersecurity and have spent my entire career in and around cyber. I believe consumers have not been given the platform to protect themselves from cyber threats.



**James Agnew** Growth & Marketing

James Agnew has been the Founder & CEO of many successful startups. James also has over 20 years of experience in consumer Marketing as the Chief Marketing Officer. He has managed over 200M in advertising spend for a \$1B revenue/year organization.



**Jordan Swan** VP, Engineering

Jordan has led highly technical teams in the financial services and software verticals. Jordan has architected pipeline automations, cloud workloads, and application security in some of the largest and most complex environments in the world.

## Dteckt Deck



Dteckt, Inc. is reimagining the consumer market and their needs for a robust set of tools to give the visibility and protection needed to defend against modern day cyber threats. Our are 100% focused on providing individuals with the information and technology needed to digitally protect themselves and their loved ones. We aim to give consumers the ability to stay protected from modern day digital theft and cyber-attacks by giving visibility into third-party risk,

connecting consumers with third-parties that align with risk tolerance, giving visibility into identity, criminal, and financial activities, helping to understand third-party privacy practices, preparing individuals for loss and resilience, providing tools to practice safe browsing and password practices, protecting against threats posed to endpoints and home networks, and giving centralized visibility and parental and administrative control capabilities.

## The Problem

### Legacy consumer cyber security solutions ...

- Only cover a fraction of today's digital threats. The complexity of enterprise cyber security solutions has limited the cross over into the consumer domain.

### Only a small portion ...

- Of enterprise level protection has been made available to consumers.

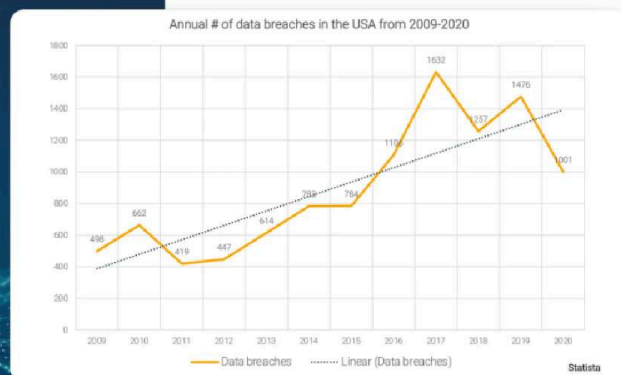
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Legacy consumer cyber security solutions have been limited and dated as the innovation is being pumped into corporate solutions. All of the innovation that has been occurring in the large enterprise market has not crossed over into the consumer realm, largely due to cost and complexity to operate. Consumers are ready to take matters into their own hands. More and more we start to understand that an overwhelming amount of identity theft cases aren't the cause of consumer fault, but the poor practices of the organizations they do business with.

## WHY NOW

### The Timing is Now

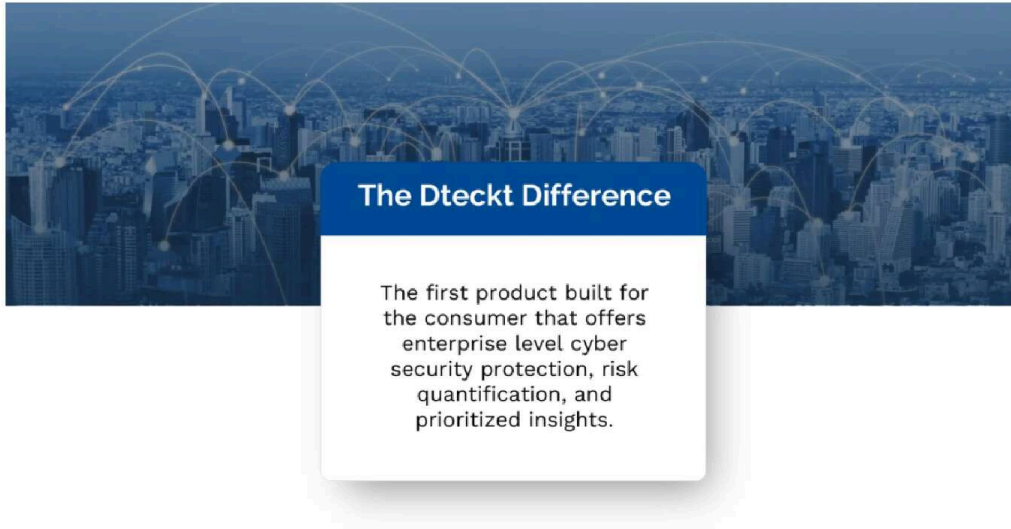
- More data is being stolen. More resources are needed to protect consumers.
- Proprietary research suggests around 50% of companies that consumers have a relationship with, have zero employees focused on security or consumer privacy, creating vulnerabilities for consumers.



