Secrypt.

Security For Your Personal Identity.

Secrypt protects its user's identity and personal information secured through the most innovative data encryption technology available.

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 changes the way we protect and control our identity. 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 have created a new blockchain program to tag and manage your personal photo management.

Executive Control:
•Retain control over the use of your photos.
•Ensure your proprietary rights wherever your images are seen or utilized.

Tagging and Management:
•Tags and manages image usage, allowing you to maintain ownership.
•Control who has access to your images and where they are used.

Blockchain Encoding:
•Images are encoded on the blockchain for security.
•Remove image access instantly from unauthorized users.

Protection Against Reproduction:
•Prevent unauthorized reproduction of images.
•Facial recognition technology blocks unauthorized screenshots and photos.

User-Friendly:
•Simple and intuitive interface for effortless image management.
•Seamlessly integrate with your personal lifestyle

Security:
•Robust security measures always safeguard your images.
•Eliminate vulnerabilities and maintain control over your visual assets.

GOALS & DREAMS

Not matter the moment, these principals never change.

Dream:

To create the ultimate security for what matters most, our personal identity.

Goal:

Disrupt the photo app market with integrity, honesty, and creativity.

7 YEAR ACTIONS.

2024   2025   2026   2027

Year 1:

Value: Establish a solid foundation for Secrypt, ensuring user trust and satisfaction by focusing on app usability and security.

Integral Success: Secure Series A funding to propel initial growth, laying the groundwork for future expansion.

Actions:

- Prioritize user-centric design and functionality to enhance user experience.

- Build a strong company culture centered around innovation and integrity.

- Implement rigorous security measures to protect user data and privacy.

- Develop a targeted marketing strategy to attract early adopters and build brand awareness.

Year 2:

•Value: Expand Secrypt's user base and market presence, driving engagement and loyalty through innovative features and secure sharing options.

•Integral Success: Secure Series B funding to support scalable growth and market expansion.

•Actions:

- Introduce secure photo sharing features between devices, enhancing user convenience and trust.

- Drive user acquisition through incentivized referral programs and strategic marketing campaigns.

- Continuously iterate based on user feedback to improve app performance and user satisfaction.

Year 3:

•Value: Mitigate potential risks and challenges through proactive risk assessment and strategic planning, ensuring sustainable growth and resilience.

•Integral Success: Achieve a user base of 250,000 and solidify Secrypt's position as a trusted leader in photo security.

•Actions:

- Conduct comprehensive risk forecasting to identify and address potential threats to business continuity.

- Invest in upgraded office space and talent acquisition to support continued innovation and growth.

- Develop a robust operating UI system to streamline internal processes and enhance productivity.

Year 4:

•Value: Enhance Secrypt's features and functionality to meet evolving user needs, solidifying its position in the market and driving further adoption.

•Integral Success: Achieve a company valuation of $100 million and reach 500,000 users, demonstrating strong market traction and investor confidence.

•Actions:

- Launch Secrypt 2.0 with advanced features and improved user experience.

- Integrate with major social media platforms to expand Secrypt's reach and user engagement.

- Implement monetization strategies to drive revenue growth and profitability.

7 YEAR ACTIONS.

2028

2029

2030

Year 5:

•**Value**: Foster a thriving company culture and remote work environment, attracting top talent and driving innovation.

•**Integral Success**: Achieve a user base of 1 million and secure Series C funding to fuel further expansion and product development.

•**Actions**:

- Establish a new office space in San Diego, California, to accommodate growth and support a distributed workforce.
- Cultivate a strong company culture focused on collaboration, diversity, and employee well-being.
- Invest in employee training and development to empower teams and drive innovation.

Year 6:

•**Value**: Expand Secrypt's global footprint and elevate user experience through continuous innovation and refinement.

•**Integral Success**: Achieve a company valuation of $250 million and prepare for future growth opportunities, including potential IPO or strategic partnerships.

•**Actions**:

- Expand into new international markets, leveraging local partnerships and market insights.
- Enhance UI experience with regular updates and improvements based on user feedback and market trends.
- Foster a culture of agility and adaptability to respond effectively to changing market dynamics and emerging opportunities.

Year 7:

•**Value**: Position Secrypt for a successful exit event while maintaining its core values and vision for the future.

•**Integral Success**: Secure an exit event with a valuation of $750+ million, providing significant returns for investors while preserving Secrypt's legacy and impact.

•**Actions**:

- Evaluate strategic options for exit, including acquisition or IPO, to maximize shareholder value.
- Ensure seamless transition and continuity of operations post-exit, preserving Secrypt's brand and reputation.
- Continue to prioritize innovation and customer satisfaction, laying the groundwork for future success and growth.

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.

