



SYNCDOG

Corporate Data Security
Personal Data Privacy



Mobile Device Market



Mobile Device Usage Continues to Surge

- 90+% of Americans now own a Smartphone
- 7 Billion – Worldwide smartphone subscriptions In 2023
- 60% - internet traffic done over mobile devices

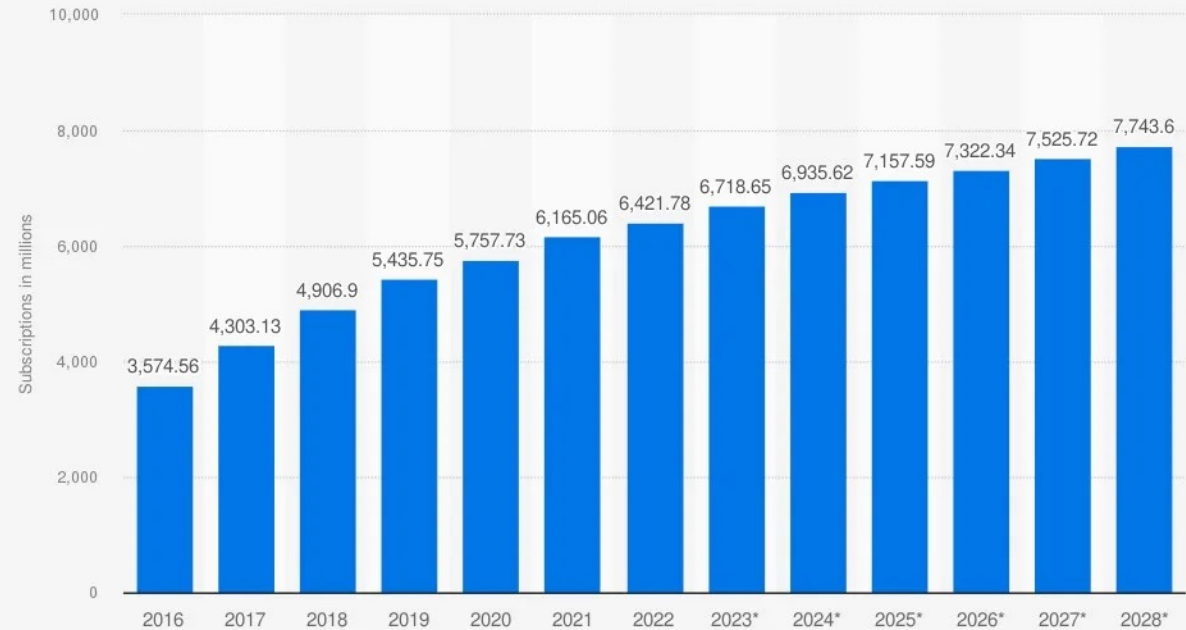
Attacks are on the Rise

- 33.8 million – attacks on mobile devices in 2023, up 50% from 2022
- 3 out of 10 – Americans who experienced a data breach in last 12 months

Personal Privacy is a Primary User Concern

- 95% - employees who prefer a single device for both work/personal use
- 82% - organizations currently have a BYOD program
- 7 out of 10 – Users who believe their employer is tracking their usage

Number of smartphone mobile network subscriptions worldwide from 2016 to 2022, with forecasts from 2023 to 2028 (in millions)



