Zaperon

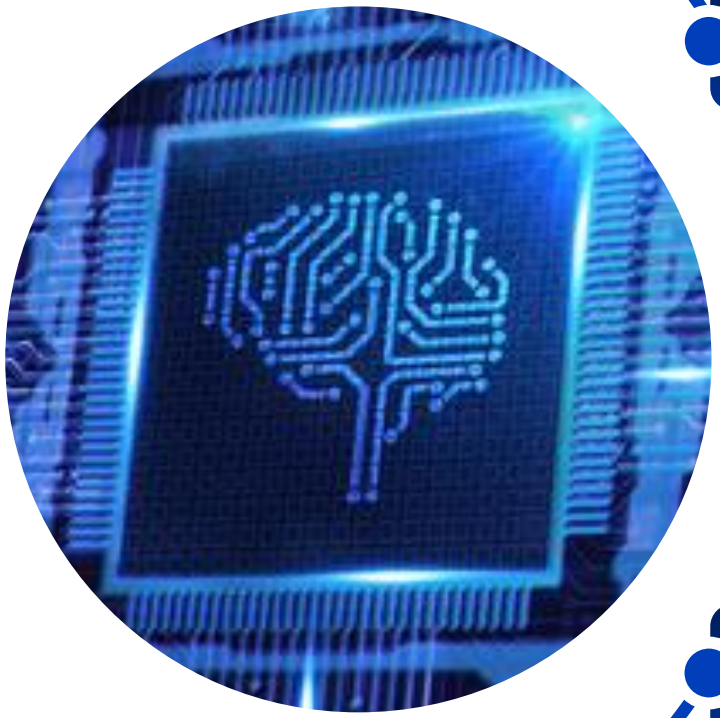
Zero Trust Security for Enterprise Applications

By Finlock Technologies Pvt. Ltd.



FinLock Technologies is a new-age cybersecurity startup

Zaperon



- Founded: 2021
- Focus: Building innovative cybersecurity solutions
- Product: Zaperon – Zero Trust Security
- Leadership Team: 30+ years of experience in identity protection, networking and technology industries

Backed by →

IIM CALCUTTA INNOVATION PARK

DSCI PROMOTING DATA PROTECTION
A NASSCOM® Initiative

iit STARTUPS

Team



Vineet Gupta

Co-founder & CEO

- Electronics & Communications Engineer, **Manipal University (2006)**
- MBA, **Georgetown University (2012)**

- 15+ years experience
- Software Development
- Product Management



Sachin Aggarwal

Co-founder & COO

- Mechanical Engineer, **IIT-BHU (2006)**
- MBA, **Georgetown University (2013)**