Protection Aspect:

- All photos managed by the app are tagged with a unique code, monitored through blockchain technology for secure tracking.
- Blockchain ensures tamper-proof data storage with date and time stamps, providing unparalleled security against hacking.
- Access to photo section is secured through moving passcodes and a three-step authenticator process.
  - Phone number verification sends a code via text for entry.
  - Personal security question adds an additional layer of authentication.
  - Account information reset requires unique codes issued during app activation.
  - Recovery process available even if codes are lost, utilizing authentication steps.

•**Management Aspect:**

- Users have full control over their photos' visibility on other devices, with the ability to revoke permissions.
- Unique API integration allows communication with social media platforms like Facebook and Instagram for photo removal or archiving.
- Secrypt serves as a centralized hub for photo posting, management, and editing across multiple social media platforms.
- Seamless protection even if photos are posted through third-party apps like Instagram, ensuring consistent security and management.

Encrypted Photo Protection and Management.

- **Enhance Mode with Natural Look:**
  - Utilizes AI to adjust photo definition and enhance features, focusing on a natural and flattering appearance.
  - Encourages minimal editing to support authenticity within the community.
  - Offers three modes: Soft, Medium, and Hard, allowing users to customize the level of enhancement.
- **Targeted Enhancements for People Photos:**
  - Users can select specific individuals in photos to enhance features such as facial attributes, body definition, or skin imperfections.
  - AI-driven enhancements prioritize bringing out the best in individuals' appearances.
- **Integration with External Filters:**
  - Leverages APIs to incorporate popular filters from platforms like Instagram, Prequel, and Video Leap.
  - Allows users to access a wide range of editing tools without leaving the Secrypt app.
- **Advanced Color Enhancement:**
  - Provides a simplified "Color Enhance" mode inspired by Apple's photo editing, maintaining a natural look while balancing colors.
  - Users can enable "AI Enhance Automatically" in settings to have photos automatically enhanced and color corrected, with the option for manual adjustments.

AI Adjustments & Enhance.

Shot-Blocker Functionality:
- Prevents users from taking screenshots of photos within the app, ensuring privacy and security.
- Displays a white screen with a locked logo when screenshot buttons are activated, effectively thwarting screenshot attempts.
- Users must agree to these terms upon creating an account, ensuring universal adoption of the feature.
- Warns users if another individual attempting to access their photos hasn't agreed to enable Shot-Blocker through device permissions.

Device Detect Feature:
- Utilizes facial recognition technology to detect if someone is attempting to take a picture of the phone displaying a photo.
- Displays the locked logo if Device Detect AI identifies photo-taking behavior, preventing unauthorized photo capture.
- Users are informed about this feature during account activation to maintain transparency and user trust.

Reliable Security Measures:
- Ensures reliable and comprehensive security measures to prevent unauthorized photo capture and distribution.
- Guarantees that even if users evade Device Detect, the resulting photo quality will be compromised due to limited angles for successful capture.

Shot block & Device Detect.
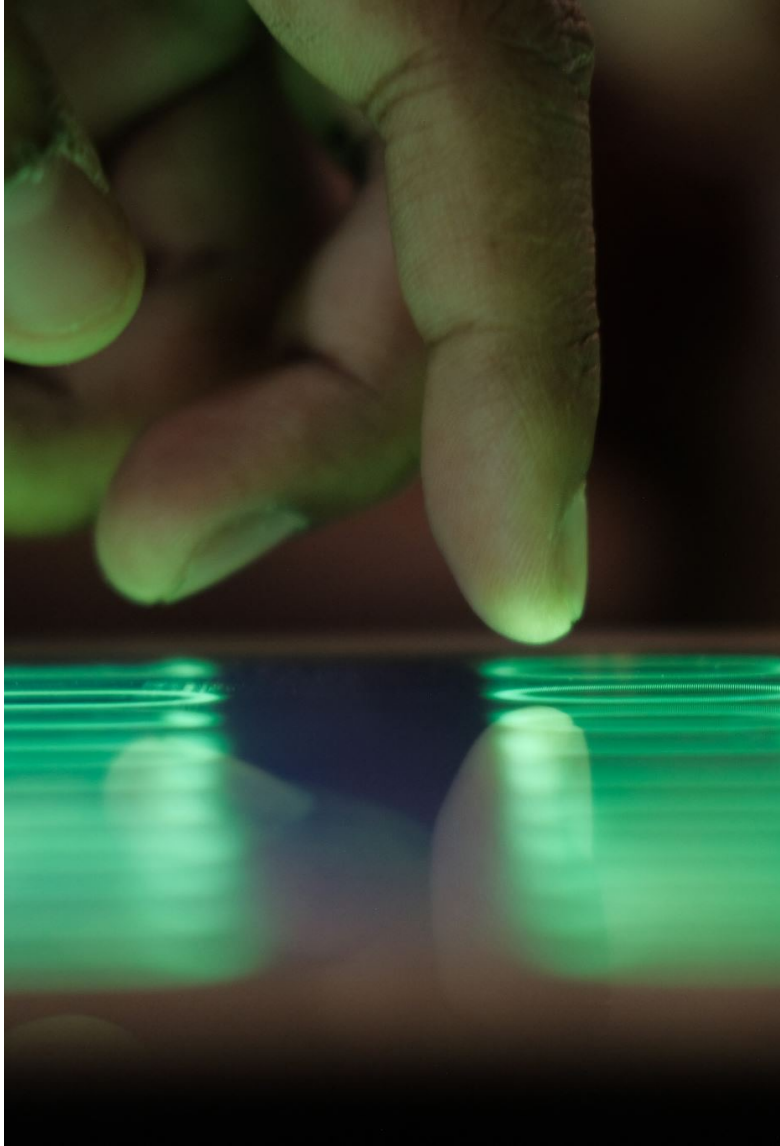
FUNCTIONS.

