IperLane, Inc.

Company Description & Market Opportunity

IperLane aims to become a trusted manager of identities for enterprises, restoring customer privacy while eliminating the burden of safely storing PII and proper implementation of authentication. Our goal is to create a global, centralized and secure database of user and device identities while preserving privacy, reducing the significant challenges enterprises face in handling PII – including their legal, regulatory and reputation risk in data breaches.

We possess extensive expertise in information security, and in particular, an in-depth understanding of the security model of mobile OS's and application security. Our team includes one of the foremost, internationally recognized leaders in mobile security research and offensive vulnerability discovery, and is co-author of the iOS Hackers' Handbook. Vincenzo Iozzo, IperLane's co-Founder and CEO, has won internationally renowned offensive security competitions, demonstrating cutting-edge attacks against iOS, BlackBerry and all major browsers. Additionally, Joi Ito, Director of the MIT Media Lab and board member of the New York Times and Sony, is an early investor in IperLane.

Fundamentally, IperLane aims at solving one of the most concerning problems in cyber security today – the formidable liability for – and failure by – most companies in protecting user data and preserving user privacy. We address the nexus of key market challenges, including reducing complexity for companies lacking a sophisticated data security posture, establishing a market for transferring data breach risk, and replacing passwords with new, robust authentication mechanisms that can withstand the wave of advanced attacks companies face today and.

IperLane plans to follow a freemium model in which our customers are charged based on the volume of their data records and for taking on their legal risk. This strategy will allow us to target both large enterprises and SMBs, tapping into the conjunction of the identity & access management, IT security outsourcing and cyber risk insurance markets, representing a total addressable market growing 20% annually to reach nearly $45 billion by 2018. Our ultimate goal is to serve as the single, centralized identity provider for the Internet while staunchly upholding user privacy.

We are seeking to raise a $2 million convertible note, which will allow us to hire key technical talent to accelerate development of our solution, launch with beta customers and partners by early Fall 2015 and decisively prove our solution's efficacy and trustworthiness as the best-in-class provider of identity and authentication management.

Technology Platform

IperLane's solution consists of a mobile SDK providing identity management and behavioral-based authentication, as well as a hardened communication channel to our secure databases. Our mobile SDK is a bundled solution featuring behavioral authentication to verify user identity, reducing the complexity of maintaining strong passwords across various services and applications. We will also employ OS-level advanced hardening techniques for our database and continuous behavioral monitoring to detect potential customer compromises that could lead to unauthorized access.

Trusted Identity Management

Managing user identities for enterprises helps reduce the burden of security implementation and data breach liability.

Providing a SDK for enterprises to add to their mobile applications allows companies to query an optimized, secure database to associate tokens with real identities. Leveraging this technology will allow us to:

- Reduce legal risks for enterprises in case of a breach
- Enable enterprises to efficiently and securely store PII

Behavioral Authentication

Using smart phone sensors (eg. accelerometers, gyroscopes) and collecting smart phone data at regular intervals will allow us to:

- Authenticate users without requiring multiple passwords
- Detect device tampering or if the device was stolen

Additionally, we will correlate the geographical location, address book, and other data to verify the consistency of user usage pattern for an additional layer of authentication.

Investment Highlights

- ▲ **Mobile SDK Offering Seamless User Authentication & Trusted Enterprise Identity Management**
- ▲ **Significant, High-Growth Market Opportunity in Outsourcing Identity & Access Management**
- ▲ **Identity Tokenization for Singificant Reduction of Data Breach Risk for Enterprises & SMB's**
- ▲ **Industry-Leading Behavioral Authentication Leveraging Best-in-Class Security Expertise**

For more information, contact Vincenzo Iozzo vincenzo@rakoku.com or Kelly Shortridge kelly@rakoku.com