The Team

Drummond Reed

Invented XDI
Identity, Data Exchange,
Trust Networks

OASIS | OiX OPEN IDENTITY EXCHANGE

Christopher Allen

Invented SSL
Encryption, blockchain

SSL Secure Connection

Les Chasen

Resilient systems
Critical infrastructure

neustar

Steve Havas

Business scaling
Planning & operations

STARBUCKS COFFEE | Bank of America

Gary Zimmerman

Product development
Marketing

at&t | Marubeni

Problem: the Internet today

The Economist — Who owns your personal data?

Public can't afford further delay on health tech, medical records integration — THE HILL

Why the JP Morgan Data Breach Is Like No Other — *The Atlantic*

U.S. News & World Report — The Illusion of Online Privacy

The problems behind the problem

1. There is no universal identity for individuals (or companies) that works across applications

2. Security (encryption, permissioned access) is proprietary to sites and applications

3. Application owners control their users' data; it is not secure or portable outside the app

Solution: The Respect Network
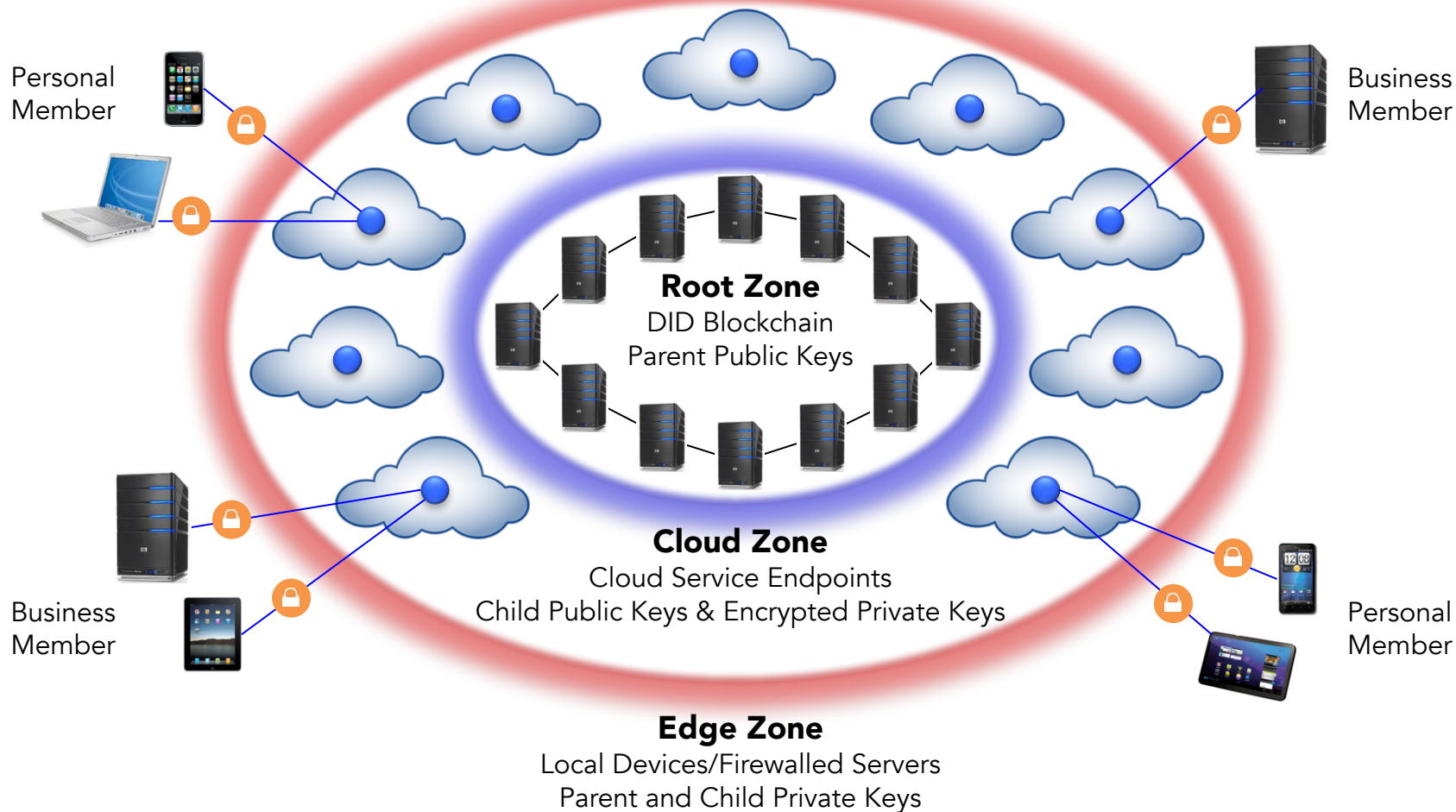
A new "web of trust" network that offers:

✓ Secure, private, and trusted communications

✓ 100% member control of all data—for life

✓ Revolutionary data exchange technology

A private cloud: a digital self

Decentralized Public Key Infrastructure

Personal Member

Business Member

Root Zone
DID Blockchain
Parent Public Keys

Cloud Zone
Cloud Service Endpoints
Child Public Keys & Encrypted Private Keys

Business Member

Personal Member

Edge Zone
Local Devices/Firewalled Servers
Parent and Child Private Keys

A platform for new applications

Consumer & Business Members

Applications

Respect Network Developer Platform

Respect Network Services Platform

Member clouds

Data sharing like never before

Consumer & Business Members

Applications

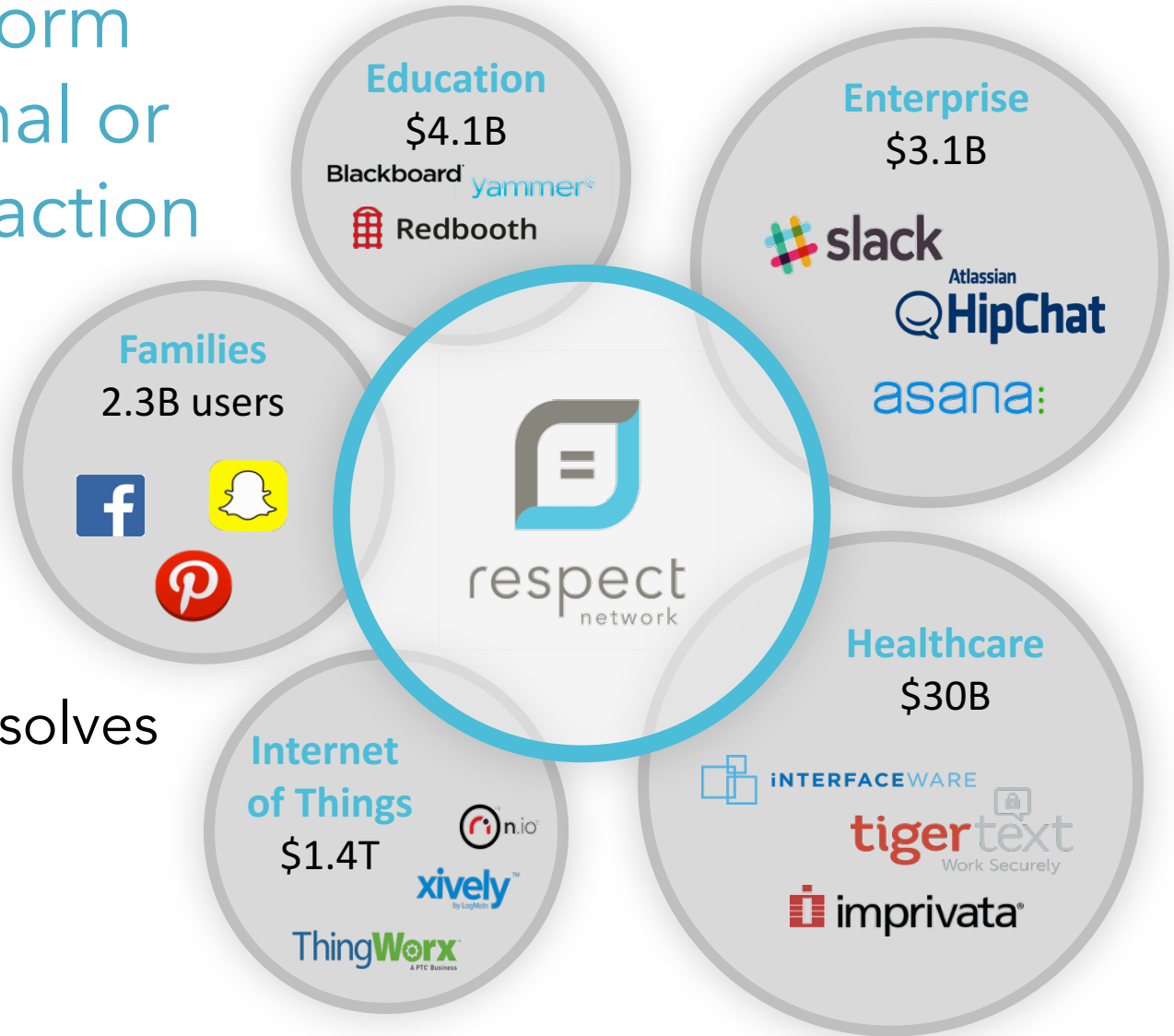Respect Network Developer Platform

Respect Network Services Platform

Member clouds

Your data

Every app operates with the data in your cloud

A secure platform for any personal or business interaction

Respect Network solves
- Security/privacy
- Interoperability
- Data control

Education $4.1B
Blackboard, yammer, Redbooth

Enterprise $3.1B
slack, Atlassian HipChat, asana

Families 2.3B users
Facebook, Snapchat, Pinterest

respect network

Healthcare $30B
iNTERFACEWARE, tigertext Work Securely, imprivata

Internet of Things $1.4T
n.io, xively by LogMeIn, ThingWorx A PTC Business

Our first focus: secure sharing apps

Consumer & Business Members

Applications

Three apps under development

Respect Network Services Platform

Your data

Member clouds

digi.me™

- Store and manage your digital self

- Starts with social data; next is health records

- Enables the personal data economy

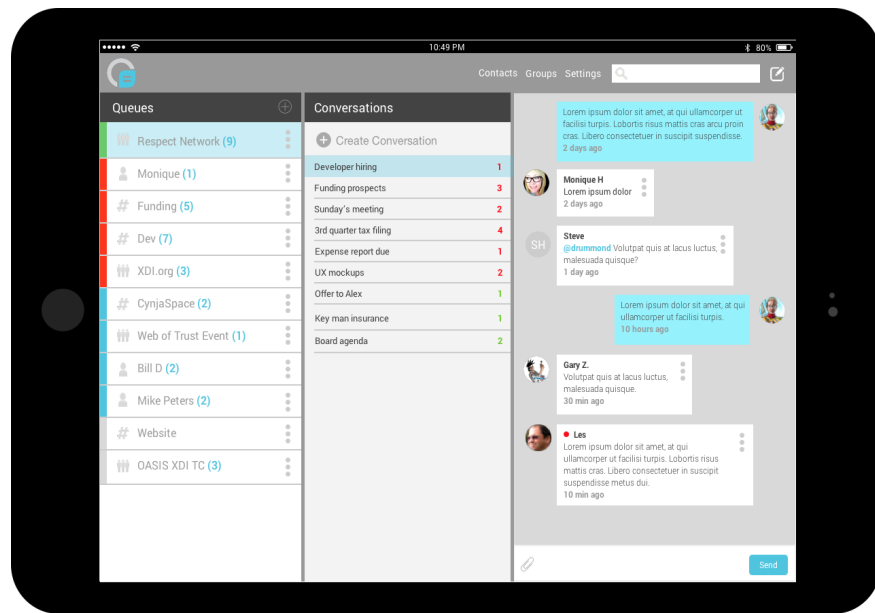- Uses Respect Network for permissioned sharing

Powered by

respect network

![CynjaSpace logo and tablet screenshot]

CynjaSpace™

- Cyberspace with training wheels!
- Safe chat, email, browsing, and photo sharing with parental controls
- Uses the Respect Network for security and privacy

Powered by
respect network

Queue™

- Secure collaboration
- Cross-platform messaging that is simple, safe, and smart enough to use in every context