Source:
Ericsson
© Statista 2023

Additional Information:
Worldwide; Ericsson; 2016 to 2022

Executive Summary



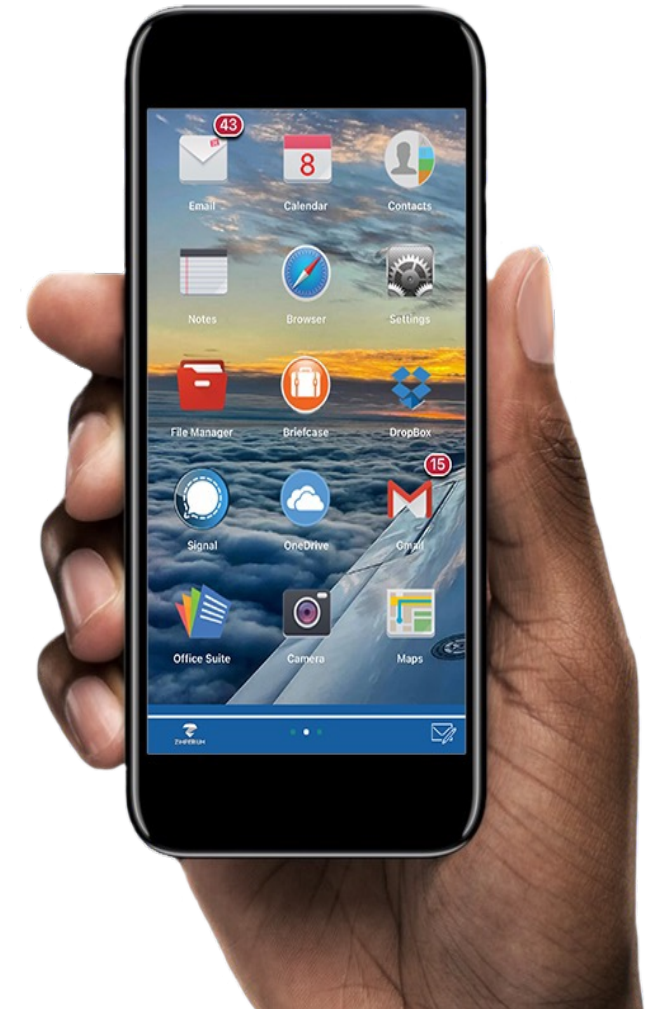
Gaps in the Mobile Data Security Market

76% of mobile device users believe their device is not a potential target and rely on the device manufacturer to handle the problem of security.

Conversely, organizations are employing antiquated and outdated solutions to try to secure and protect their corporate data being accessed on mobile devices.

This creates an obvious gap in the Market, and a need for advanced security solution that...

- Effectively protects corporate data on mobile devices
- Respects and maintains user privacy
- Offers a seamless experience for users without the need for multiple devices



The Market is Eager for a Comprehensive Solution

Top End Data Security

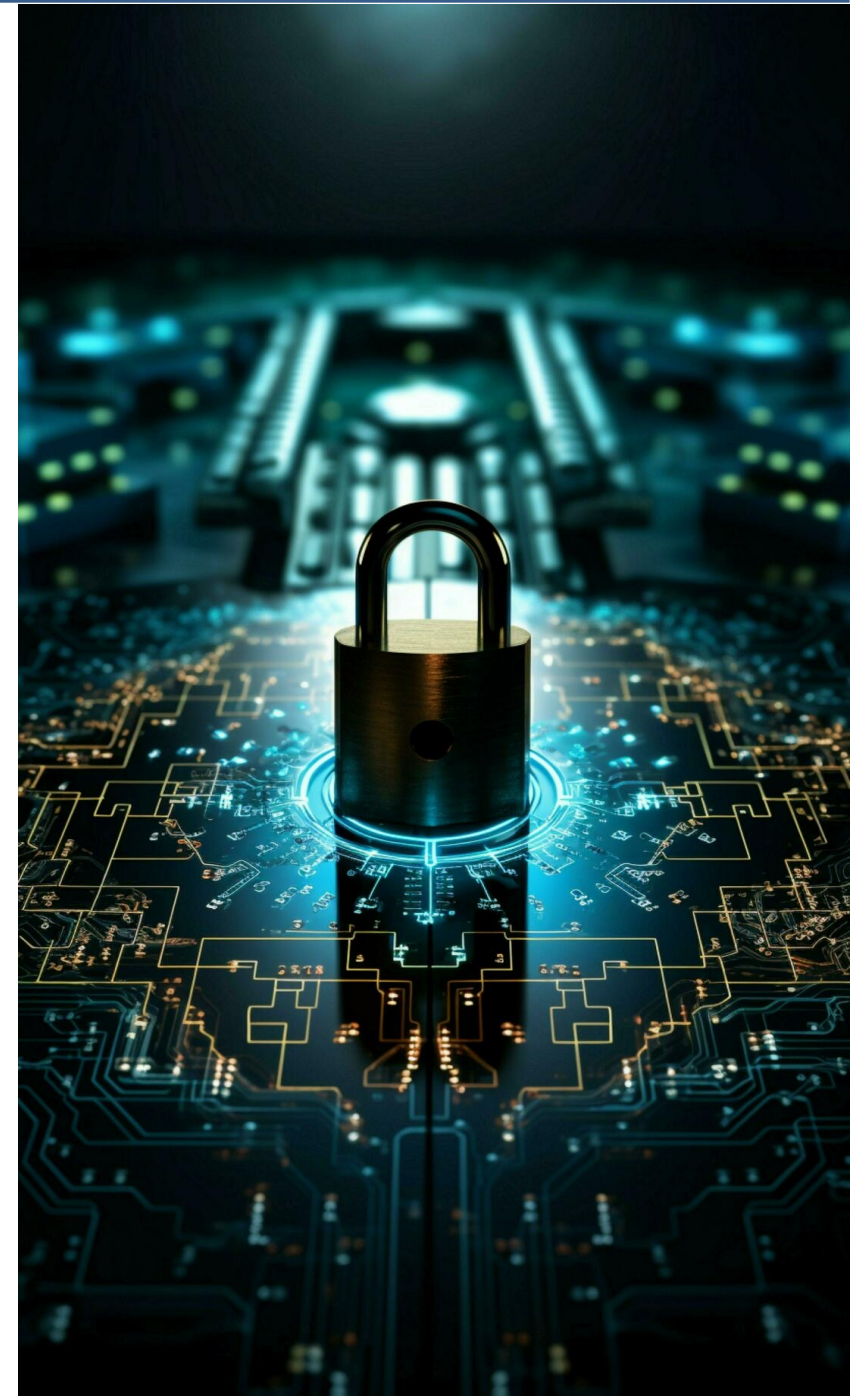
- FIPS 140-2 Certified Data Encryption – Required for many US Regulations
- Data at Rest AND Data in Transit protection
- Zero Trust level security to protect against the most sophisticated of attacks
- No reliance on VPN or MDM technologies