- 15+ years experience
- Management Consulting
- Corporate Strategy



Andrew Citro

Technical Mentor

- CISO, Reltio
- Cybersecurity Veteran

Problems faced by CISOs of organizations in hybrid work environment



Passwords are vulnerable to cyberattacks



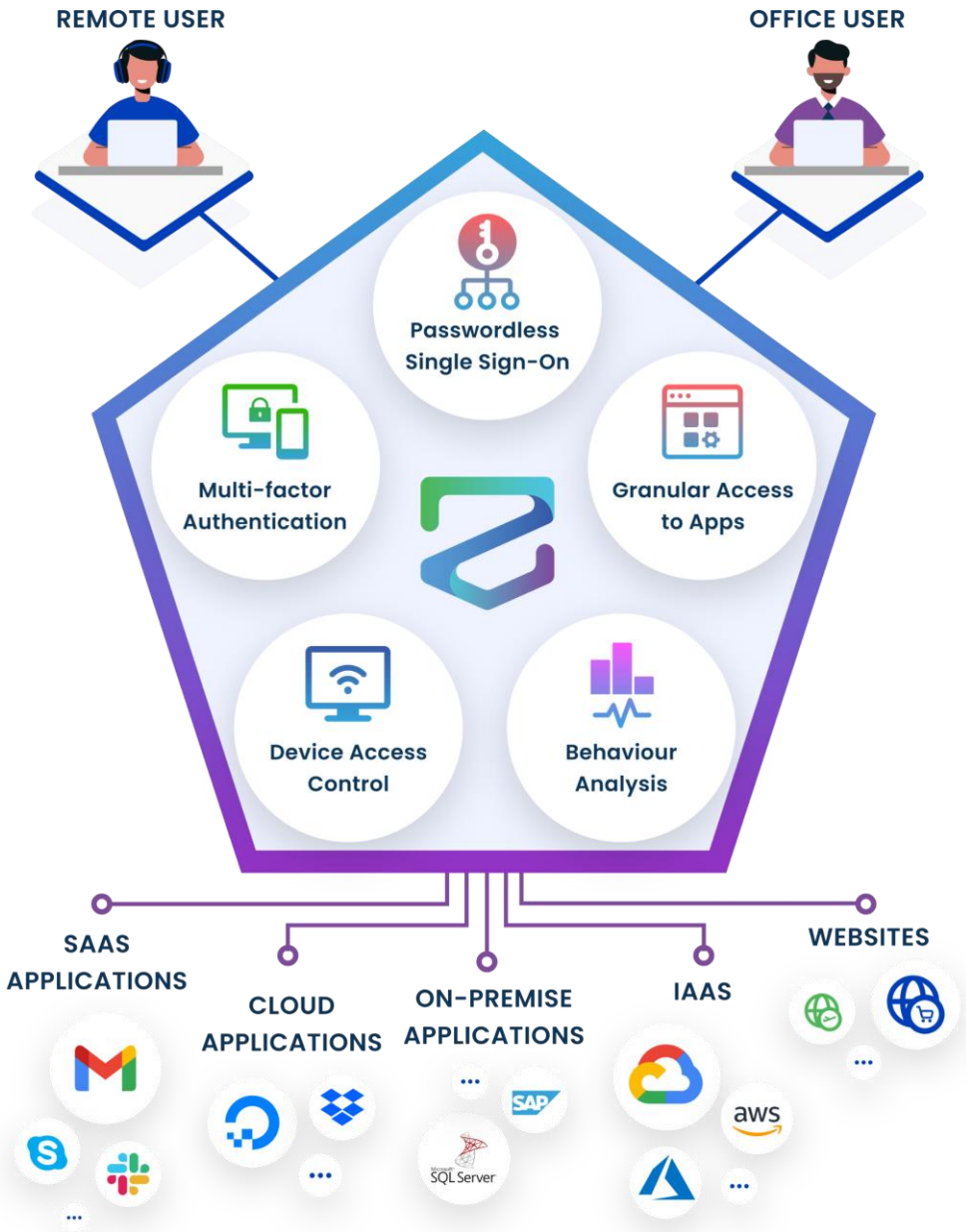
Legacy security technologies are ineffective for cloud apps



Application data at risk with personal devices

80% data breaches involve use of stolen employee credentials (Verizon DBIR 2022 Report)

Solution: Zaperon – Zero Trust Security



Based on Zero Trust Security Philosophy
"No Trust, Always Verify"

- **PKI-based* Passwordless** access to applications
- Robust **user & device security controls**
- AI-based **continuous risk analysis**

