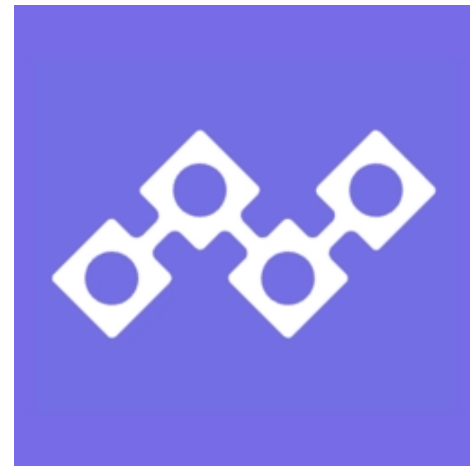

Welcome



MystSafe

Keep Your Secrets Private

mystsafe.com



No tools exist to allow users to store and transfer their personal and business secrets **privately, anonymously, with crypto-grade security** and 100% **accessibility**.



Traditional password managers and secret vaults require users to **disclose** their **personally identifiable information**. User **identity, secrets, and activity** history can be **stolen** by hackers or **subpoenaed** by governments. **Access** can be **denied** or **blocked** by corporations.



To protect their identity, data, and activities, users must maintain **multiple accounts** and use **fake names, disposable email** addresses, **burner phones, VoIP numbers, VPN services, or hardware devices** which come with an **extra cost** and **inconvenience**.



An app with **zero identification** and **zero activity tracking** where users can manage their **personal, family, and business secrets** in a **single account**:

Password manager – a primary feature

to store any personal and business secrets such as cryptocurrency wallets, website passwords, credit card numbers or database credentials

Private chat – a bonus feature

to transfer the secrets privately to other users and send confidential messages

Secret vault – a business feature

to configure any app to access secrets without encryption keys or additional software, from any cloud or on-prem location

12M

users of Threema, a **paid** privacy-focused messenger

33M

people used LastPass password manager before they disclosed the security breach

40M

users of Signal, a privacy focused messaging app

90M

users **pay** for password management tools

200M

worldwide users of password management tools

420M

people worldwide use cryptocurrencies and are familiar with services that do not require identity and do not track activities

Market Size

\$3.5B

Total
available market

Password management subscriptions worldwide

Estimated for 2024
Source: Yahoo Finance

\$415M

Serviceable
available market

Privacy-focused users

Based on number of paid accounts of
privacy-focused messenger Threema
and average price of password
managers

