



LoginShield

Do business with confidence.

Let's talk about your next data breach

81%

of hacking-related breaches leveraged either stolen or weak passwords

91%

of data breaches begin with a spear phishing email

Target settlements and incident response expense totaled over

\$290M

Anthem lawsuit settlement plus HIPAA fines totaled over

\$130M

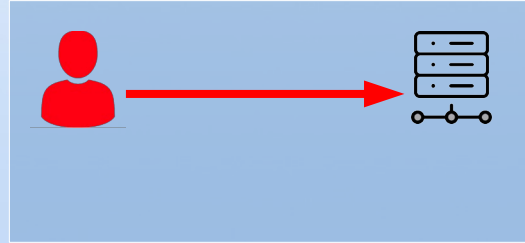
Facebook and Google spear-phished over 2 years for total of

\$100M

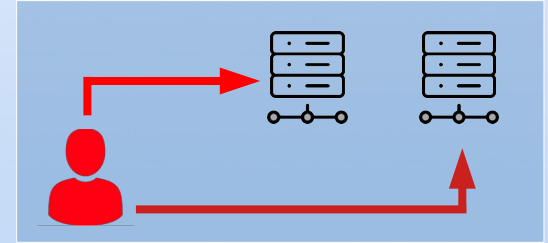
How will you stop the hackers?