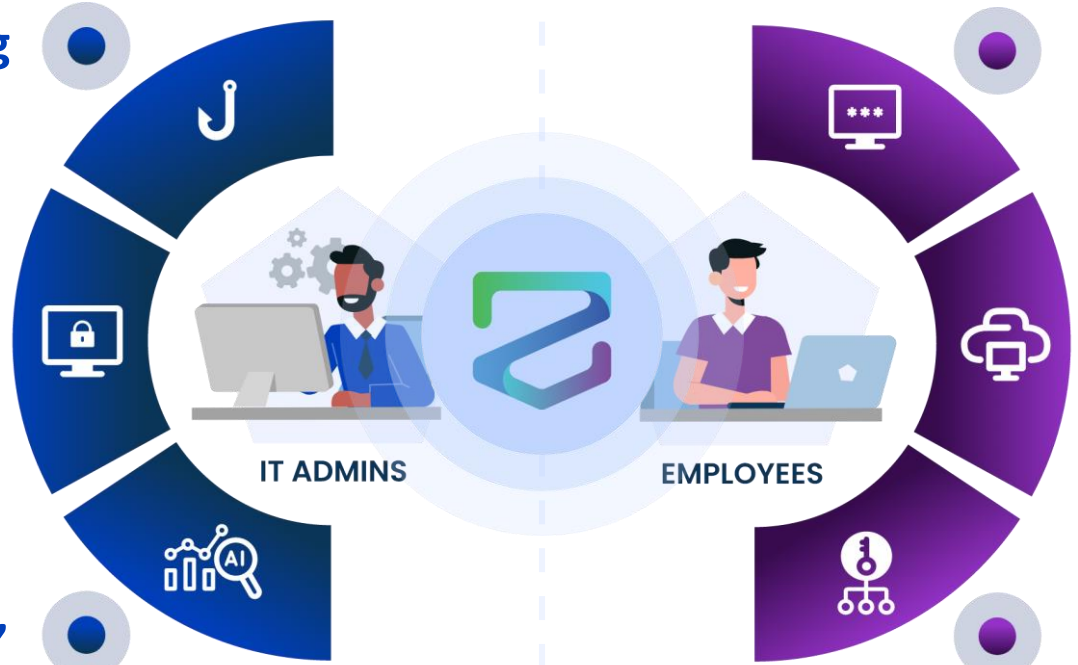
*Public Key Infrastructure

Benefits of Zaperon

No password, no phishing

Replace VPN, secure remote access

Continuous monitoring, prevent attacks



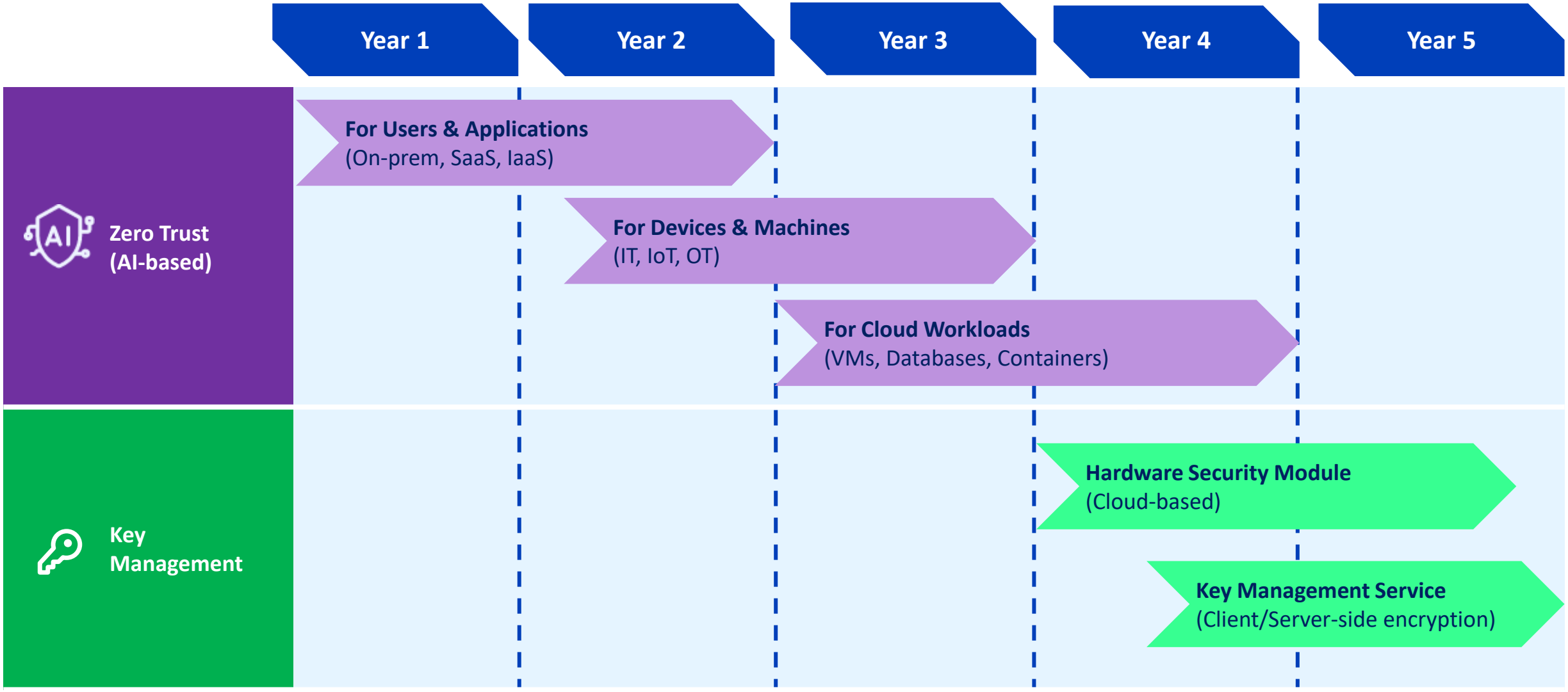
No passwords to remember

Faster remote connectivity

Single sign-on experience

Enterprises get ROI of 240% with Zaperon in 3 years & avoid $4.35 million in potential losses (IBM Data Breach Report 2022)

