Reach Incubator - Track 3

Challenge: Bootstrapping trust and legitimacy to the web

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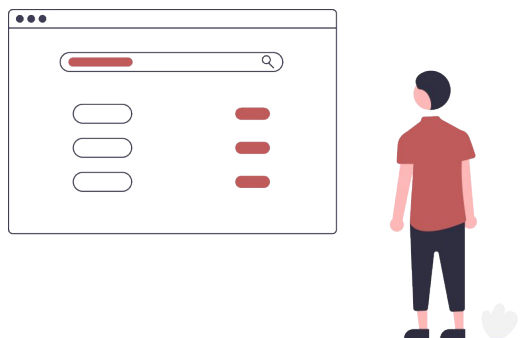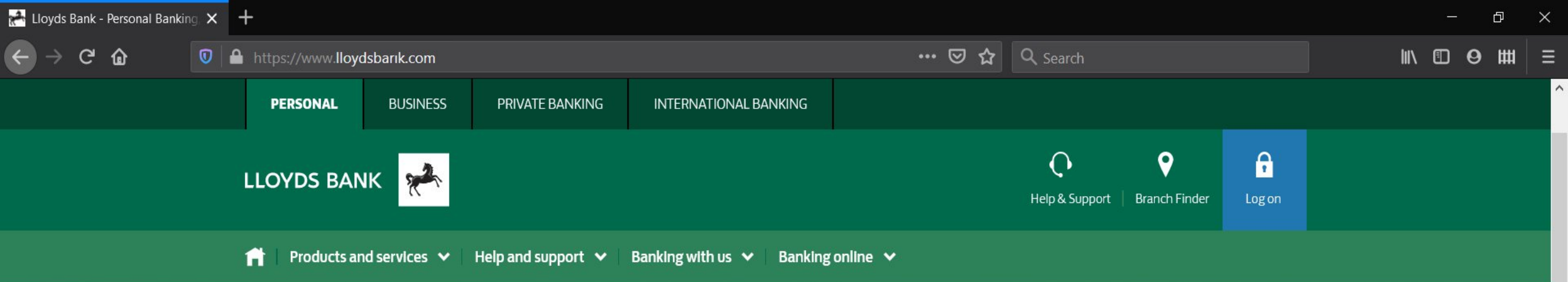| Personal | Business |

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Am I eligible for a credit card? >

Join Club Lloyds and get 6 cinema tickets >

Switch your mortgage to us in 3 easy steps >

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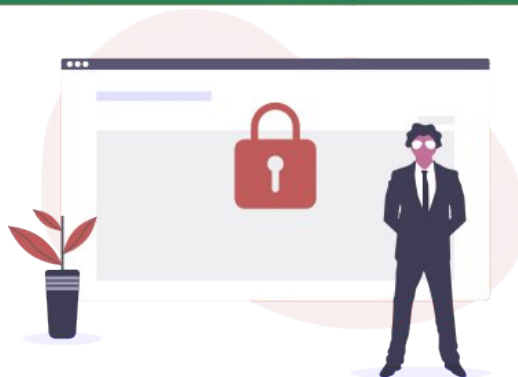
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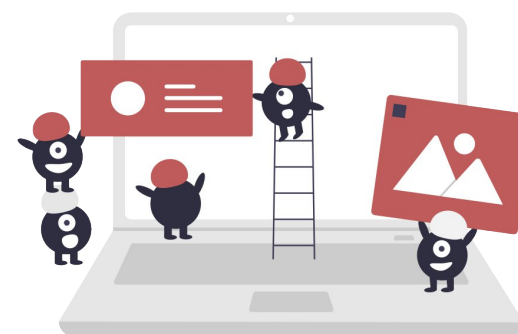Switch your mortgage to us in 3 easy steps >

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Search

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Getting a domain is cheap

1.5 million new phishing sites created each month in 2017
2018 saw a 220% growth
2019 saw a 640% growth

Getting a padlock is virtually free

80% of all phishing sites use browser padlocks, against the web average of 67%.