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More and more data breaches are occurring. It's important to note that these

Statista numbers come from only the organizations that report data breaches. Proprietary research suggests that over 50% of organizations have zero staff focused on information security. Far less have staff focused on privacy protection measures. Despite the growing concern; ransomware attacks, executive orders, new legislation, information sharing, and agile development are upon us and with that, comes the rise of data breaches.



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Dteckt offers the first product built for the consumer that offers enterprise level cyber security protection, risk quantification, and prioritized insights.

## The Dteckt Platform: Quantifying Company Risk

**Quantifying Risk at Scale**

For the first time, consumers can see as they're browsing the web if organizations are putting their data at risk

Dteckt's proprietary company grade shows performance in data security and privacy protections.

Company	Company Grade	Technology	Policies & Oversight	Breach	Complexity	Customer Outreach
Bank of America	<span style="font-size: 2em; color: blue;">B</span> 71%	<span style="font-size: 1.5em; color: red;">C</span>	<span style="font-size: 1.5em; color: red;">D</span>	<span style="font-size: 1.5em; color: red;">D</span>	<span style="font-size: 1.5em; color: red;">F</span>	<span style="font-size: 1.5em; color: blue;">B</span>
		Software Patching	Customer Pressure	Security Events	Attack Surface	Privacy Request Page / Email
		Web Encryption	Regulatory Scrutiny	Leaked Credentials	DNS Hoisting	Privacy Policy Page
		Email Security	Security & Compliance Evidence		Domain Registrar Fragmentation	Report a Security Incident or email
		Domain Security	Security Personnel			Bug Bounty Program

Your Companies

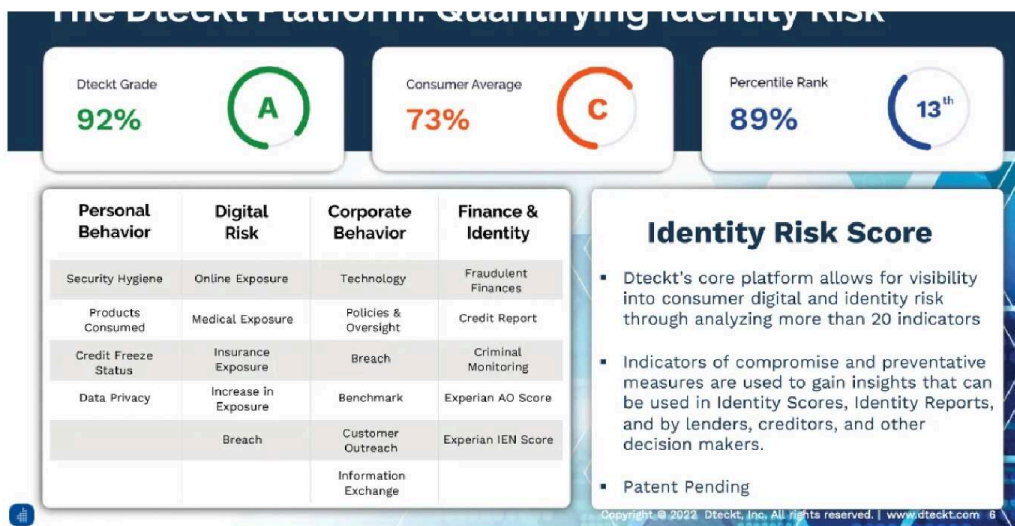
14 Companies Monitored

- B Bank of America
- A America First Credit Union
- Z Zions Bank
- M Mountain America Credit Union
- E Equifax
- C Chase