\$62M

Serviceable
obtainable market

Serviceable obtainable market in 2024

15% of serviceable available market



Total available market in 2022

Source: Yahoo Finance

Password management market

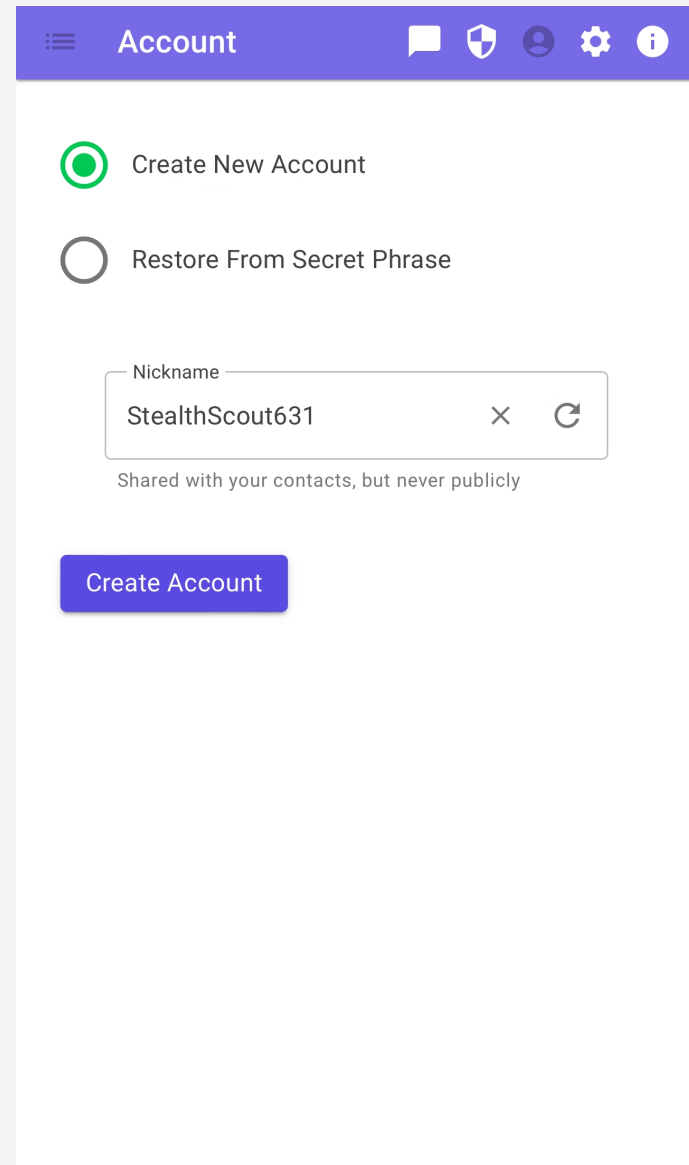
CAGR 27.7%
2023 – 2028