Stolen passwords

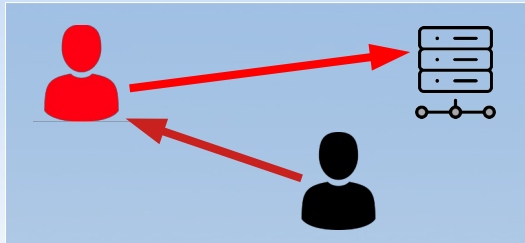


Weak passwords

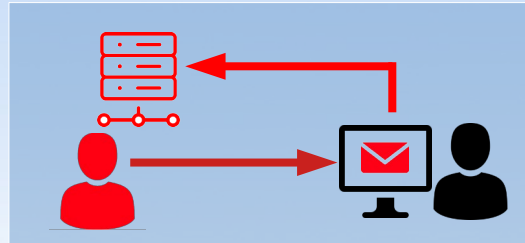


Reused passwords

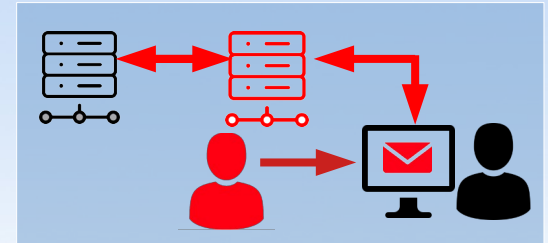
You have to stop all of these attacks



Shared passwords

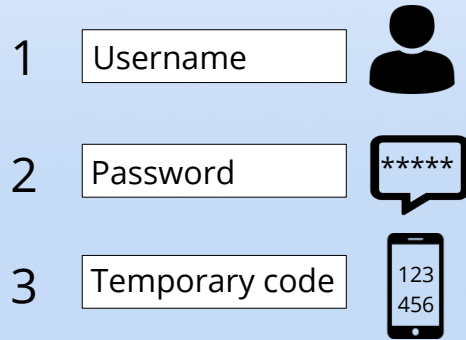


Phishing



Proxy Phishing

LoginShield is Internet authentication 2.0

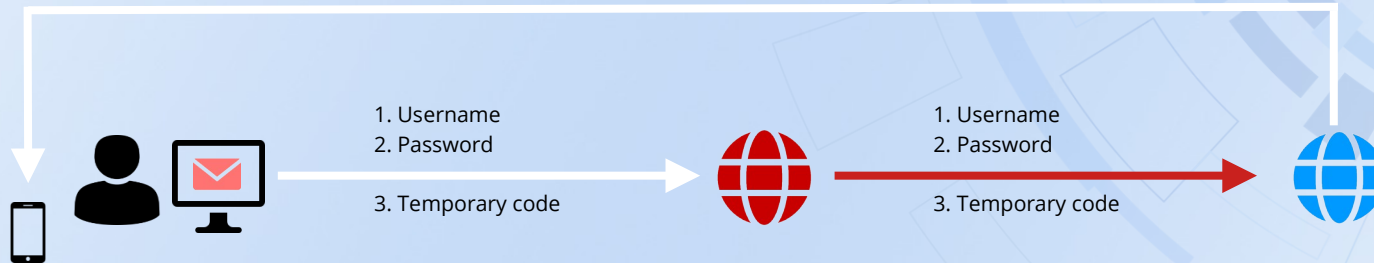


Stolen passwords
Weak passwords
Phishing attacks



One-tap login
Digital signatures
Phishing protection
Strong multi-factor

Proxy phishing attack with temporary code

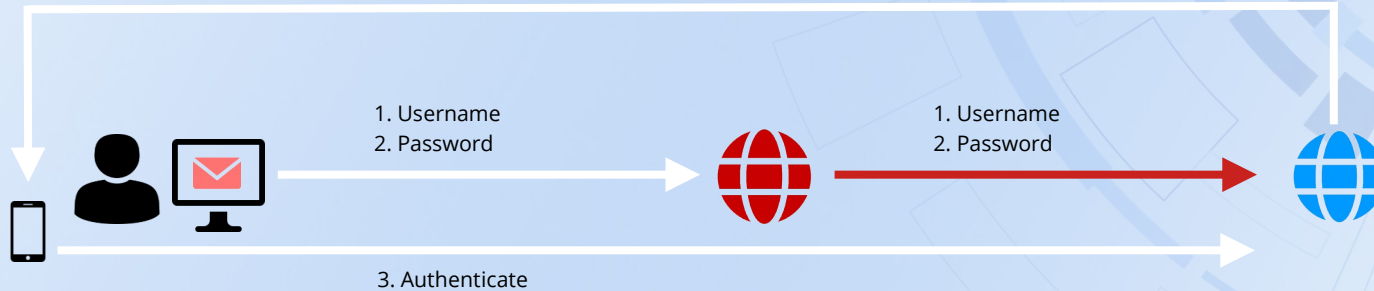