Add Company

For the first time, consumers will be able to see in real time how the websites and organizations they use are performing in cyber security and understand if their data is at higher risk due to flaws or poor practices. Consumers can make the decisions for themselves who they engage with, share their personal information with, or trust with their finance, identity, and health information.

## The Dteckt Platform: Quantifying Identity Risk



Dteckt also offers its users visibility into identity risk. That identity risk gives prioritized actions a consumer can see and work through to lower their risk score while boosting their ability to safeguard their personal information. Identity Risk is a patent pending technology where Dteckt will evaluate topics such as personal behavior, digital risk, corporate behavior, and finance & identity to help the consumer's boost their ability to proactively protect their identity.

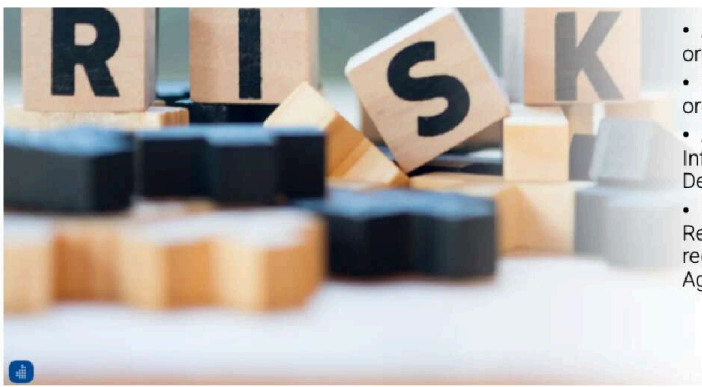
# BREACH

- Real time visibility into credentials leaked.
- Real time visibility into monitored organization breaches across state and federal databases.
- Prioritized remediation and insights to protect identities.

Dteckt monitors state, federal, dark web, and open internet sources to track breaches associated with all companies monitored. Data is tracked to understand the scope of the breach, records impacted, sources and descriptions of events, and much more. Breach activity is pushed to customers real time so they can correct and identity issues that may be present based on an organization losing their information.



**Privacy -  
Erase Me**



- Automated insights on organizational privacy policies.
- Understand the data organizations collect.
- Automatically have your Information and Requested or Deleted.
- Freeze, Dispute, and get Free Reports from all government registered Credit Reporting Agencies.

Privacy is a core pillar of consumer security. So much of consumer secure protections are at the liberty of an organizations privacy and security practices. Dteckt inventories and automatically scans privacy policies to give consumer valuable insights on data collected, freeze, free, dispute, delete request procedures, and more. A proprietary ethics score is automatically assigned giving consumers visibility into how their data is used and how to control it. US and EU law requires certain privacy provisions from companies. Quickly and easily understand how companies are complying, what rights users have, and how to execute those rights.

## Digital Inheritance Planning

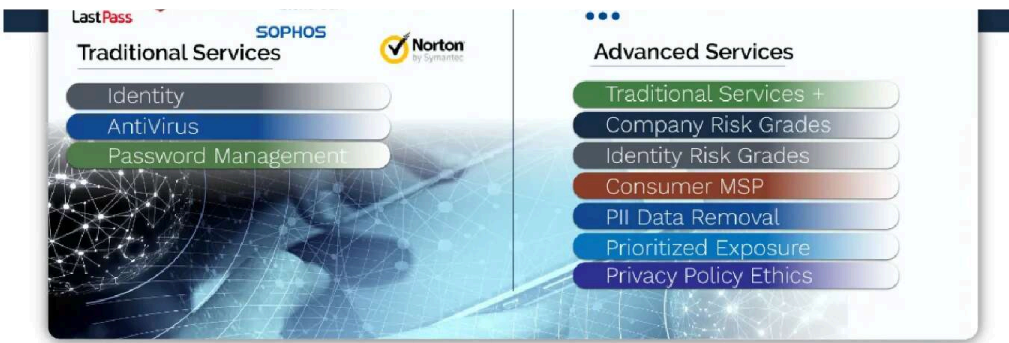
- Quickly and easily manage the transition plan for your digital assets, passwords, financial accounts, wallet, persona monitoring alerts, and more. Rest easy knowing your next of kin knows what to do.



