



Plurilock

Investor Presentation
Summer 2020



**Advanced authentication.
Behavioral biometrics.
Zero Trust.**

Plurilock ADAPT 

Plurilock DEFEND 

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Why Plurilock



\$8 Billion Cybersecurity Opportunity

High margin software business in a \$8 billion dollar market growing 16% CAGR.



Recurring SaaS Business Model

Target long term deals leading to high customer retention



Experienced Leadership

Deep management and board experience scaling data analytics and software startups



Patented Artificial Intelligence Solution

Continuous, invisible, non-interruptive multi-factor authentication



Tier 1 Customers

Large customers include Defense Agencies and Major Banks



Vital Statistics

- HQ in **Victoria**, British Columbia
- Research spinout with **multiple patents**
- CEO **Ian L. Paterson**
- **20+** employees
- Launched **first product in 2017**

The Authentication Problem

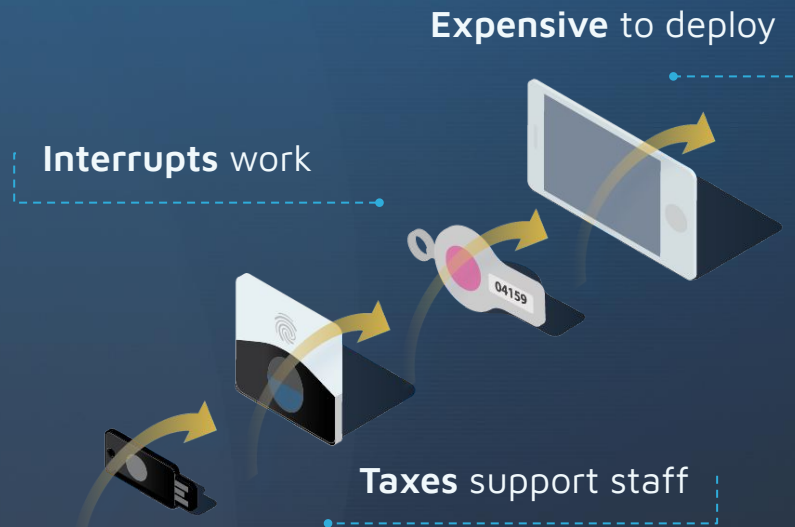
Multi-factor authentication (MFA) is secure—but expensive and hard to use.

MFA Stops Attacks

81% of breaches result from stolen credentials. MFA prevents this.

But Users Resist MFA

63% of users dislike office MFA. 60% of admins avoid it, too.



Hardware Costs • Support Tickets • User Pushback
Lockouts • Loss • Breakage • Theft • Misplacement

The Plurilock Solution

Faster logins, stronger security.



Financial
Institutions



Government
& Defense



Healthcare,
EMR & EHR

All-day Authentication



Invisible authentication for
workforces in regulated industries

Plurilock confirms identity in the
background, without interruptions—
as users log in and as they work.

Behavior • Environment • Geolocation • Network

Plurilock DEFEND 
Continuous authentication

Plurilock ADAPT 
Invisible login MFA

Click to see a
Demo →



SAML • OpenID • ADFS • API

Cloud • On-premises • Windows • Mac OS

Artificial Intelligence (AI)

Validation

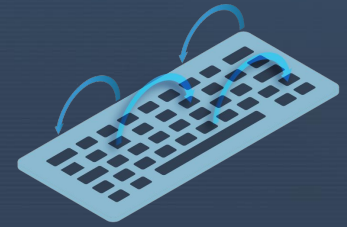
35,000+ R&D hours
10,000+ lab hours
PhD data scientists
120+ journal articles
2,500+ citations
3 issued patents



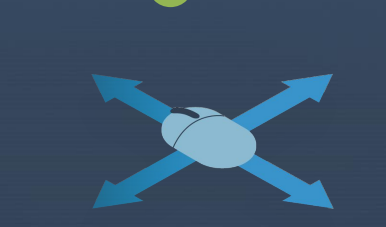
Interaction Patterns
Tiny, individual variations in keyboard and mouse use

AI Identity Analysis
Advanced software to recognize each user's unique pattern

Plurilock's AI uses interaction to confirm identity.

