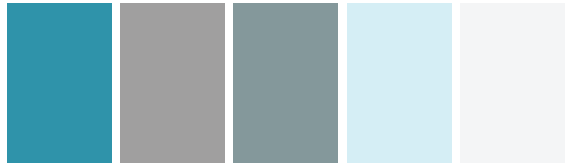




Secrypt.

Brand Colours:



Sometimes: ● ● ●

TM of Secrypt.

Security For Your Personal Identity.

Secrypt is an encrypted blockchain application, protecting your identity in the modern digital age. We as humans love to send pictures to our friends, loved ones, and relationship partners, but what happens when the photos are no longer in good hands? Have you ever sent a photo and needed a way to get it back? Now you can. Secrypt is the answer and the next multi million-dollar application that will change the way we value our security. Our personal identity should ultimately be our own.



WHAT ARE WE?

HOW DOES IT WORK?

By utilizing the same technology found in crypto currency, we can easily program a blockchain with a moving number generated every 30 seconds. No matter who you send the photo too, Secrypt tags and manages where it is and who has access to it, saved in the internal blockchain cloud server. If someone no longer is authorized, you can remove the image from their possession. If someone uses a different device to take a picture of the screen, Secrypt can use the face recognition technology to identify a foreign device, and block the photo by appearing a white screen over the app. The app will even block screenshots, so a white screen appears when an attempted screen shot is taken.

GOALS & DREAMS

How can this disrupt the current app market?



7-year plan.

Year 1: Focus on virability, company culture, Series A investors, App usability, go above and beyond with UI/concept.

Year 2: Expand operations, Series B investors, drive marketing channels with incentives for people to bring friends to the app i.e. photo security between two devices.

Year 3: Major black swan forecasting to expose risks and variables, goal of 250,000 users, upgraded office space with full team of UI designers, bulletproof operating UI system.

Year 4: Launch 2.0 version of app, company valuation of 100 million US, 500,000 users, integrate app into but not limited to Facebook, Instagram, Snapchat etcetera.

Year 5: Launch 3.0 version of app, brand new office space located in San Diego, California with remote workers in Canada, bullet proof company culture with over 100 employees (team members), 1 million users, Series C funding.

Year 6: Global operation established, elevated UI experience with an overhaul in image and structure to the app (if it aint broke don't fix it) 2 million users, company valuation of 250 million US, stock goes live.

Year 7: Exit event, app sells for next phase of its digital life for 750+ million US, culture remains untouched, app remains untouched, CEO remains as a preservative to the day 1 attitude.

KEY FEATURES.

Secrypt has some unique features that set it apart from anything on the market. Easily programmed and simple to use, ** focuses on main attributes so people can open the app to get exactly what they need from it. In time, more powerful set-in stone features will be introduced, but they will always connect with the main principal of the app that made it popular. The 3 principal features include, encrypted photo protection and management, AI adjustments and enhance, and screen shot blocker as well as foreign device block.**

With Secrypt you will no longer need to worry about where your photos are being seen. All photos managed by the app will be tagged with a unique code which is then monitored through the block chain like a Bitcoin purchase. The blockchain cannot be hacked as the codes are permanently stored as data with date and time stamps. The most important key to success with the protection, is the moving passcodes to get into your photo section. The three-step authenticator makes it a painless process to remember your main password. With your phone number, the code is sent to you via text to enter, then a question asking a personal question allows you into your app. To reset your account information, you would need your unique codes given to you when the app is first activated. In the event you lose your codes, you can recover using any of the three steps in the authentication process. **** will NEVER store photo data. Our users are protected by the same confidentiality as medical professionals provide.

Another fantastic unique feature is photo management. In the event you do not want your photos on other user's devices, you can remove permissions. Once the app takes the photos unique code, it can be removed indefinitely from all selected devices. If you have a photo or album uploaded to Facebook or Instagram, our unique API will communicate with the apps to remove or archive the photos permanently. This drives users to use our apps as photo management for all social media's making us the hub to post, manage and edit. If someone prefers to post through Instagram or alternative alone, if their photo has been uploaded through Secrypt, the unique code will still protect them and manage where the photo is.