Product Roadmap

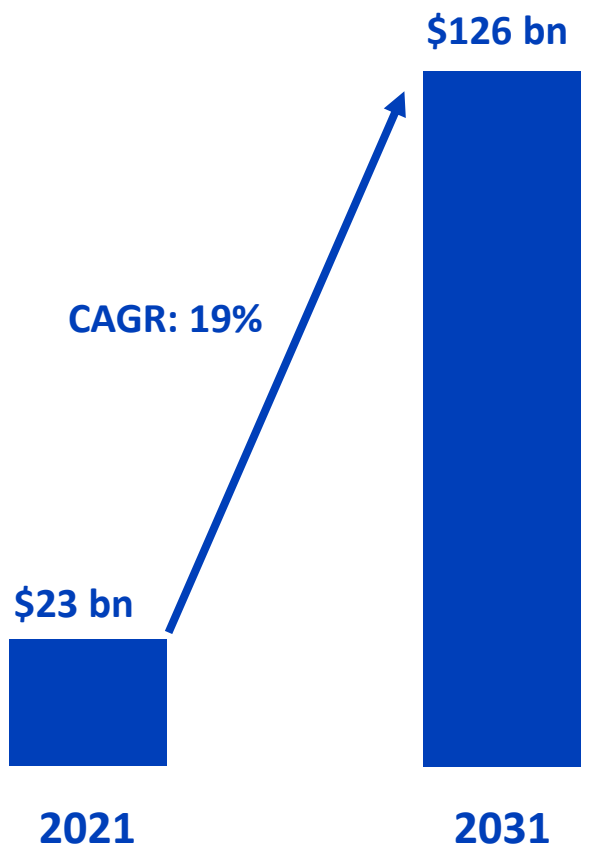


Competitive Landscape

	1Kosmos/ Active Directory	Okta/ OneLogin	Zscaler/ Netskope	Zaperon
Solution Category	Authentication	Identity & Access Management	Zero Trust	
Identity Verification	User		User + Device	**User + Device**
Default Authentication	Passwordless	Password		**Passwordless**
Passwordless Technology	Biometric/ QR Code/PIN-based	Biometric-based, No Control	None	**Public Key Infrastructure (PKI)-based, Full Control**
Security Risk Analysis	One-time		Continuous	**Continuous**

Global Zero Trust Security Market

Global Zero Trust Security Market



Source: Allied Research Zero Trust Report 2022

Key Demand Drivers:



Increasing use of cloud
- Productivity ↑
- Cost ↓



Shift to remote working & Bring Your Own Device



Increase in credential attacks

Demand Regions:

- North America – Largest market, accounts for 34% market
- Europe - Second largest market
- Asia-Pacific - Fastest growing - driven by India/China

Revenue Model – SaaS Subscription

Zero Trust Lite

Global

$10

(per user/month)

- Passwordless Authentication
- MFA via Authenticator App
- Identity and Access Control
- Device Posture Check

Zero Trust Premium

Global

$20

(per user/month)

- All features of Zero Trust Lite
- AI-based, continuous user behavior and device posture analysis
- Real-time monitoring via dashboard

Go-To-Market Strategy

Target Customers

Sector Focus

IT/ITES | **BFSI** | **Manufacturing**

Segment

Tech Startups	Mid-sized Firms	Enterprises
(50+)*	(1000 - 10,000)	(10,000+)

Geography

India	USA	Singapore	Australia	UK
(Year 1)	(Year 2)	(Year 3)	(Year 4)	(Year 5)

