

SentryCom



PROPOSITION

“One of the key areas I think is a big weak link today is the use of the password ...”,

Bill Gates, Microsoft,

1998

We estimate (2017) that average Internet user spends
~10 hours/year on typing passwords.



Problem #1:

Lack of resilience in current solutions, resulting in “Pain points” :



- What if my **Biometrics is spoofed** (see demo's to the left)?
- What if my Biometrics verification results in :
 - *False Reject* (crowded room, dark room, dirty thumb)?
 - *False Accept* (twins) ?
- What if *my smartphone is not with me* ?



We cannot control Customer's Endpoints or Behavior.

Problem #2:

Malware-Infected Devices >

Man-in-the-Browser

*Malware can tamper with transactions on the fly:
for example, it could
change a payee account in a money transfer.*

PIONEERING[☆]

SENTRYCS MULTI-FACTOR
IDENTIFICATION-as-a-SERVICE

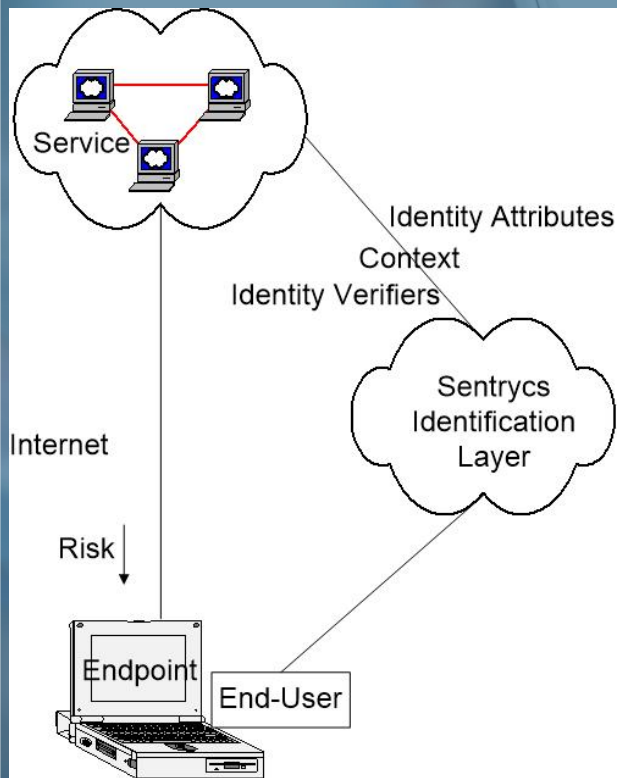
bringing identification layer to the Internet, being

MUCH FASTER and MUCH STRONGER!





About Sentrycs: Complex Solution- Easy To Use.



- **Digital Identity** (create once) is inseparable from Strong Authentication (use many times)
- **Sentrycs IDaaS** enables in-application, real-time Multi-Factor Strong Identification
- **Sentrycs IDaaS** comprises of Sentrycs Mobile and Sentrycs Web
- **Engage Time** : Smartphone App. <5sec , Web App.<10 sec



Risk-determined, multi-factor fusion, rule-based Engine.

Identity Verifiers:

“Something you Have”,
“Somewhere you Are”,
“Something you Know”,
“Something you Are”.

Risk Levels:

Low,
Medium,
High,
Very High.

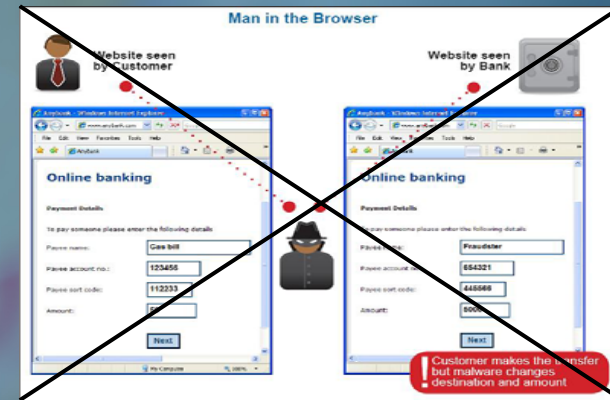


All the complexity is moved into the background, away from the end-user, keeping identification engagement short.



Our solution to the Problem to the right:

Transification (patents pending) : Context-bound Identification **binding together Transaction & Identification** .





ACCESS

**Sentrycs Web (left) using
Sentrycs Mobile App.
(center) vs.
Google Authenticator
(right).**



PAYMENT

**Sentrycs Mobile (left),
leveraging innovative
architecture (center)
vs. MasterCard
Identity Check (right).**

POTENTIAL

1. Multifactor Authentication Market worth **\$12.51B by 2022.**
2. The market for the **banking and finance** application holds the largest market share (<http://www.marketsandmarkets.com>)

PRACTICAL

1. From end-user's perspective – using Sentrycs is **no more complicated than using Chip-and-PIN card or ATM.**
2. From customer (Relying Party) perspective – **Sentrycs is an API add-on, thus minimizing vendor risk. You can finish your evaluation in 5 days.**

PLAN

1. In the short term : addressing EU GDPR (effective May 2018) and EU PSD2 (effective 2019).
2. In the long term : Sentrycs may become a cross-industry Identification layer for the Internet , serving Fintech, Government , Healthcare and IoT , specifically in Smart Home access.

PROPOSER

- Our Founding Team brings the best in Start-up Nation:
- Technion (Israel Institute of Technology) education,
 - Serial Entrepreneurship (3 exits combined),
 - 8200 (elite technological unit) spirit ,
 - ESC , Salesforce and Rafael expertise.

SUMMARY

- We believe that the problem raised 20 years ago is about to be solved
- You can have more security and less user's friction at the same time
- Multi-factor Identification Market will be huge,
- We are looking forward to work with UBS on POC
- Thanks a lot for this event and opportunity!