Identities, payment mechanisms, bank accounts, the items in your wallet, login information, dark web alerts; much of our lives are managed in a digital ecosystem. Digital Inheritance Planning allows anyone to specify a next of kin and quickly and easily invite them into their digital persona. Digital Inheritors can view and co-manage digital assets for the Plan Owner while reading through a description of how the Plan Owner laid out best next steps.

## Historical vs Modern





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Historical approaches have long left gaps for the consumer. Consumers can now realize the benefits of a comprehensive solution in an easy to use single interface.

### Cyber Security Competitive Analysis



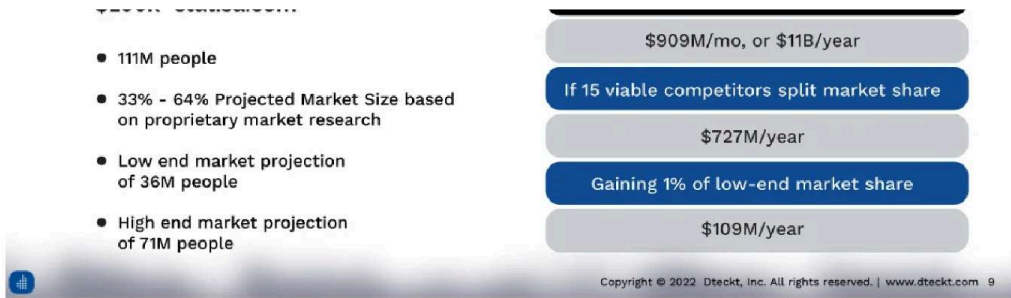
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The competitive landscape offers some very useful feature functionality, but those features are silo'd and incomplete, leaving the consumer blind to many areas that matter for protecting themselves and their families. There are many who haven't chosen technology or security as their profession and don't have readily available means to understand safe online behavior. Consumer offerings started with Anti-Virus and then moved to identity and credit. There were a couple with the idea to combine the two within the last couple of years. Then entered the password managers. All of which are still struggling to gain the market share they warrant because of the consumer confusion caused by product sprawl and cost. Consumers need one central, to the point, alert focused, and affordable platform offering complete protection.