All OTP apps/tokens

All SMS codes

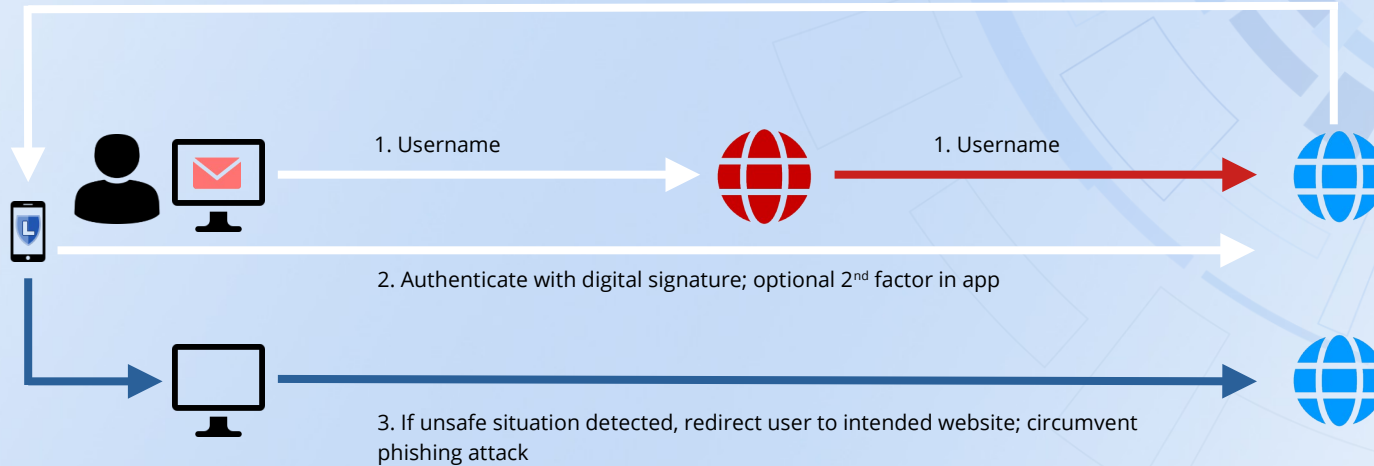
Vulnerable

Proxy phishing attack with one-tap login



Vulnerable

Proxy phishing attack fails with LoginShield

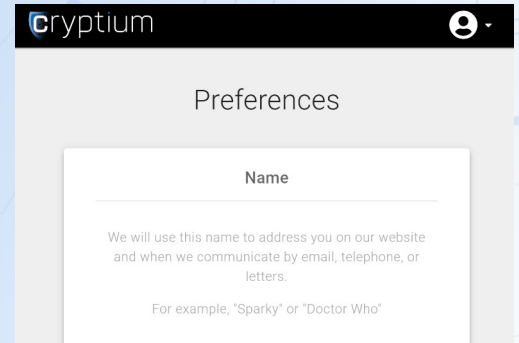
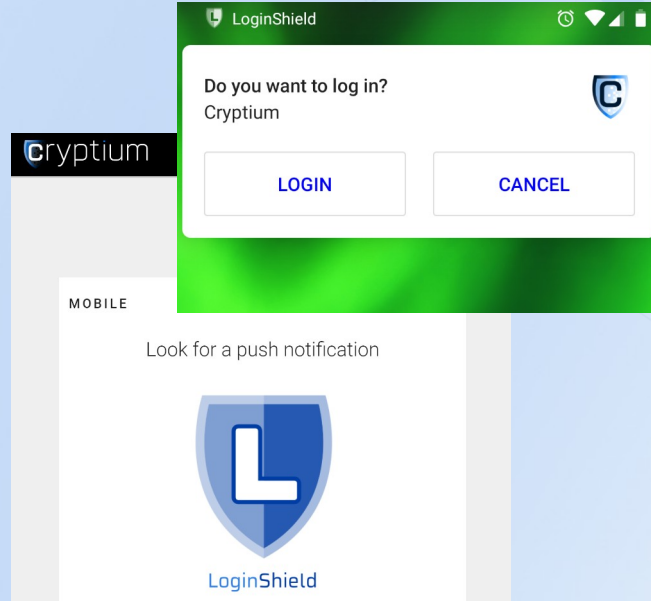
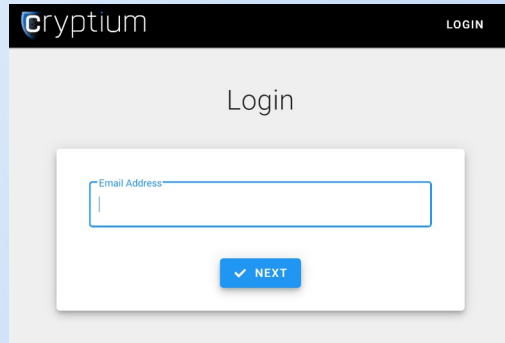


No competitor offers protection against proxy phishing attacks

Patent pending

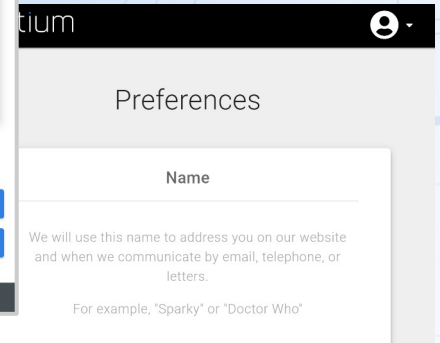
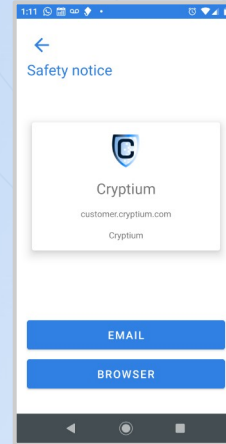
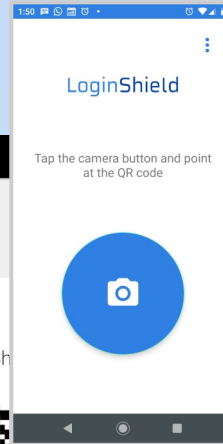
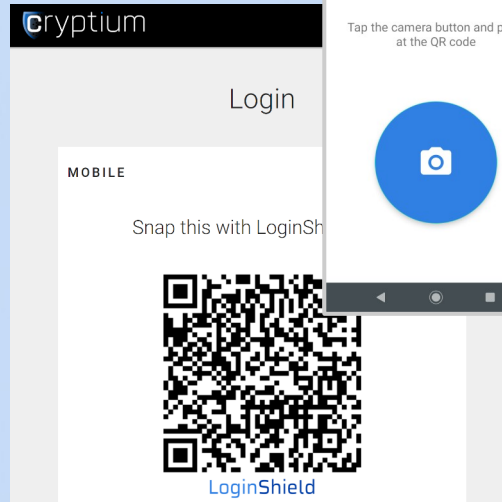
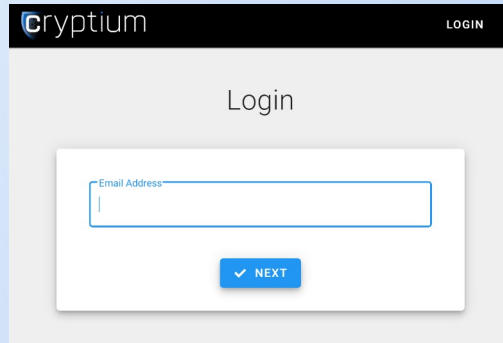
One-tap login