Compatibility with all Mobile Devices

- Android and iOS support
- Company owned (COPE) or Personally Owned (BYOD)
- Employees should be enabled to use a single device to access both work and personal email and apps

Personal Privacy Adherence

- Complete and Secure isolation of Work email, apps and data from Personal
- Admins should have control of the who/what/when/where of how work data is accessed
- Administrators should have zero visibility into any aspect of personal usage
- Employees should have the "right to be forgotten" when separated from work.



Current State: Mobile Security Shortcomings



Current Solutions Fall Far Short on Securing Data

Mobile Device Management (MDM)/(EMM):

- Purpose – Manage & inventory devices, app access control & password management
- Disadvantages – NO data security, requires an installed agent on the device and very intrusive on privacy of the device owner/user.

Virtual Private Network (VPN):

- Purpose – Creates a secure communication channel from a device into the network
- Disadvantages – Creates an open door for any malware or other corruption on the device to pass straight thru. No ability to secure data at rest

Mobile Application Management (MAM):

- Purpose – Creates a protective layer around a specific app to protect the data within
- Disadvantages – Can only protect the data within the one app and can not protect any data that is being sent or received by that app and cannot securely share data with other apps on the same device

Mobile Threat Defense (MTD):

- Purpose – Scans a device for known threats to potentially stop them before any damage is done
- Disadvantages – Can only protect against threats that it knows. New (Zero Day) attacks get right past it. Can only alert of threat (reactive), can't fix issues (proactive)

Even the combination of all the above can still not achieve “Zero Trust” status and will leave the users vulnerable to Attacks. Only SyncDog can prevent against the most sophisticated “Zero Day” type of threats.