Encrypted Photo Protection and Management.

The second unique feature to **** is the AI enhance. Everyone loves to look good in photos and sometimes the best angles are not captured. Using AI, we can adjust definition in the photo to enhance. However, Secrypt does not encourage major editing and wants to support a community who wants to see their best selves, not a false version.

Secrypt focuses on the “natural look”. We want the adjustments to be as natural and flattering as possible. You have 3 modes to choose from, that being Soft, Medium and Hard. These 3 modes allow the user to pick the definition they want. The enhance mode only looks to bring out the best of the user’s photo and is focused on photos with people present. You can select your target persons in the photo and enhance accordingly such as, but not limited too, face features, body definition, or sunspots, etc...

**** does not need to focus on filters as we can use API to include Instagram filters, Prequel filters and Video Leap filters. These platforms already have fantastic photo editing tools and Secrypt will have a contract with their services to use the best of their features with our app.

Secrypt will also have a more advanced version of Apples photo editing, however, ours will be a simple mode to “Color enhance”. Keeping the photo with a ”Natural” unedited look while balancing the colors correctly for the user. In the settings, users will be able to turn on “AI Enhance Automatically” which means all photos in the app will already be enhanced and color corrected for the user without input. They can always adjust the photo manually if they do not like the result.

AI Adjustments & Enhance.

The third and final unique core function of the app is Shot Block and Device Detect. This is a feature that does not exist outside of this app. This is one of the most important features available on the market.

Shot block is a feature that does not allow anyone to screen shot your photos to use elsewhere. Since you cannot download photos that you have permissions too, users may attempt to screenshot another user's permissioned photos. Secrypt will display a white screen with the locked logo on it every time the screenshot buttons are activated, foiling the screenshot. Every user must agree to these terms once they create an account. If they have not agreed to give access to this feature through their device's permissions, other users will be warned before allowing them to give permissions to that individual.

Furthermore, we introduce a feature called Device Detect. If someone is attempting to take a picture of the phone displaying a picture, the app will display the locked logo, foiling the picture. This is a simple technology using the phones facial recognition. If the Device Detect AI, catches the user in a manner that resembles a photo being taken of the phone, the app will display the locked logo. Users will be warned of this feature when they first activate their account, as we do not want secrets, no pun intended, between our clientele.

In the event a user is successful in evading the Device Detect, we can at least guarantee the photo will not be good. The angles to obtain a good photo are well within the Device Detect limits.

Shot block & Device Detect.

A close-up photograph of a hand interacting with a glowing green interface on a device. The hand is positioned on the left side of the frame, with fingers extended towards the right. The interface consists of several horizontal, glowing green lines that appear to be part of a user interface. The background is dark, and the overall lighting is dim, with the primary light source being the glowing green interface.

FUNCTIONS.

****** has a simple UI that is primarily operated one handed from the bottom half of the phone. Once users get accustomed to this easy interface, they will be able to access everything they need with one finger actions. Such as, a swipe, a tap, a double tap, or down swipe and even a scroll down.**

Through the settings page, you will be able to fully customize your device screen. You will be able to change the font, the background, the layout and even customize your photo boards to look more special to those you give access too.