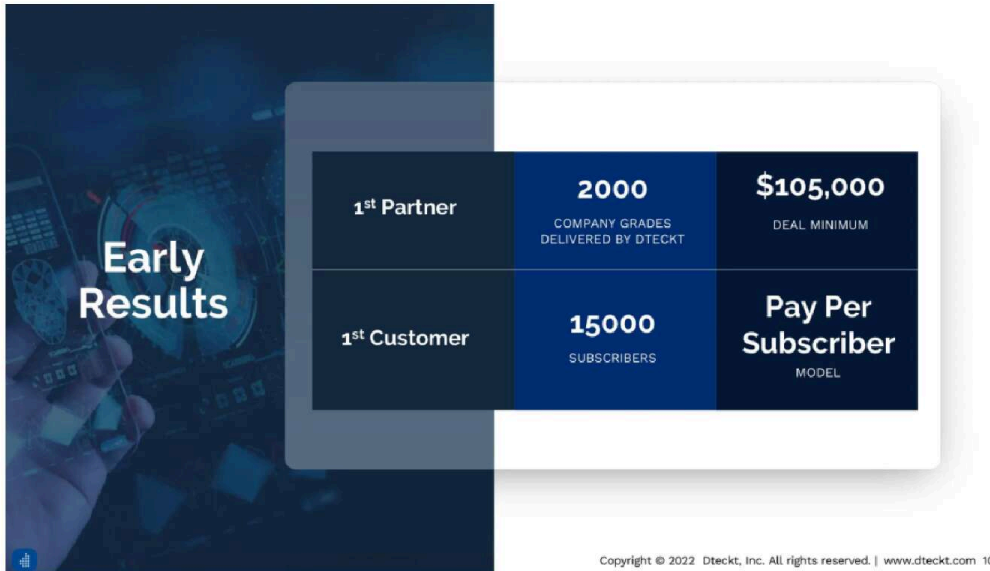


34.1% of US households  
 \$100k+ statista.com

Low-End Analysis: 36M people



Proprietary research and market studies suggest that between 33%-64% of those surveyed would consume all or some of the Dteckt portfolio –most of which were interested in the Family or Protect plans. Assuming an addressable market being households in the United States with income over \$100k/year; the market size is (on the low end) of 33% of 111M people. This translates 36M consumers. Targeting the low end total addressable market, we project a low-end addressable market of \$11B/year which holds steady with existing consumer cyber security addressable markets.



Dteckt believes affiliate and partner channels will play a large part in revenue generation. From small businesses looking to protect their organization or offer employee benefits, marketplace providers looking to boost lead generation, or identity providers looking to enhance their data set, we are built to scale with APIs and a partner ready ecosystem. We are already seeing results with one organization we are partnered with around delivering company grades and building an identity risk score. The deal marks the first \$100,000 in ARR switching to a pay per subscriber model as their subscriber model grows with projections into the 7 figures.

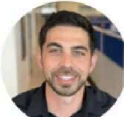
## The Next 18 Months



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Over the next 18 months (about 1 and a half years) we will look to complete two additional subscription offerings – the Protect and Family plans, automate our scoring engine, finalize market ready subscriptions, build a strong database of company grades, gain 8,000 subscribers, and hit \$2M in ARR.


## The Team



**Matt DeVico**  
Founder and CEO

CISO  
VP, Operations  
Security & Privacy Leader  
Product & Support  
Leader  
MBA | CISSP | GSRT | ITIL


ZIONS BANK | ACADEMY | riskrecon



**James Agnew**  
Head of Growth & Marketing

Founder & CEO  
Chief Marketing Officer  
Director, Owner  
SVP  
MBA | B.S. | Advisor | Mentor


blast | Progrexion



**Jordan Swan**  
VP, Engineering

Lead Devops Engineer  
Security + | Network + |  
Devops Engineer Expert |  
SaltStack Certified  
Engineer | Azure  
Fundamentals | Azure  
Administrator


ACADEMY | A



**Tyler Walker**  
Front End Development

Senior Software Engineer  
React Developer  
Angular Developer  
B.S. Computer Science

Academy | Progrexion | riskrecon



**Austin Stokes**  
Data & Integrations

Mongo Architect  
Python Developer  
API Integrations  
Specialist

riskrecon

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Our team is dynamic and built to address the core skills needed to build this into a successful platform. We're structured to address product, operations, cyber security and privacy, data architecture, application delivery and pipeline management, and front-end development. I'm currently employed as the Chief Information Security Officer at a top 15 residential mortgage lender. I've run Operations for a successful startup where responsibilities included delivery, quality control, product management, human resources, and product support. I've also worked at a top 30 bank in the Information Technology and Information Security fields. I have an MBA from Westminster College local to Salt Lake City, UT and a bachelors degree and look forward to using that background to built out an affordable consumer solution.

Raising

\$2.5 Million

## Use of Funds

- Expand Product & Engineering
- Developing Proprietary Data Assets
- Customer Acquisition

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We are raising a \$2.5M seed round to expand our product and engineering efforts, develop proprietary data assets, and to acquire customers.

