

PassFree

Cheyenne Software

# Mission

- Make it easy for people to protect their identity and sensitive information
- “make it easy” means good security and easy to access for the authorized user

# Background

- Credit cards can be magnetically copied and photographed
- Car keys work for just one car
- Social security numbers treated as secure tokens by regulation, not reality
- Fingerprints can be lifted from a glass or public scanner

# Markets

- Website logons
- Banks with credit card programs
- Organizations with physical security stations
- Notaries
- Home and office security
- Locksmiths



# Business Concept

- Develop innovative information security software
- Sell and license the software

# Other Companies

- ActivIdentity
- Aladdin Knowledge Systems
- SafeNet
- Symantec

# Strategy

- Leverage tactical advantage - software development skills
- License software to other companies in order to complete product line (instead of trying to incorporate talent from several other niche industries into one small company)



# Goals

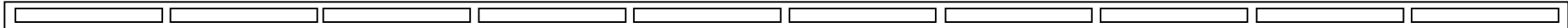
- Nationally recognized for innovative identity protection, fraud prevention, and information assurance products for businesses and individuals

# Market Size

- 13 million contact-less credit cards and key fob devices already exist
- 225 million cell phones in USA
- 61% of consumers ages 19–34 would use contact-less cards, according to VISA research
- 17 million new cars sold every year
- Over 1,000,000 home security systems installed
- 60 million passports will be issued/renewed in the next 10 years (~20% of Americans have passports)

# Summary

- Invention enables people to use PKI wherever they are; not just at work desk
- Market for applications is large
- Patent application is drafted and published online to preclude patents
- PassFree name is registered trademark
- Prototype in progress



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