Phishing sites are proliferating

84% are active for less than 24h, to evade blocklists

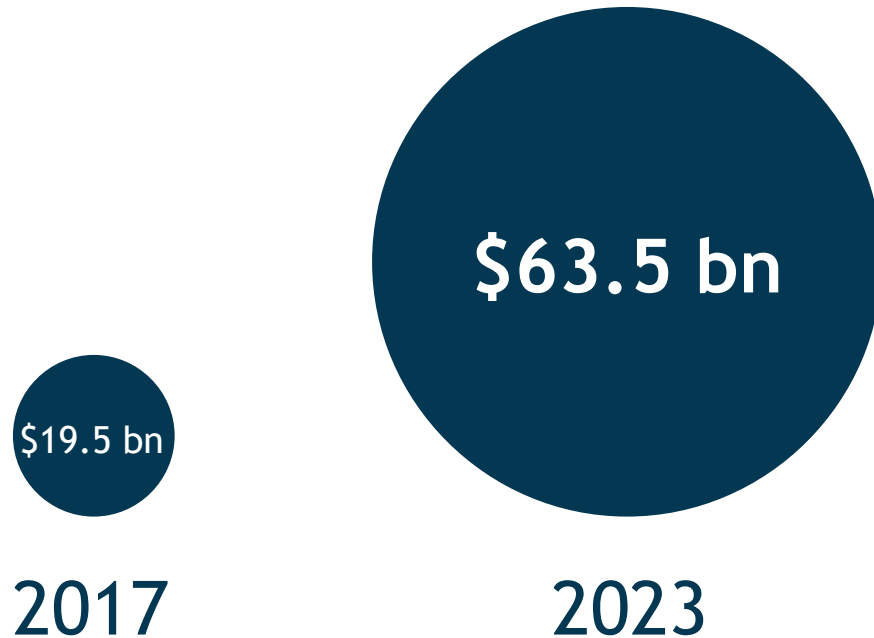That "typo": the above URL uses r ı = rı ≠ n (non-ASCII characters icannwiki.org/IDN)

Sources: Verizon, Cisco, APWG, WebRoot

Markets we can disrupt

Fraud Detection and Prevention market size
26.6% CAGR

$63.5 bn

$19.5 bn

2017   2023

Account Takeover (ATO)
$9bn market losses

Business Email Compromise (BEC)
$26bn market losses
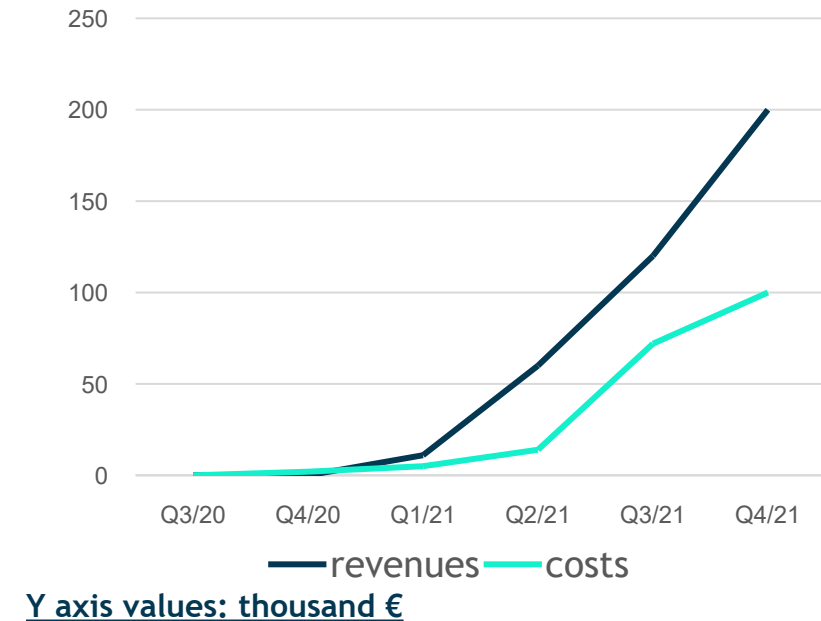
Business Model

Secures the B2B2C digital value chain

Our SaaS platform brings value to:
- ❖ Businesses and Governments
- ❖ DNS resolvers (ISPs/Telco's)
- ❖ Registries (e.g.: domains.EU)
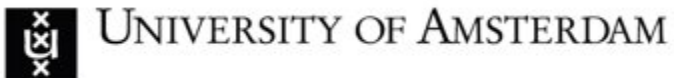- ❖ People in general

Financial Projections

Y axis values: thousand €

Just because the internet is stateless, it doesn't have to be lawless!