## THANK YOU

### Contact us



#### Phone & Email

Matt DeVico, CEO

[matt@dteckt.com](mailto:matt@dteckt.com)

801-949-6462



#### More Information

Visit [dteckt.com](http://dteckt.com) for more information



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Thank you for listening to the Dteckt Pitch. If you're interested in being part of our mailing list or having further discussion, my name, email, and phone are listed on this slide. I'd love to connect. You'll also find the marketing website listed on the slide. Feel free to browse around. Happy to answer any questions.

## Appendix

## Everything You Need in One Platform

	View <small>Free w/sign-up</small>	Monitor <small>\$4.99/mo.</small>	Insights <small>\$19.99/mo.</small>	Protect <small>\$29.99/mo.</small>	Family <small>\$39.99/mo.</small>
Digital Risk	✓	✓	✓	✓	✓
Alerting & Details		✓	✓	✓	✓
Finance & Identity			✓	✓	✓
Digital Well-Being			✓	✓	✓
Device Protection				✓	✓
Visibility & Control					✓
	Equivalent To	\$40/mo. value	\$70/mo. value	\$80/mo. value	\$100/mo. value

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### View Plan

### Identity Risk Score

The Dteckt Grade is a representation of your security posture based on all of your monitored inputs.

### Company Grade

The Company Grade gives you instant visibility into how any organization of your choosing performs in cyber security. See how your organizations perform today!

### Online Marketplace

Quickly and easily make decisions or change who you do business with based on their ability to protect your data. Connect with banks, lenders, insurers, retailers, technology providers, and others through Dteckt's Online Marketplace.

### Monitor Plan

### Score Detail

Increase your visibility and get the information behind the Grades. See details for performance in Technology, Complexity, Data Breach, System Hosting Locations, and more.

### Alerting

Stay proactive with Alerting. Alerts will be delivered to you when one of your monitored organizations has a data breach, a grade change, a significant new

technology finding, a high risk country identified, hackers start chatting about your monitored organizations, and many more.

## **Insights Plan**

### **Financial Account Monitoring**

Unusual financial activity can mean there has been a compromise of your identity, account information, or credit/debit cards. Dteckt's tool allows for integration into all of your bank and credit card accounts so you can know immediately if your spend is your spend.

### **Criminal Activity Monitoring**

Be aware instantly if your information matches criminal activity around the nation. Dteckt monitor's national and local criminal databases. Knowing immediately if you've been "involved" in an unrelated crime helps prevent damage from identity theft.

### **Dark Web Monitoring**

The Dark and Deep Web can be scary places. Dteckt partners with organizations around the world that specialize in Dark and Deep web scanning. Dteckt searches for and alerts you on any mention of your personal information if it shows up on the Dark or Deep Web.

### **Erase Me - Privacy Service**

Organizations frequently misuse and pass consumer information wherever they choose. The California Consumer Privacy Act (CCPA) leads the way with Regulation and allows residents to request a company delete consumer data when requested. Dteckt will act on your behalf to have your data removed from all organizations covered by Privacy regulation.

### **Digital Inheritance Plan**

A digital inheritance plan allows you to quickly and easily manage how your next of kin adopt your digital persona by giving them the information and tools they need to do so.

### **Lost Wallet Protection**

Input details of items in your wallet to ensure that you can cancel, recover, and account for everything that would be lost or stolen if your wallet went missing.

### **Credit Freeze**

A very effective way to prevent unauthorized loans or credit pulls on your name

is to turn on credit freezes for all of the three Credit Bureaus. Dteckt will manage the Credit Freeze process alongside you.

### **Bank Account Takeover Monitoring**

Unusual financial activity can mean there has been a compromise of your identity, account information, or credit/debit cards. Dteckt's tool allows for integration into all of your bank and credit card accounts so you can know immediately if your spend is your spend. Daily credit report monitoring enables notifications regarding changes in your credit file. Examples include; Personal Information, Hard Inquiries, New Accounts, Public Records, & Address Changes.