**** 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.

Customization through Settings:

- Fully customize device screen settings, including font, background, layout, and photo board appearance.
- Personalize photo boards to create a unique and special experience for those granted access.

Photo Board Access and Navigation:

- Scroll through other users' photo boards like a typical picture viewer.
- Swipe right to shuffle through photos or double-tap for a customizable slideshow generated by the user being viewed.

Elementary Settings Panel:

- Easy and quick editing capabilities through a simple settings panel.
- Instant support available through live chat with real-person assistance to address any bugs or glitches promptly.

Distinctive Button Features:

- App buttons emit a recognizable musical C3 note for ease of use.
- Tactile feedback provided through slight device vibration upon button clicks, enhancing user interaction.

Access Panel for Photo Libraries:

- View and scroll through all photo libraries accessible to the user.
- Access varies from single photos to multiple folders granted by friends or contacts.

Primary Functions.

REVENUE MODEL
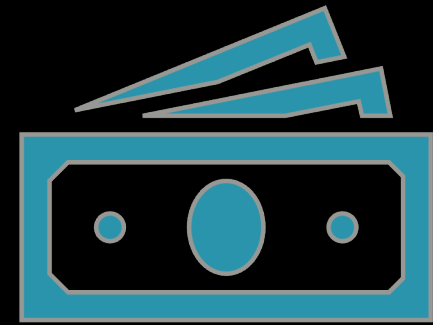
The Secrypt app thrives on free downloads with endless revenue potential, driving its user base growth. Its revenue model hinges on security, offering a pro version to unlock full app potential. Here's an elaboration on key points:

Revenue Generation through User Acquisition:

•Secrypt drives revenue through a strategic emphasis on user acquisition facilitated by free downloads.

•The app's free downloads attract a large user base, positioning it for rapid expansion and market penetration.

•This approach prioritizes building a sizable user base over immediate revenue generation, setting the stage for profitability in the near term.

Monetization through Pro Version Enhancement:

•The Pro version of Secrypt offers enhanced features, including the ability to remove photo rights from sent photos.

•Users are provided with a limited number of free access removals, incentivizing them to upgrade to the Pro version for continued access to premium features.

•This model ensures a steady stream of revenue from users seeking enhanced security capabilities, contributing to the app's overall profitability.

Diverse Revenue Streams via In-App Purchases:

•Secrypt adopts an "in-app purchases" revenue model, diversifying its income streams to cater to both advertisement and Pro users.

•Advertisement users tolerate in-app advertising pop-ups, while Pro users enjoy an ad-free experience and access to unlimited security features.

•This dual-tiered approach maximizes revenue potential by accommodating users with varying preferences and needs, ensuring consistent income generation.

Strategic Focus on Long-Term Growth:

•Secrypt prioritizes word-of-mouth promotion and a long-term growth strategy over immediate profits.

•The app aims for sustained growth over a 3–6-year timeframe, leveraging its growing user base to drive continued success and profitability.

•This deliberate focus on long-term growth ensures a robust return on investment for investors, with profitability anticipated within a relatively short period.

HOW DOES IT MAKE MONEY?

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 (Celebrity Status)
- 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
- Screen shot blocker
- Foreign device recognition
- Absolutely no advertisement of any kind, app or email.
- Unlimited Encrypted Cloud Backup (2TB+)

User 1: Free Downloader ($0)

Revenue Model:
- No initial payment; revenue generated through in-app advertising.

Monetization Specifics:
- Ads run through pop-ups during the first opening of the app, generating ad revenue.
- Limited access removals for photos, creating potential upsell opportunities for Pro versions.
- Email reminders to open the app encourage user engagement and increase ad exposure.

Projected Returns:
- Projections of Returns: Based on projected ad revenue per user and cost-per-acquisition (CPA).
- Expenses and Upkeep: Marketing costs, server upkeep, and salaries deducted from revenue to determine net profit.