Estimated total available market in 2028

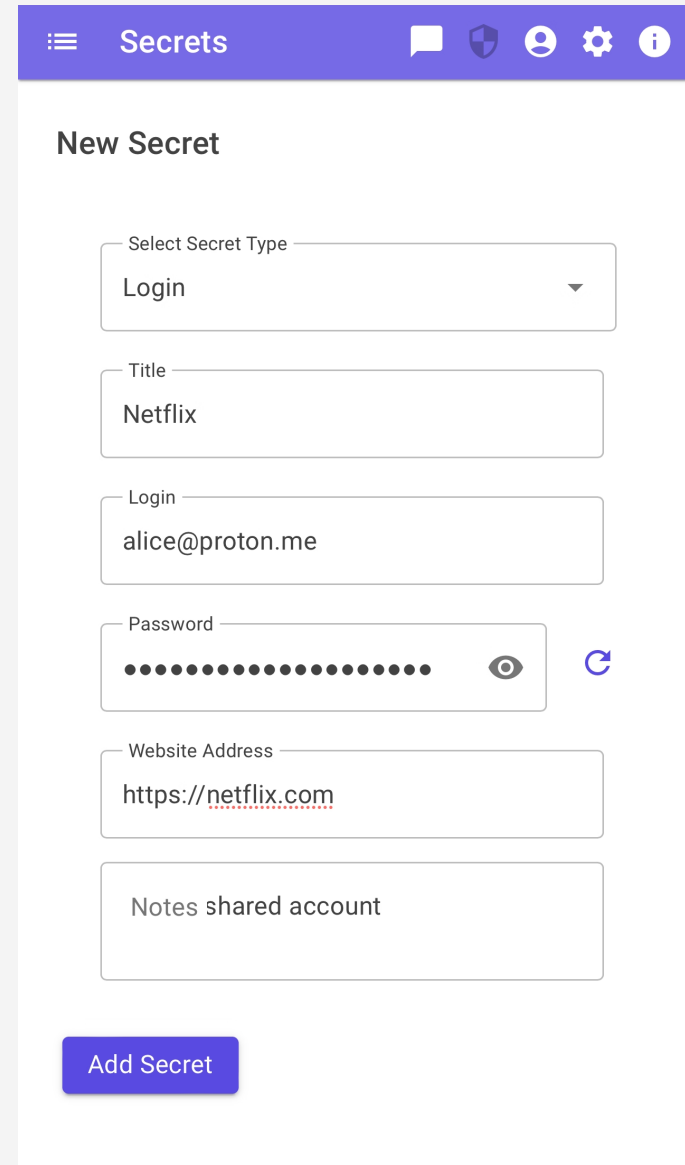
Source: Yahoo Finance

Product



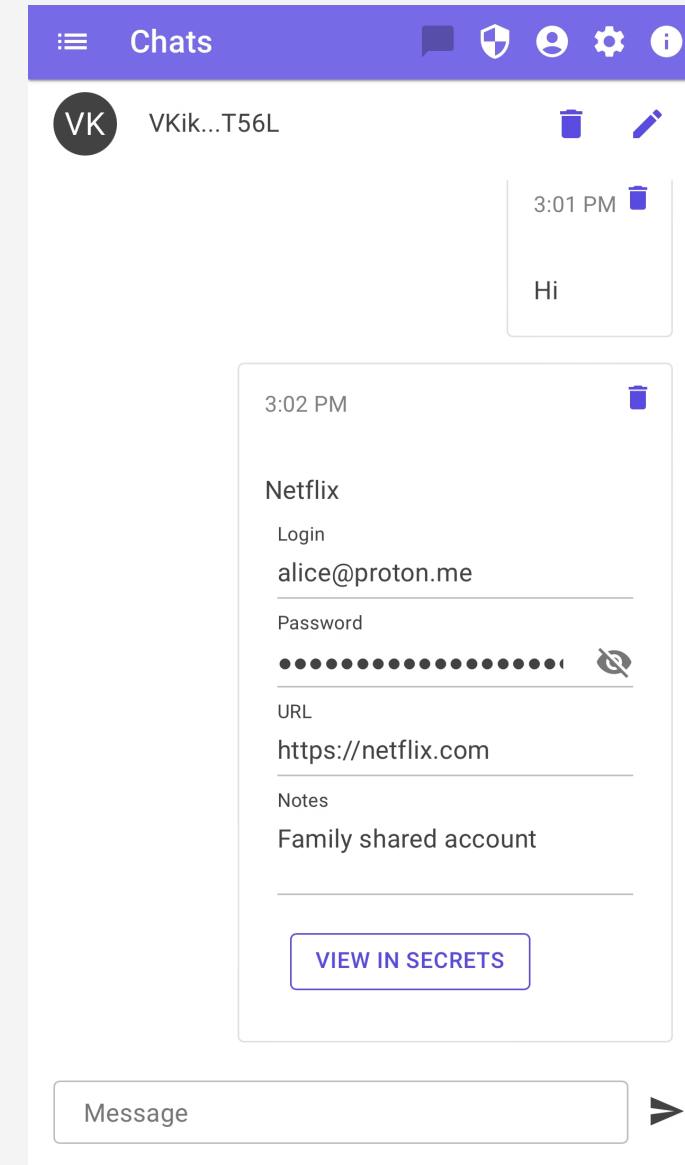
Create account

No identity required. The nickname is only known to the chat peers and can be a random word.