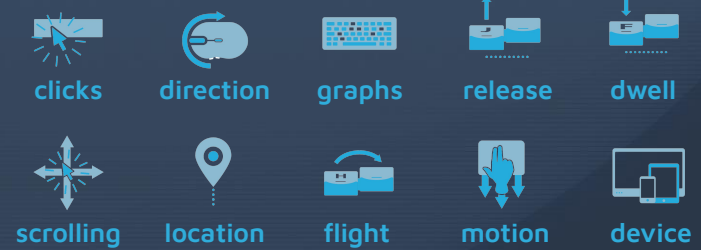


Keyboard Dynamics



Pointer Dynamics

Types of Micro-expressions Analyzed



The Business*



Ideal Customer

We target **mid-market regulated enterprises** with deep security needs in the financial services sector.



Pricing

Subscriptions list at **\$3-\$9 per user** per month with total deal value varying according to client needs and circumstances.



Channels

We target **both direct and channel sales** through an engaged network of partners and value-added resellers.



How We Sell

We sign **3-year deals, billed annually**, with limited exit potential, leading to sticky customers and stable annual recurring revenue (ARR).

**Recurring
SaaS**



**Direct and
Channel sales**



**\$3-9 Per User
Per Month**



**3-year Deals
Annual billing**

*Federal government opportunities are qualified individually, on a different basis from the commercial opportunity qualification outlined here.

3,000 Companies Each a \$100k Deal

Plurilock is laser focused on
an initial \$1.5B segment—
with room to grow.

- **Massive \$8B TAM**

Global Identity and Access
Management Market

- **\$1.5B**

Financial, Government,
Healthcare, and Utility

The \$8 billion Global Identity and
Access Management Market is
growing at over 16% CAGR.



Acquisition Strategy

Plurilock intends to acquire accretive businesses

We'll leverage our artificial intelligence capabilities and relationships with cybersecurity buyers to offer a broad range of services.



Target Profile

- Synergistic businesses— cybersecurity services firms, ancillary service providers, and technology companies
- Positive cash flow
- \$500k-\$3M in revenue



Funding Strategy

- Dependent on deal structure
- Equity from treasury
- May include either cash, debt, equity or a combination

World-class Management Team



Ian L. Paterson • CEO

10-year data analytics entrepreneur, proven track record in commercializing data science solutions and landing multi-million dollar accounts.



Roland Sartorius • CFO

25-year proven senior chief financial officer with experience and multiple exits in public, high-growth North American and European companies



Jord Tanner • CTO

20-year technologist instrumental in scaling a previous venture-backed data analytics start-up from zero to 500k SaaS users before its sale to eBay.



Dr. Aron Hsiao • VP Product & Marketing

20-year technologist, doctorate in the sociology of media and technology, human-computer interaction expert, former NYU faculty member.



Industry Veterans



Robert Kiesman • Chairman

Private business owner and corporate lawyer specializing in securities law and mergers & acquisitions. He serves as Vice Chair of the board of directors of the Provincial Health Services Authority.



Ian L. Paterson • CEO & Director

10-year data analytics entrepreneur with a proven track record commercializing data science solutions and landing multi-million dollar accounts.



Barry Carlson • Director

Veteran executive and investor who has served for 30 years in leadership and governance roles in the software and information technology industries in BC.



Ed Hammersla • Director

Formerly President of Raytheon acquisition Forcepoint Federal, Ed held a leading role in developing SELinux and has held leadership positions with IBM, Informix Federal, NEC, and Trusted Computer Solutions.



ADM Mike McConnell • Director

Previously served as the Director of National Security Agency under Presidents Clinton and George H.W. Bush, then US Director of National Intelligence under Presidents George W. Bush and Obama.

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