Founding Team

Marco Soares

➢ Built a B2C SMS delivery platform

➢ Several roles in Economic and Financial Affairs in National Ministries and the European Commission

➢ MSc in Game Theory and Behavioural Economics

UNIVERSITY OF AMSTERDAM

Dhruv Ahuja

➢ Built Deep Packet Inspection solutions for GCP & AWS

➢ Several Lead Engineering roles: Thomson Reuters, HSBC Bank, Rackspace, Worldpay

• MSc in Advanced Software Engineering
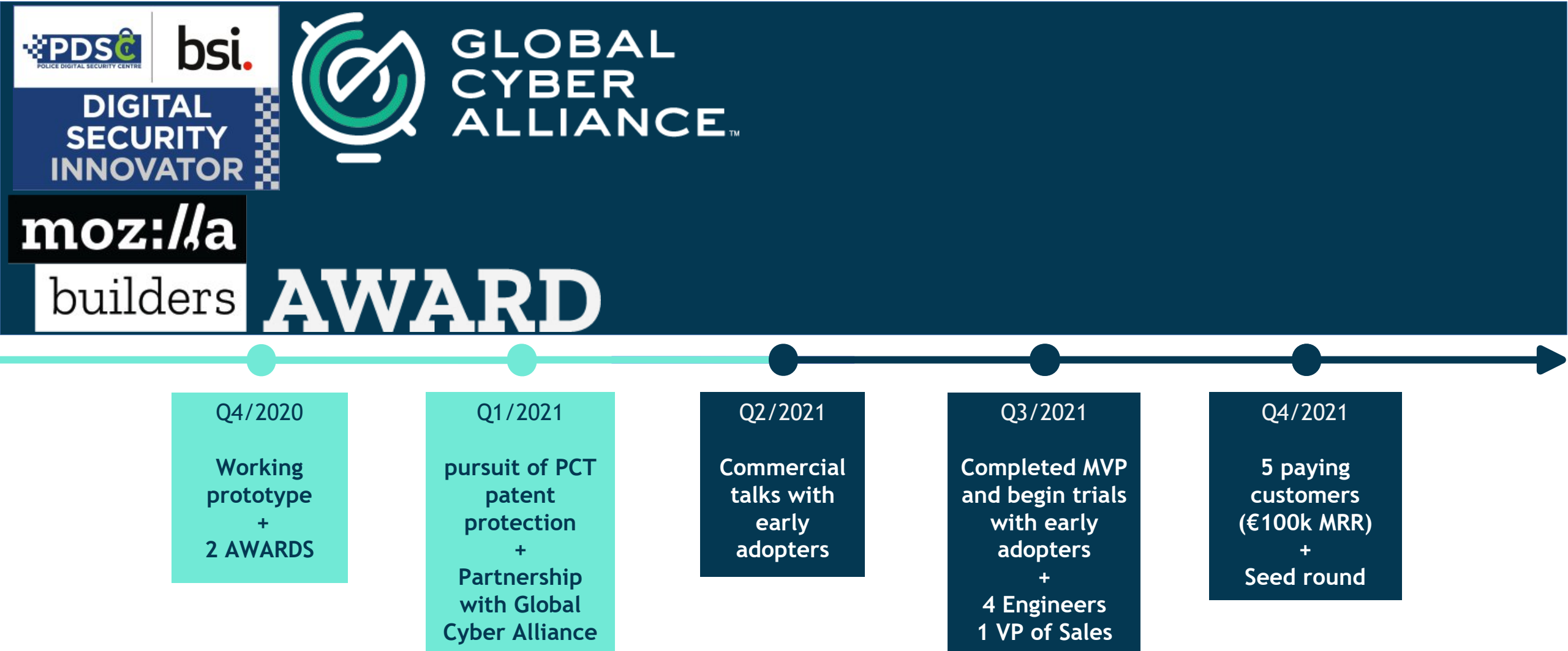
KING'S College LONDON

Bruno Macedo

➢ Lecturer and mentor in Fintech & Cybersecurity

➢ Several roles as Head of Delivery, CIO and CISO across different sectors and geographies.

➢ MSc in Management and Information Systems

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Traction and Roadmap

Q4/2020	Q1/2021	Q2/2021	Q3/2021	Q4/2021
Working prototype + 2 AWARDS	pursuit of PCT patent protection + Partnership with Global Cyber Alliance	Commercial talks with early adopters	Completed MVP and begin trials with early adopters + 4 Engineers 1 VP of Sales	5 paying customers (€100k MRR) + Seed round

A SaaS platform to displace website impersonation

Thank You!

marco@trustmark.it
https://trustmark.it

We're happy meet with the present partners