### **Court & Criminal Activity Monitoring**

Instantly know if your information matches criminal activity around the nation. Dteckt monitors national and local criminal databases. Prevent damage from identity theft. Court & Criminal Record Monitoring monitors hundreds of millions of criminal court records mapping to federal, state, city, and county-level jurisdictions and notifies you if their information is found.

### **Sex Offender Monitoring**

Understanding where sex offenders live can help you make informed decisions for you and your family. If a sex offender fraudulently uses a consumer's personal information, it can cause reputational issues that negatively affect your life.

### **Non-Credit Loan Monitoring**

The Non-Credit Loan Monitoring feature processes over a million non-credit loan inquiries a month and dteckts loan inquiries associated with 23 of the top 25 payday loan lenders, in addition to buy here-pay here auto loans and rent-to-own inquiries.

### **SSN Trace**

SSN Trace sends alerts when a new name/alias or address is associated with your Social Security Number on a credit report so you can dteckt if bad actors are using your SSN.

### **Real Time Authorization Monitoring**

Dteckt if a consumer's personal information is being used to verify authenticity by using data from an advanced identity verification network. Monitor over millions of monthly authentications for bank credit cards, auto loans, telecom applications, pre-paid credit cards, student loans, and payday loans.

### **Real Time Inquiry Alerts**

Monitor your credit file for hard inquiries and receive alerts in real-time when different credit-related actions affect your credit file.

### **Change of Address Monitoring**

Your mail can contain important and confidential documents that help thieves commit identity theft. Receive alerts if bad actors attempt to steal your identity by redirecting your mail to a new address.

### **One Bureau Credit Monitoring**

Receive daily alerts regarding changes to your credit file, including: Personal Information, Hard Inquiries, Potentially Derogatory Information, New Accounts, Public Records, and Address changes.

### **Protect Plan**

### **Experian Credit Report**

Receive bi-annual updates and access to your Experian Credit Report. View your consumer statements, credit inquiries, open accounts, collection account, and much more.

### **Social Media Insights**

Social Media protection and your privacy is core to Dteckt's mission. With Social Media Insights, get visibility into cyberbullying, content that is publicly available, illegal activity and employer insights, privacy policy review, and more.

### **Safe Browsing Extension**

Take your Dteckt Score one step further with the Safe Browsing Extension. You'll know real time if the websites that you are visiting have cyber security issues.

### **Password Manager**

A Password Manager is one of the best examples of a security and convenience value add. Dteckt's password manager works across your mobile devices and computers. You'll never have to remember another password again.

### **Antivirus**

Enjoy peace of mind with AntiVirus protection across PC and Mac computers to keep out unwanted Malware, Trojans, worms, bots, and unwanted apps.

### **Ransomware Protection**

Block ransomware attacks and prevent your personal data, photos, and videos from being locked and held for ransom.

## **VPN**

Know that your Internet connection is secure with Dteckt's VPN. VPN establishes a secure and encrypted Internet connection regardless of the WiFi you're on. Avoid your Internet traffic being seen with Dteckt's VPN.

## **Vulnerability Management**

One of the leading causes of data breach is caused when hackers can get into an unpatched system that is vulnerable to an attack. Vulnerability management watches your Mac, iPhone, Android, Windows, and third party applications to alert and ensure you that you are patched.

## **Family Plan**

### **Screen Time**

We know that monitoring your family usage is a challenge. Although screen time may not keep an attacker out, we recognize you may want your family members to spend less time on devices. If you choose to, you have the ability to set screen time limitations in Dteckt's application.

### **Password Enforcement**

Password enforcement allows you to both require a password be set as well as require it to be a strong password across all of your devices. Know password's are enabled and strong with Dteckt's password enforcement visibility.

### **Parental Web Filtering**

Take control and ensure safe browsing with parental control over the web content your children can access while on a Mac, PC, or Mobile Device. It's easy to select available or blocked categories for their safe online website and social sites.