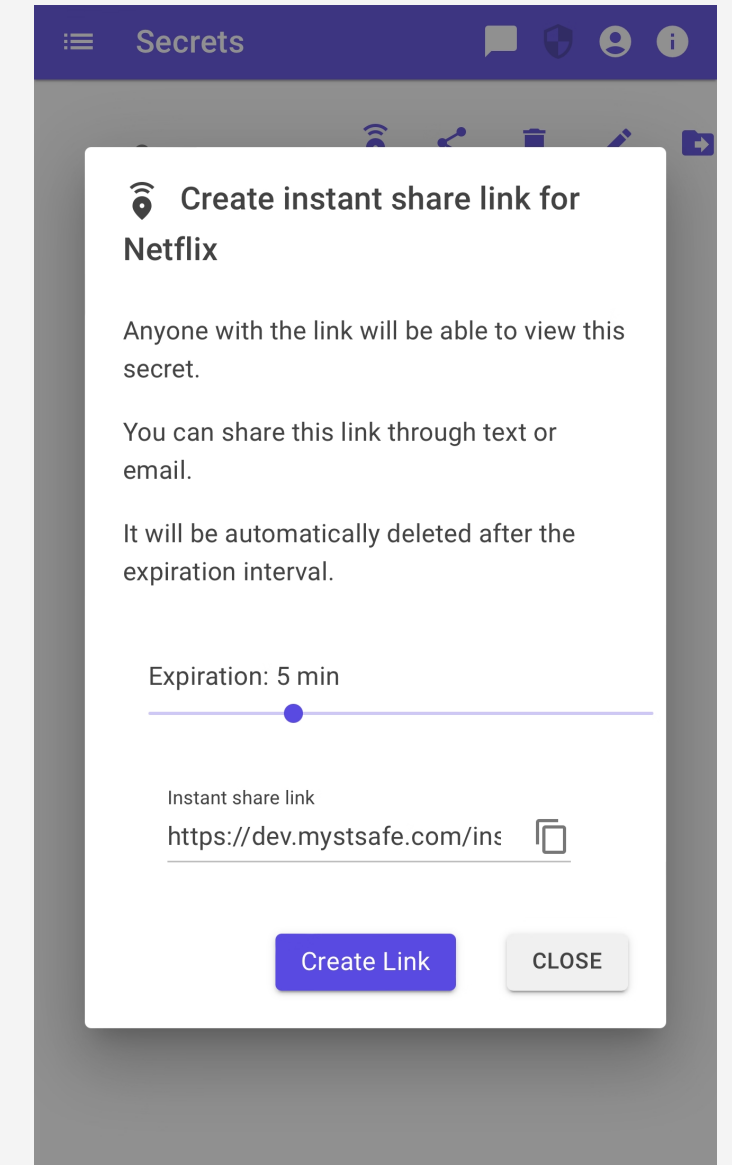
Add secret

There are multiple formats for various secrets such as bank password, credit card number, or cryptocurrency wallet.



Share it in chat

Send and receive instant messages and transfer secrets using private chat.