The easiest way to login to a website or application



Phishing protection

Route users to the intended destination



Business model

Small business

Subscription

14-day free trial

\$14.70/month per realm

Includes 500 monthly active users

\$0.05/user/month for next 4,500 users

Tiered pricing after 5,000 users

Integrations

✓ WordPress (42%)

Shopify (3.7%)

Joomla (2%)

Wix (1.7%)

Squarespace (1.7%)

Drupal (1.4%)

Magento (0.7%)

+ 20 more

Business model

Enterprise

Subscription

\$4/user/month

Unlimited logins

Advanced mgmt & policy features

Customer support

SDK

Login from multiple devices (sync)

Universal access recovery

Integrations

- ✓ OpenID
- SAML SSO
- VPN
- Linux PAM (SSH)
- Windows Hello

Business model

Individual users

Free tier

Unlimited logins from one device

Standard access recovery

Subscription \$7/mo

Login from multiple devices (sync)

Universal access recovery

Integrations

- ✓ Any website with LoginShield integration
- WebAuthn
- Password manager + phishing protection

Market size, enterprise

SaaS

Finance

Retail

Professional

Government

Utility

Entertainment

...

Size	USA firms	SAM	SOM
Small 20-99 employees	544K firms 21M employees	\$1.6B \$3K/year	\$16M 1% share
Medium 100-499 employees	92K firms 18M employees	\$1.8B \$20K/year	\$18M 1% share
Large 500+ employees	20K firms 68M employees	\$9.6B \$48K/year	\$96M 1% share
Total	\$155B Cybersecurity TAM	\$13B	\$130M

107 million employees

In the USA alone, affected by
password hacking & phishing

Competitors

One-tap login

Passwords / codes

<p>Beyond Identity Started late 2019 Product not ready until late 2020 \$25M funding</p> <p>Hypr \$35M series C</p> <p>Mobile Iron Low-key offering</p> <p>Secret Double Octopus \$15M series B</p> <p>YubiKey Requires app integration</p> <p>TokenRing Requires app integration</p>	<p>LoginShield</p> <ul style="list-style-type: none"> ✓ One-tap login ✓ Phishing protection ✓ SIM-swap resistant ✓ Privacy by design ✓ Strong multi-factor ✓ Universal access recovery
<p>Okta</p> <p>TeamPassword</p> <p>LastPass (bought by LogMeIn)</p> <p>Auth0 (bought by Okta)</p> <p>My1Login</p> <p>Authy (bought by Twilio)</p> <p>ZenKey</p> <p>Barracuda</p> <p>TrueKey/PasswordBox (bought by Intel)</p> <p>Symantec VIP Access</p> <p>OneLogin</p> <p>Google Authenticator</p> <p>Boloro</p> <p>Inwebo</p> <p>Duo</p> <p>1password \$200M series A</p>	<p><i>(This area is crossed out with a large X, indicating it is not applicable or not a competitor in this category.)</i></p>