Mobile Security Next Generation



Need for a solution that Secures Data

SyncDog Protects :

- Data Encryption and Data Isolation
- Security without MDM Agents
- Zero Trust Endpoint Security
- End-to-End Data Loss Protection (DLP)
- Man-in-the-Middle Attack Prevention – Data in Transit Encryption
- Single Application Installation/Smaller Attack Surface

SyncDog Respects :

- Full Personal Privacy – Complete Isolation of Work from Personal
- No MDM / No VPN Required
- Increase Employee Productivity
- Securely Enable both COPE and BYOD
- Full Data Security / Privacy Regulation Compliant

Organizational Data being accessed on the device is secured and encrypted protecting it from malware and hackers



BYOD – Major Issues Resolved



Corporate Data Security vs Personal Data Privacy

Issue #1 - Corporate Data Security

- Securing the corporate data that the end-user is accessing on the device to make sure that it cannot be compromised by malicious malware

Issue #2 - Personal Data Privacy

- The employee loses all privacy because a management profile is required to run the MDM/EMM solution

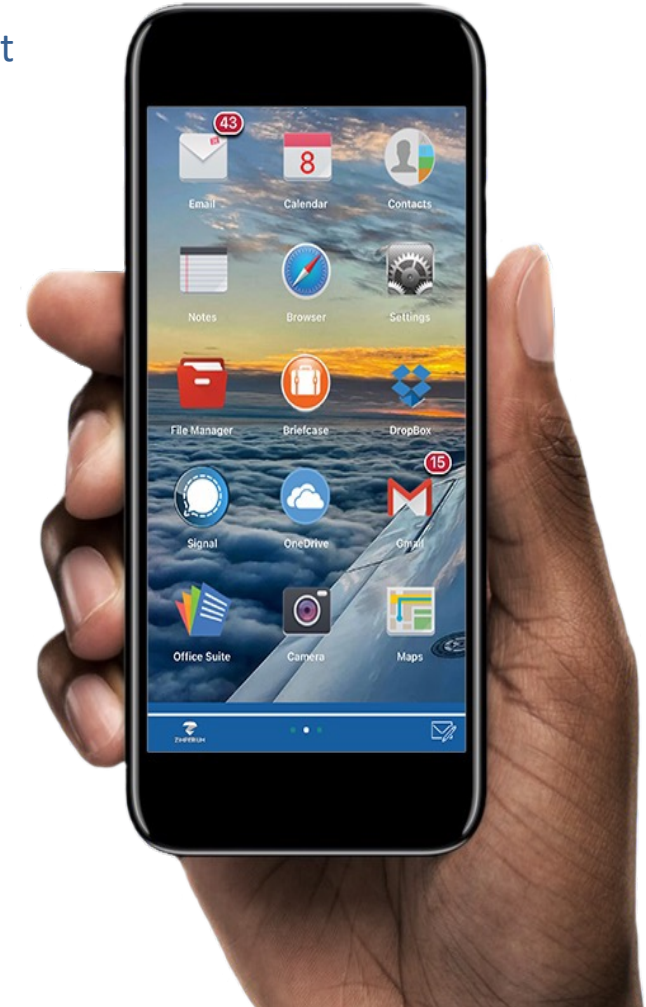
Solution – SyncDog

Solved - Corporate Data Security

- SyncDog provides a secure encrypted environment that separates corporate data from personal data on the device

Solved - Personal Data Privacy

- Complete Separation of Work and Personal email, apps and data
- No Management Profile is required, End-User privacy is adhered to
- Employees can securely access both work and personal apps on a single device



SyncDog – How BYOD Should Work



SyncDog isolates & secures work apps on personal devices

- Employees want to carry just one device
- SyncDog separates work and personal spaces to provide a secure, private, and better end- user experience



Management Team



Founder/CEO, SyncDog Inc.

Jonas Gyllensvaan

Founded and sold two highly successful mobility startups. Engages with executive leaders, technologists, and others to introduce ideas and implement transformative projects in over a dozen countries, for both public and private entities, as well as government agencies. Partnership development & management and regulated industries security requirements.



Chief Revenue Officer, SyncDog Inc.

Brian Egenrieder

Veteran sales strategist and leader

More than 30 years in enterprise software sales
Built sales processes around software solutions, enterprise applications, and SaaS/Cloud computing to the Fortune 500 Commercial Market and U.S. Federal Government.



SyncDog Inc.

Clay Miller

Senior Software Architect

Clay Miller has been an enterprise software architect for 20 years with experience across a wide variety of industries including security, compliance, finance, and, health care.

Marketing and Sales Strategy



SyncDog has a very horizontal market. Any organization (private or public sectors) that allow their employees to use a device for work is a potential customer. ... And those organizations that don't allow device use, might be even better targets.