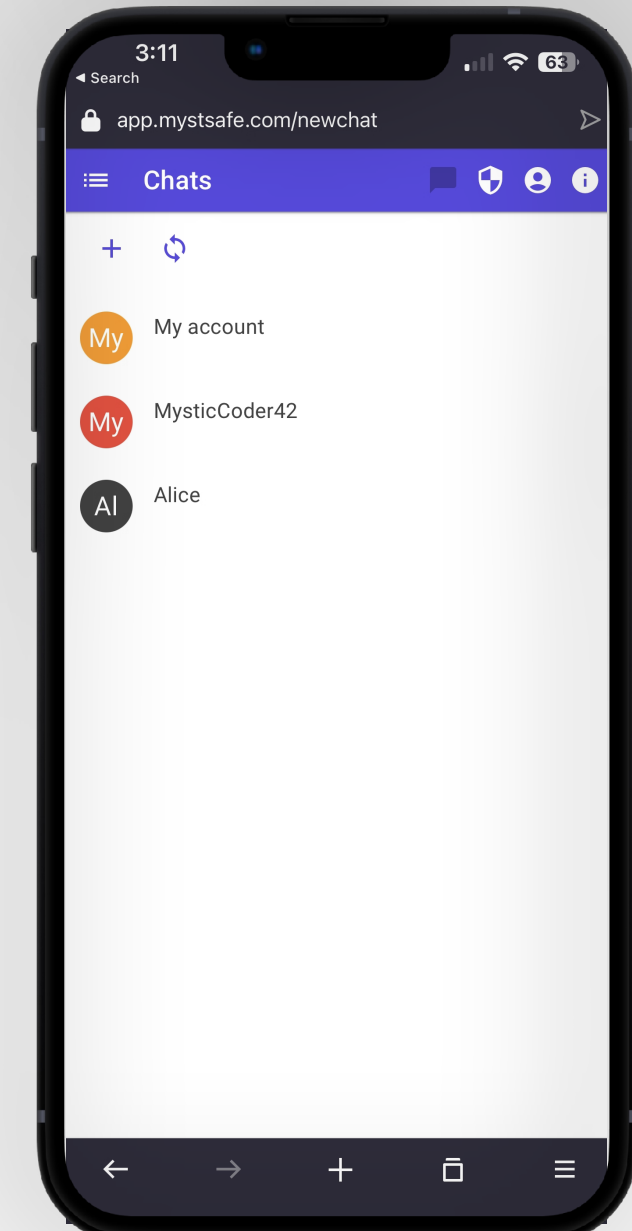
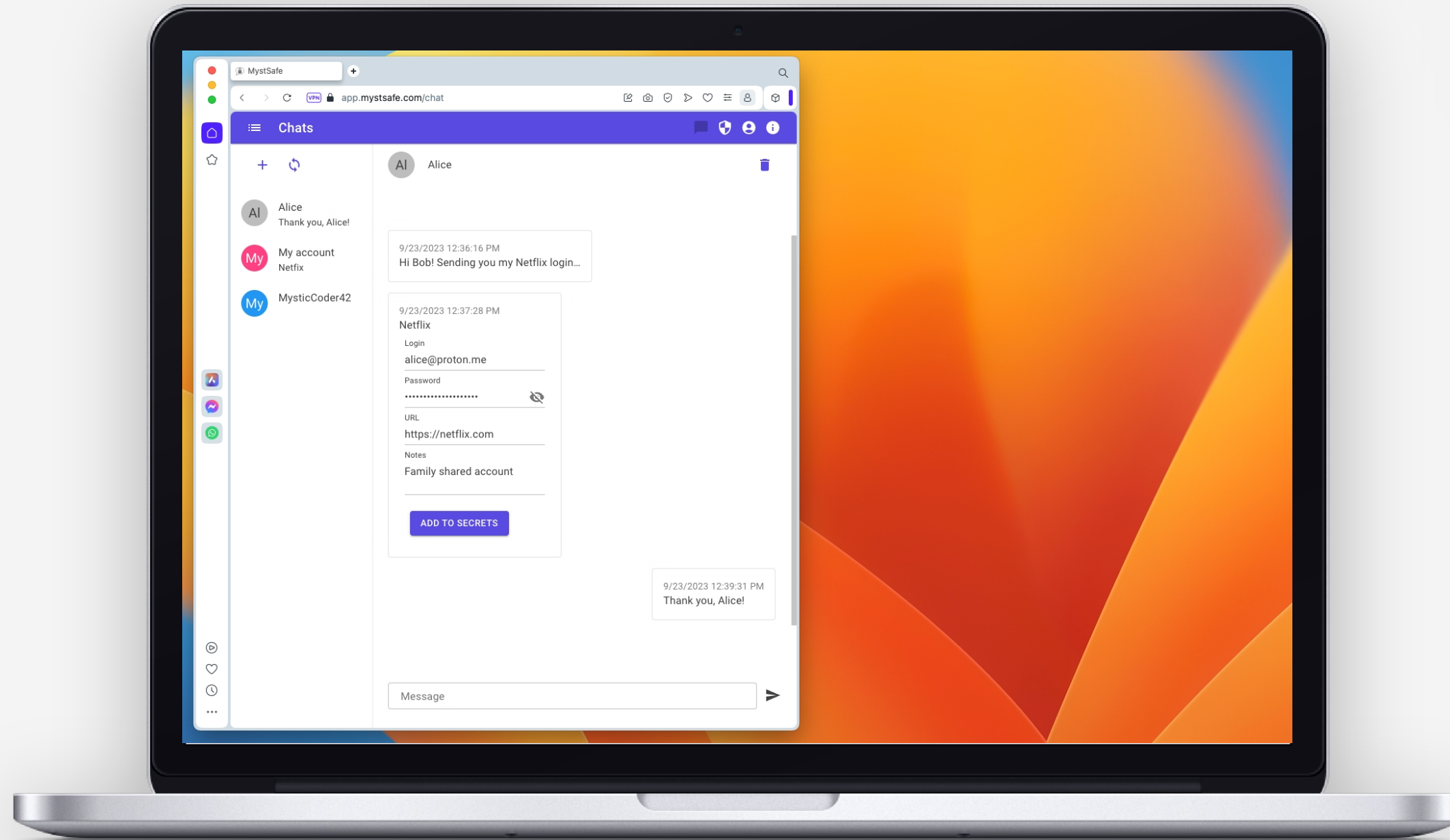


Or by one-time link

Create an instant secret share link that expires within time interval you choose, and send it via email or text to anyone without MystSafe account.

Product

MystSafe app is accessible from all major mobile and desktop browsers and OS, allowing simultaneous secure and private access from multiple devices with data synchronization in real time.