Vulnerable to phishing

Phishing protection

Traction

Software development

- ✓ Website
- ✓ Android
- ✓ iOS



Reviews

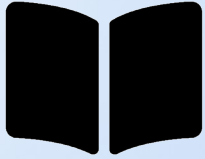
- ✓ penetration test
- ✓ reach out to security experts



Enterprise sales

- digital content marketing
- first 10 customers

Marketing plan



Educate the market with articles, videos, reports, and infographics



Cultivate partnerships with IT integrators



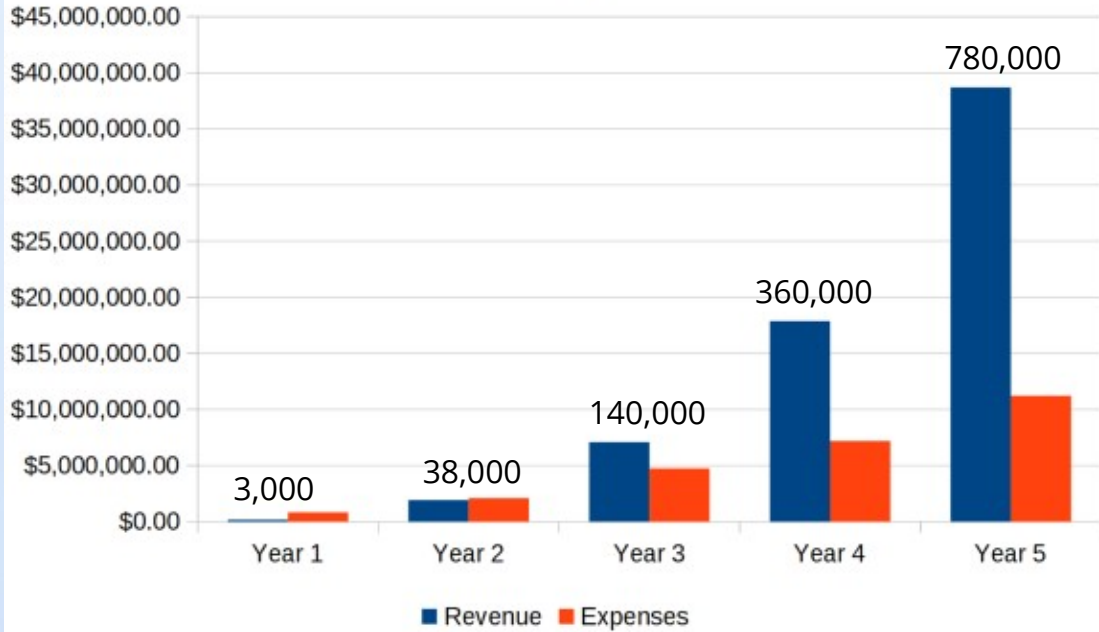
Prioritize market segments:
SaaS, Finance, Utilities, Government, Defense, Cybersecurity insurance



Network effects:
to protect external accounts, enterprise will ask vendors to adopt LoginShield

Operational plan

5-year Projection



Sales Growth: 412% 165% 116% 95%

Funding history

Self-funded: \$300K by G. Buhacoff
Work equity: \$300K by J. Buhacoff

Key metrics

No data yet

The team



Gustavo Buhacoff

Co-Founder, CEO

Over 20 experience in the high tech and renewable energy industries as an engineer, project leader, and manager. Previously director of operations, overseeing commissioning, startup, and operations of solar power plants. MBA, MS Mechanical Engineering (MIT), BS Mechanical Engineering.



Jonathan Buhacoff

Co-Founder, CTO

Over 20 years experience in full-stack software development & cyber security. Previously a datacenter security solutions architect, technical lead, & product security expert at Intel. Former Captain, US Army Reserve, with tours in Afghanistan and Iraq. MBA, MS Computer Science, BS Computer Engineering.



The vision

- Secure & convenient login for everyone

Websites, VPN, servers, desktop/laptop

- Payment protection

partner with processors to eliminate credit card fraud; deposit-only accounts

- Identity protection

partner with credit bureaus, utilities, government to protect use of PII for credit reports, background checks, etc.

- Enterprise payment protection & access control

premium enterprise solutions on top of LoginShield, prevent social engineering attacks & more



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