Sales Strategy

- Leverage the “channel” as much as possible across all strategic Regions
 - Distributors and Resellers who specialize in:
 - Mobility / cybersecurity who want to add a mobility component
 - Advanced / leading-edge solutions
 - Managed Service Providers who specialize in security
 - OEM and other solution providers looking to expand or complete their offerings
 - Telecoms – shared revenue opportunities selling into their very large enterprise customer bases

Marketing Strategy

- Establish SyncDog as THE endpoint data security specialist
 - Content Creation around current markets needs and concerns
 - Blogs
 - Website
 - LinkedIn
 - Monthly Newsletters
 - Continue to expand list of potential customers and connect with them often

Market Size and Timing/Opportunity



The vast majority of companies and government agencies across the world allow employees to do work outside the 4 walls of the organization. Every one of those organizations needs a way to ensure their sensitive work-related email, files, and data are protected – creating an \$11 billion market.

Demands are changing and maturing though, as more and more IT and security specialists realize that outdated MDM technologies are not securing them to the degree they thought - and need. While at the same time, employees are demanding more personal privacy as the trend toward using a single device for both work and personal purposes expands rapidly.

This need for advanced security, multi-purpose device usage, and personal data privacy creates an excellent opportunity for SyncDog to take advantage of the expected 24% market growth in the coming years.

Year	2023	2024-2032
Market Size	US\$ 10.8 Billion	US\$ 77.2 Billion
Market Growth Rate 2024-2032		23.70%

Market Timing



Security

The number of adversaries and Zero Day Attacks are rising at an alarming rate. This means, the need for data protection must move faster. The uncertainty in the world has created a rise in security awareness surrounding mobile devices.

Privacy

European and Middle Eastern privacy laws are stronger than in the U.S. and have led to some early interest in SyncDog in those regions. But recently, California implemented privacy regulations that should create compliance-driven demand in that state, and it is now expected that other states will adopt similar privacy restrictions, expanding the market opportunity dramatically.

CMMC

U.S. regulators have rolled out sweeping new rules, referred to as Cybersecurity Maturity Model Certification (CMMC), which requires data containerization to protect government/business information. The implementation of CMMC represents a big change from past U.S. Federal data handling rules for contractors, for which compliance was largely voluntary. These mandates will be imposed on all contractors and subcontractors doing business with the Federal government.

Legacy Player Exit

Several key competitors have been absorbed by larger enterprise software providers, who will no longer focus on anything below Fortune500.

Market Opportunity and How SD Meets Needs



Market Opportunity

- \$10 Billion industry that is rapidly morphing from a device security focus to a data security focus
- Rapid consolidation of main vendors through M&A activity
- Traditional MDM market has become commoditized and outdated due to its inability to address privacy concerns and protect against attacks
- Data Security and Data Privacy regulations are surpassing the capabilities of MDM
- BYOD / COPE is now the norm as employees eschew carrying separate devices for personal and work activities

SyncDog Solution

- Industry-leading data security – certified DOD-level encryption of all work-related data on any device
- Next-generation technology – solves the data security and data privacy demands that other solutions cannot
- Removes the need for intrusive MDM agents to be installed on the device – especially personal devices
- Removes the need for ineffective VPN solutions that are too impacted by dropped Wi-Fi and cellular coverage
- Supports all devices – Android, iOS, Mac, Windows – regardless if they are company-owned or personal

Competitive Landscape



BlackBerry

Strengths

- strong security protocol
- containerized PIM applications
- market leader

Weaknesses

- legacy tech: no new investment in mobility
- bad end-user experience
- difficult to set up and administer

MDM: Intune / AirWatch / MobileIron

Strengths

- current standard for mobile security
- valuable for provisioning of devices to users and inventory control
- whitelist / blacklist of allowable apps

Weaknesses

- no data security capabilities
- no employee personal privacy protection
- difficult to set up and administer - and employees avoid using it

Android for Work

Strengths

- separation of work and personal data
- no MDM required
- personal privacy respected