- Uses Respect Network for security, privacy, and collaboration semantics

Powered by

respect network

Pipeline

KiwiTech — Think Global. Act Mobile.

Live 1Q 2016

CynjaSpace

"Cyberspace with training wheels"

Live 3Q 2016

Digi.me

"The Internet of me"

KiwiTech — Think Global. Act Mobile.

Live 4Q 2016
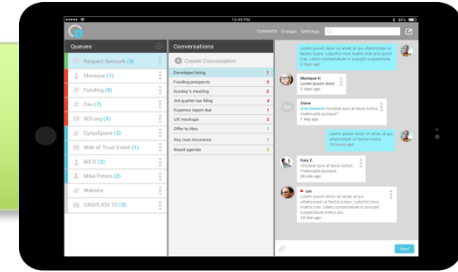
Queue

"Smart secure collab- oration for everyone"

Coming

iHealthHome

iRespond

ARMOR — BETWEEN YOU AND THE THREAT

BYU

ihs

NEW GOV

U.S. DEPARTMENT OF HOMELAND SECURITY

HealthIT.gov

SINGULARITY UNIVERSITY

rji — donald w. reynolds journalism institute

WhiteSpace health

sociative.

Go to Market

Category Leadership

Security-minded Consumers

Regulated Businesses

App Developers

Lead Customers

Market introduction	Market Growth	Market Leadership

Top Customer Targets:
1. digi.me
2. CynjaTech
3. BYU
4. Armor
5. Swedish

Major Initiatives
- Deploy digi.me
- Support CynjaSpace
- Deploy Queue

Measure of success
- 600,000 clouds
- 2 app developers
- 2 businesses

Timing:
- 12 months

Major Initiatives
- App developer platform
- Queue for digi.me customers
- Secure messaging middleware

Measure of success
- 3,000,000 clouds
- 20 app developers
- 20 businesses

Timing:
- 24 months

Major Initiatives
- EHR data exchange
- Medical device integration (IoT)
- Ethical Ad Network

Measure of success
- 15,000,000 clouds
- 190 app developers
- 40 businesses

Timing:
- 36 months

Revenue model

App Developers

Service Fees

Businesses

Service Fees
Lifetime Value: $300

Consumers

Service Fees
Lifetime Value: $61

respect network

ethical advertising network

✓ Consumers get sponsored service
✓ Businesses get an engaged audience
✓ Virtually eliminates ad fraud

2016 Revenue and Expenses

Revenue - $XXXK	
Consumer Cloud Fees	$XXK
Business Cloud Fees	$XXK
Development Fees	$XXK
Government Funding*	$XXXK

Expenses - $X,XXXK	
Platform Dev	$X,XXXK
Application Dev	$XXXK
Sales & Marketing	$XXXK
G&A	$XXXK

★ U.S. Department of Homeland Security
★ U.S. DARPA

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Changing the Internet for good