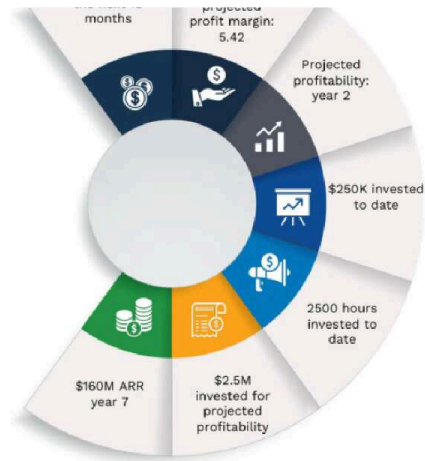
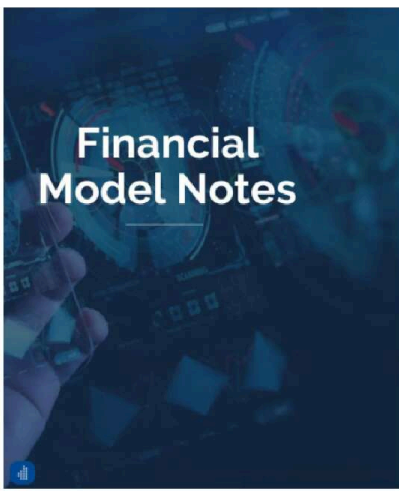
### **Application Control**

Select from a list of hundreds of applications and choose whether you'd like certain devices or certain users to be able to use that application or not.

### **Hard Drive Encryption**

Ensure encryption is enabled across your family mobile and computing devices. Encryption enables complete protection of your data if a device is lost or stolen.





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*\*Model available upon request.*

## INVESTMENT & REVENUE STREAM

**INVESTMENT & REVENUE STREAM**

- Online Marketplace
- Partner Channels
- Phone Transfers
- Search Marketing
- Social & Display
- Online Signup
- Offline ( TV/Radio/DM)
- Email Remarketing

**Dteckt Buyers**

- \$380 ARPU at year 5
- Projected 5 Years Average Tenure
- \$1,200 combined LTR (\*\$20\*5 years)

~\$114  
CAC at Year 5

~15x  
Return on CAC

~\$114 Cost per Acquisition at Year 5

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~380 ARPU at year 5 with a projected average subscriber tenure of 5 years. ~\$114 CAC at year 5 and ~15x return on CAC.



Year	1	2	3	4	5
<b>Est. Employees</b>	5	17	41	81	159
<b>Est. Customers</b>	8k	25k	63k	121k	237k
<b>ARR</b>	\$1.7M	\$9.5M	\$23.9M	\$45M	\$90M
<b>Expenses</b>	\$1.9M	\$8M	\$21M	\$38M	\$76M
<b>EBITDA</b>	(\$165k)	\$1.1M	\$2.4M	\$7M	\$14M

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Forward looking projections cannot be guaranteed

*\*Model available upon request.*



**GO TO MARKET STRATEGY 2021**

- ✔ Conduct market survey from surveyor pools
- ✔ Build profit and loss projections
- ✔ Establish technology to scale the business including IaaS, HR, Finance, Marketing, Support
- ✔ Identify payment processing plan and subscription purchasing center
  - Finalize a market ready product
  - Conduct value analysis to identify messaging and marketing campaign email contents
  - Test messaging with smaller target groups and optimize based on results

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A detailed breakdown of the steps we will take to build a profitable business - 2022.



**GO TO MARKET STRATEGY 2022**

- Track sign ups and customer journey to understand behaviors
- Implement sales strategy with correct mix of self service, inside sales, field sales, and channel sales
- Develop brand awareness and inbound and outbound marketing strategies through ads, social media, marketing website, emails, and cold calls
- Develop content for marketing to track conversion rates
- Define and determine the best way to optimize pipelines and conversion rates
- Identify ways to shorten sales cycles, conversion rates, and customer acquisition costs
- Tap into the existing customer base for upselling, cross selling, and enhancing the product

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