User 2: Pro User ($0.99)

Revenue Model:
- One-time payment for access to enhanced features; additional revenue from in-app advertising.

Monetization Specifics:
- Ads run through pop-ups during the first opening of the app, contributing to revenue.
- Subscription fee for Pro version unlocks premium features, including removal of photo access.
- Screenshot blocker and foreign device recognition add value to the Pro package.

Projected Returns:
- Projections of Returns: Based on projected subscription revenue and ad revenue per user.
- Expenses and Upkeep: Marketing costs, server upkeep, and salaries deducted from revenue to determine net profit.

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

Revenue Model:
- Monthly subscription fee for access to premium features; no in-app advertising.

Monetization Specifics:
- No in-app advertising; revenue solely from subscription fees.
- Full access to AI filters from partner app and unique profile decoration options enhance value.
- Celebrity status on the app may attract high-value users willing to pay for exclusivity.

Projected Returns:
- Market Cap: The Photo & Video market worldwide is projected to grow by 9.40% (2022-2027) resulting in a market volume of US$18.41bn in 2027. (statista.com)
- Projections of Returns: Based on projected subscription revenue and potential upsell opportunities from high-value users.
- Expenses and Upkeep: Marketing costs, server upkeep, and salaries deducted from revenue to determine net profit.
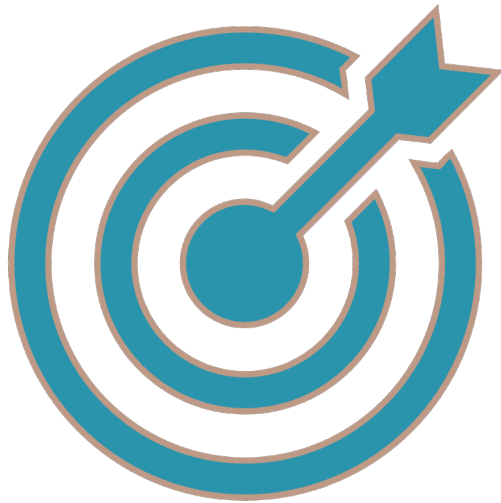
CUSTOMER BREAKDOWN AND MARKETING STRATEGY

Customer Acquisition (C – Customer)

Demographic:
Age: 13-26
Income: $10,000-$45,000 US

Targeting Strategy:
- Ads targeted through personal city blogs, focusing on independent city views in epicenters.
- Leveraging independent social media content companies with large followings.

Engagement:
- Downloads app and creates an account.
- Active login frequency: 3-4 times a week.
- Revenue Generation:
- Ads generate revenue and user data.

Market Reach:
- Geographically dispersed in urban areas with high youth population density.
- Primarily engaged through social media platforms and city-specific blogs.
- Average screen time varies based on individual usage patterns.

Customer Acquisition (B – Customer)

Demographic:
Age: 18-35
Income: $45,000-$95,000 US

Targeting Strategy:
- Ads targeted through personal city blogs and cooperate advertising in major silicon valley epicenters and billboards.
- Focus on areas with elevated middle-class viewership.

Engagement:
- Downloads app, creates an account, and logs in daily.
- Purchases the $0.99 package and potentially upgrades to the monthly $11.99 subscription.
- Actively refers friends to the app.

Market Reach:
- Concentrated in urban areas with higher income brackets.
- Engages with the app through a combination of social media and traditional advertising channels.
- Moderate to high average screen time, especially among daily users.

Customer Acquisition (A – Customer)

Demographic:
Age: 22-38
Income: $55,000-$111,000 US

Targeting Strategy:
- Similar to B-Customer targeting strategy with an emphasis on cooperate advertising targeting major silicon valley epicenters and billboards.

Engagement:
- Similar engagement pattern to B-Customer, including daily logins and potential subscription upgrades.
- Actively refers a larger number of friends to the app.

Market Reach:
- Overlapping with B-Customer demographics but potentially with higher income levels.
- Strong presence in urban areas with a focus on tech hubs and affluent neighborhoods.
- High average screen time, especially among frequent users who heavily utilize the app's features.

"As CEO, I don't consider the 'what ifs.' Instead, I focus on adapting when the unexpected hits, inspired by Nassim Taleb's 'Black Swan.' Our app brings people together, giving everyone a chance to be part of something big, not only using our app, but contributing as well. With features that go beyond the norm, we're always ready to try new things.

I set out to make sure that our communities are no longer being exploited by hackers of identity. I stand to make a real tangible lasting change in a photo market that needs to give the power to the people back.

Our valuations are based on real data, no smoke and mirrors. We're building a lasting empire, to focus on on guiding our communities with integrity and loyalty, ensuring everyone's pride in what we've created together."

-Felitche Hutchinson, CEO

What if?

Secrypt.

Thank you!