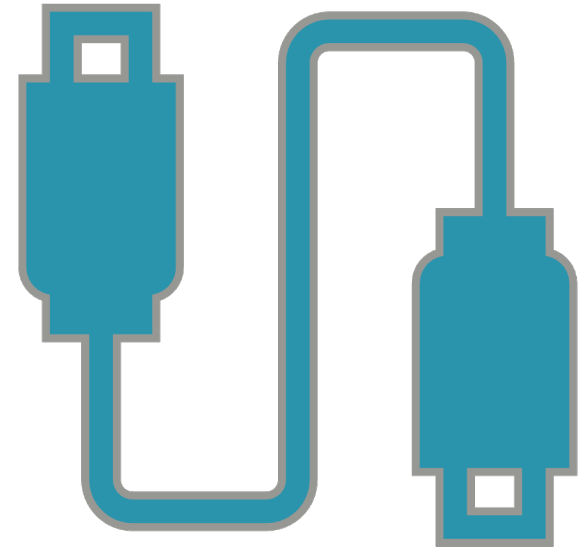
Once you have access to another user's photo board, you will be able to scroll through like you would with any other picture viewer. Swiping to the right shuffles through the pictures, or you can double tap to watch a customizable slideshow generated by the user you are viewing.

The settings panel is elementary, as we want people to edit easily and quickly. There is a help button that triggers instant support through a live chat with a real person, so we do not let bugs and glitches ruin the experience. The buttons of the app play a musical C3 note, which is recognizable most easily by the human ear. Clicking the buttons makes your device slightly vibrate as if you were pressing something analog.

Once you go to your access panel, you can see and scroll through all the photo libraries you have access too. Sometimes you will only have access to one photo and sometimes you will be given access to many folders by your friends.

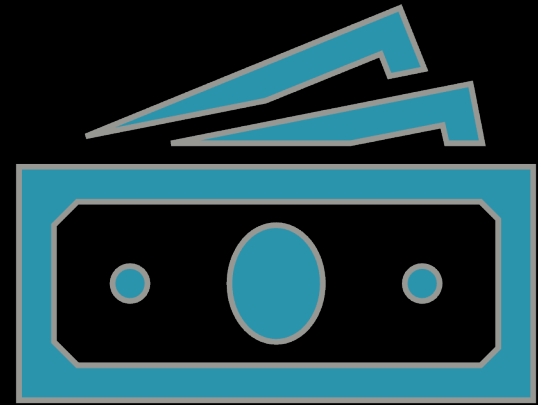
Primary Functions.

The Secrypt app is driven by free downloads which increases its user base. The trick to this apps endless revenue is security. To unlock the full potential of the app you need to download the pro version where you can remove photo rights from sent photos. You are allowed to remove a certain number of access for free, before the app asks you to download the full version. The app will not be advertised as a “paid for app” but rather a “in-app purchases” app. This allows for the perfect mix of advertisement users, as well as pro users. Advertisement users are those okay with dealing with the paid advertising pop ups in app while they browse photos. Pro users enjoy an advertisement free experience as well as unlimited abilities to their app security. The focus is user acquisition, the more users on the app the better rather than the more in app purchases the better. We would rather word and mouth spread then instant money results; this app plays the long game (3-6 years).



HOW DOES IT MAKE MONEY?

REVENUE MODEL



User 1: Free Downloader(\$0)

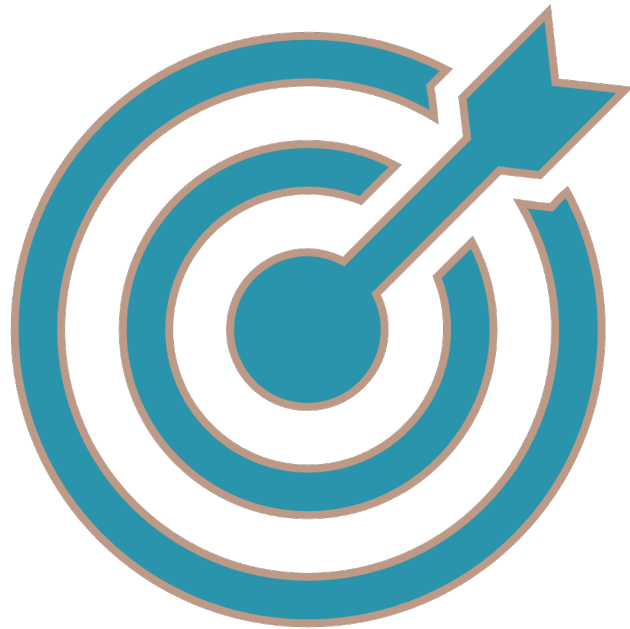
- No initial payment
- Ads run through pop ups while first opening of app
- Up to 5 access removals of photos
- Email reminders to open app
- Access to limited amount of AI filters
- Limited Cloud Encrypted Backup (250GB)