Business Model - MVP

FREE
Unlimited number of accounts, devices, secrets, and chats
Secret and message size up to 100 characters
Up to 7 days chat history. 1 month secret and contact retention *
10 secret sharings or messages per chat per day
1 message, share, or update per minute per secret/chat
* Secret and contact records can be manually renewed for another month every time they are edited

Free

PREMIUM
Everything in FREE plus:
Unlimited secret and message size
Unlimited chat history. Unlimited secret retention
Unlimited secret sharings or messages per chat per day
Unlimited frequency of messages, shares, and updates
Reward tokens. Premium customer support

\$1/Month

\$10 paid annually

Business Model - Pay-per-use

FREE
Unlimited number of accounts, devices, secrets, and chats
Secret and message size up to 100 characters
Up to 7 days chat history. 1 month secret and contact retention *
10 secret sharings or messages per chat per day
1 message, share, or update per minute per secret/chat
* Secrets can be manually renewed for another retention period

Free

PREMIUM
Everything in FREE plus:
Unlimited secret and message size
Unlimited chat history. Unlimited secret retention
Unlimited secret sharings or messages per chat per day
Unlimited frequency of messages, shares, and updates
Tradable Reward Tokens. Premium Customer Support

\$1/GB

Minimum \$10 for 10GB

\$50 for 60GB. \$100 for 130GB

Competitors

No Identity Required



Full Activity Tracking

No Activity Tracking



1Password RoboForm

@Keeper bitwarden

LastPass DASHLANE

Full Identity Disclosure

Competitive Advantages

First to market

Ultimate privacy, pay-per-use licensing, and tradable crypto rewards are unique offerings for password management solutions market

Unlimited Accounts

Users can open as many accounts as they want, which allows them to differentiate their interactions with users from different groups as well as separate public and private life.

Untraceable Activities

MystSafe employs technology found in privacy-preserving cryptocurrencies that hides the owners, senders, and recipients of the data records.

Built-in chat

The ability to share secrets in a form of chat and send instant confidential messages is a bonus feature that is not typically offered by password managers

Anonymous Profiles

Account registration does not require any personal data such as phone number or email. Payments for premium plan are decoupled from the user accounts

Crypto Rewards

The pay-per-use licenses can be exchanged for tradable reward tokens, allowing users to convert any unused licenses into a tangible asset

Secret Phrase

Instead of relying on a password, the account is protected by a 12-word secret phrase that provides crypto-grade security that can withstand brute-force attacks

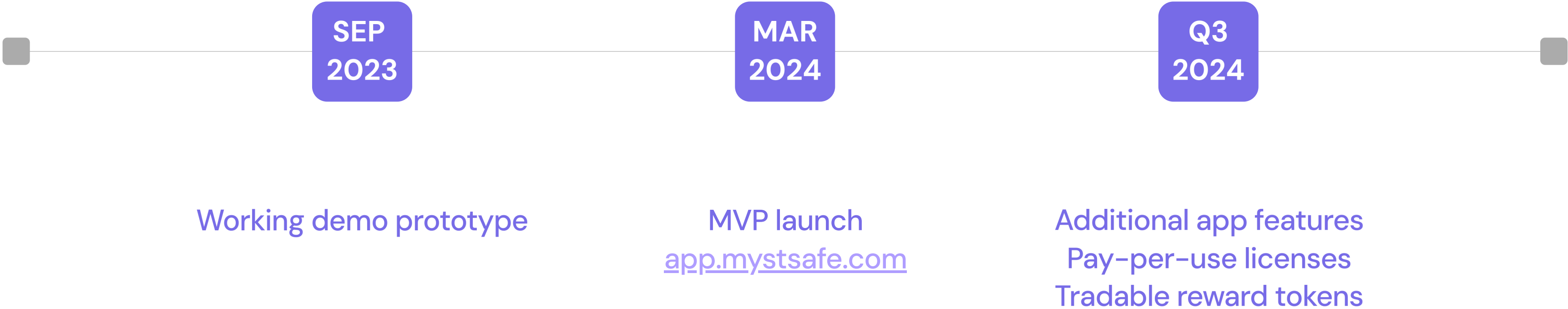
TOR Support

The app can work through the TOR network which enables an extra layer of security and privacy protection while eliminating the need for a paid VPN service

Offline Access

The data records is stored locally on a user device, and only synced with the network when updated, so read-only access does not require Internet access

Go To Market Schedule





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