Weaknesses

- no data security capabilities
- Android only solution



Global Partnerships



Distributors

- 3Eye – US Focus
- Ingram Micro – US mostly
- Distilogix – Middle East and Africa
- RAS Infotech – Middle East and Africa
- Vertosoft – US Fed

OEM Vendors

- IceWarp / Immenza - India

Resellers

- Ajlan – Saudi Arabia
- AsiAmerica – South America
- Starcomm – US
- CloudXpert – Saudi Arabia
- Upstream - High security Gov't accounts
- Pfortner – African Govt
- Data Futurity - India
- Computer 2000 – Bulgaria and surrounding areas

Telecoms

- AT&T
- T-Mobile
- Salam – Saudi Arabia Telecom
- ATS Telecom – Czech Republic Telecom

Pipeline/Backlog



SyncDog's pipeline continues to grow in both the number and quality of the opportunities. The palpable shift in the market for better security and increased personal privacy while using a single device for work and personal use is setting the SyncDog solution apart from the rest.

Current Pipeline 2024

- \$13,170,801 (usd\$)
 - 59 opportunities
 - 1,081,989 potential users
 - \$5.071 average monthly \$ per user
 - \$60.85 average annual \$ per user

Projections 2024 →

- \$1,750,000 (usd\$) 2024
 - \$6,000,000 (US\$) 2025
 - \$15,000,000 (US\$) 2026



Financials



Profit and Loss

January - December 2023

Income		
Total Income	\$	177,169.05
Gross Profit	\$	176,869.05
Expenses		
Total Marketing Staffing Costs	\$	172,929.57
Total Company Contributions	\$	93,732.86
Total Developer	\$	945,166.39
Total Staffing Costs	\$	1,750,691.66
Total Travel	\$	139,052.31
Total Expenses	\$	3,448,967.02
Net Operating Income	-\$	3,272,097.97
Total Other Income	\$	565.88
Net Other Income	\$	565.88
Net Income	-\$	3,271,532.09

Potential Exit Plan



History of similar exits

- MobileIron – Ivanti (\$872mm Nov 23, 2022)
<https://www.ivanti.com/company/press-releases/2020/ivanti-acquires-mobileiron-and-pulse-secure>
- AirWatch – VMWare – Broadcom (\$1.17B 2/14/2024)
<https://www.zdnet.com/article/vmware-buys-airwatch-for-1-54-billion-acquires-mobility-strategy/>

Categories of potential buyers

- IT & Security Integrators
- Security Software & Solution Providers
- Managed Security Providers
- Telecom Companies
- Private Equity/Platforms





Ask and Use of Funds

Capital Raise Overview

- Management estimates \$4 million capital need to achieve breakeven in Q2-2025
- \$1 million already committed
- Valuation and post-closing capital table TBD

Use of Funds

- Growth of Sales and Marketing
- R&D
 - Laptop & Desktop support – [Underway](#)
 - AI Integration - [Underway](#)
 - Secure Messaging Platform - [Underway](#)
 - B2C functionality
 - Federal Gov't Compliance capabilities



Investment Highlights

Product Readiness

- Market Disruptor Technology
- Solves both the security and privacy issues hindering the Mobility market
- Established and growing customer base
- Large Pipeline of opportunities
- Established and growing Distribution channel

Market Timing

- Covid & "Work From Anywhere" changed the mobile industry
- BYOD market is exploding
- Current MDM solutions fail on both Security and Privacy requirement
- Consolidation of MDM vendors is leaving a large vacancy.

Sophistication of the "Bad Guys"

- Rate and sophistication of attacks on mobile devices is exploding
- MDM, VPN, Anti Virus and other security solutions fall far short of effectivity
- Zero Trust security needed to thwart Root/Jailbreak and other "Zero Day" type attacks.

Global Security & Privacy Regulations

- Data Encryption and Personal Privacy mandates are popping up worldwide
- GDPR – Global Data Handling Reg.
- CMMC – Federal Requirement
- CCPA, MEA, SAMA etc. – all pertain to Data Security and Data Privacy



Contacts

Jonas Gyllensvaan

Jonas@syncdog.com

(m) +1 (703) 415-4545

Brian Egenrieder

brian@syncdog.com

(m) +1 (703) 444-4040

www.syncdog.com