User 2: Pro User (\$.99)

- One time payment
- Ads run through pop ups while first opening of app
- Removal of any access to photos
- No email reminders to open app
- No in app prompts to upgrade
- Screenshot blocker
- Foreign device recognition.
- Limited Cloud Encrypted Backup (500GB)

User 3: Pro User + (\$11.99/month)

- Monthly payment
- Verification badge
- Removal of any access to photos
- Full access to AI filters provided by partner app
- Opportunity to decorate account in unique way
- Build profile further with AI and exciting features
- Celebrity type status on app
- Screen shot blocker
- Foreign device recognition
- Absolutely no advertisement of any kind, app or email.
- Unlimited Encrypted Cloud Backup (2TB+)



CUSTOMER BREAKDOWN AND MARKETING STRATEGY

Customer Acquisition

(C – Customer)

Demographic: 13 – 26,
Income of \$10-\$45,000US)

1. Target ads through personal city blogs. No big nation marketing. Independent city views in epicenters.
2. Customer sees through other large followings of independent social media content companies.
3. Downloads app.
4. Makes account.
5. Logins/active for free 3-4 times a week.
6. Ads generate revenue and user data.

Customer Acquisition

(B – Customer)

Demographic: 18 – 35,
Income of \$45-95,000US)

1. Target ads through personal city blogs. No big nation marketing. Independent city views in epicenters.
2. Cooperate advertising targeting major silicon valley epicenters and billboards. Areas of elevated middle-class viewership.
3. Downloads app.
4. Makes account.
5. Logins everyday.
6. Buys \$.99 package.
7. Upgrades to monthly \$11.99
8. Refers 3 friends

Customer Acquisition

(A – Customer)

Demographic: 22 – 38,
Income of \$55-111,000US)

1. Target ads through personal city blogs. No big nation marketing. Independent city views in epicenters.
2. Cooperate advertising targeting major silicon valley epicenters and billboards. Areas of elevated middle-class viewership.
3. Downloads app.
4. Makes account.
5. Logins everyday.
6. Upgrades to monthly \$11.99, Max plan \$21.99
8. Refers 10+ friends



EXIT STRATEGY

“As the CEO, I do not live in the world of what if. What if doesn’t exist in my universe because it hasn’t happened yet. When things happen, you must pivot and be sure you were mindful of the possibilities. After reading and studying the Black Swan by Nassim Taleb, I knew there was more to business than forecasting and planning.

This leaves my company in a very valuable position to investors. I want everyone to make money and feel apart of something bigger. Whether you come from a place of money or are a working businessman like myself, I want everyone to feel the movement. The app has great features that can be transcribed into other factions of app development. We can pivot in a way no other apps come with an endless possibilities of ideas and formulas I can exhibit.

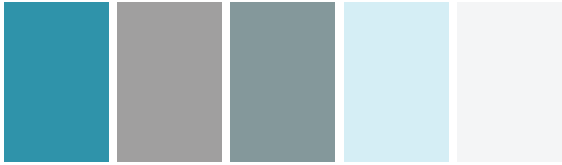
My confidence in my company as a powerful Tech giant is huge. I have the knowledge and know how to build fail safes, protecting my investors and team from the inevitable. Nothing is forever, but if you know when to make the dire decisions as precisely as I do, black swans and the unknow don’t affect my endeavors.” *-Felitche Hutchinson, CEO*

What if?



Secrypt.

Brand Colours:



Sometimes: ● ● ●

TM of Secrypt.

Thank you!