Buyer Persona

CISO | **CIO** | **IT/Security Admin**

Customer Acquisition

Sales Channel

Direct
- Direct Outreach
- Referrals

Partnerships
- System Integrators
- IT Strategy Consultants

Lead Generation

Events
- Cybersecurity
- Technology
- Sector Focused

Content Marketing
- Social Media Posts
- Blogs
- SEO
- Email Marketing

Paid Promotions
- Google Ads
- LinkedIn Ads
- Sponsor Events

GISEC AISS black hat USA Gartner Summits

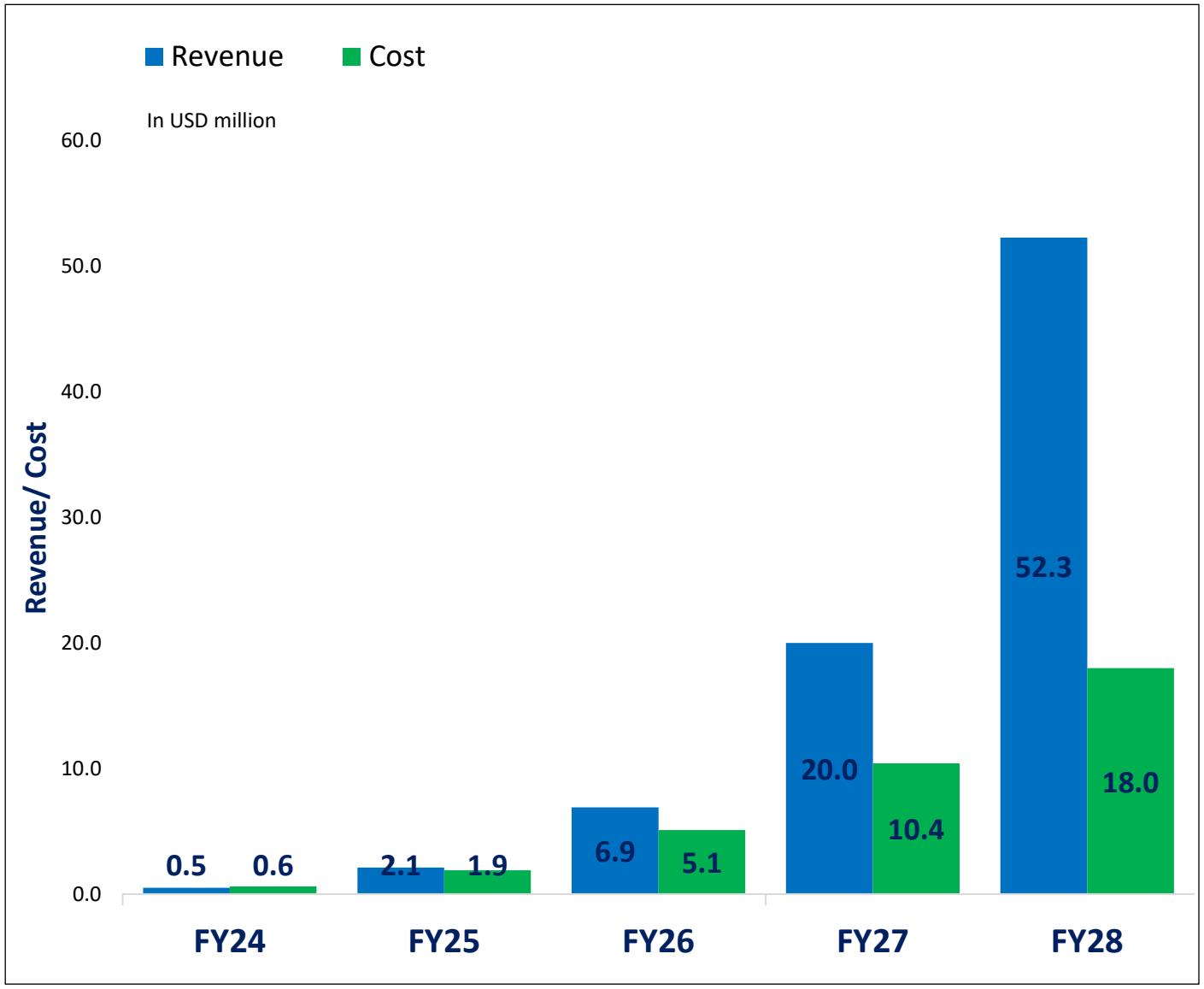
*Number of users

Our Journey



Enterprises			SUN PHARMA	ebay, macy's
Mid-Sized Firms		MICROTEK TECHNOLOGY WE LIVE, naw	OKAYA	eHealth
Tech Startups		AQUARIUS	RECUR	
System Integrators / Big4 Consulting		Eden InfoSol Pvt. Ltd.	ZONES, RAH Infotech, techjockey, NOVENTIQ	NTT, KPMG, EY, tcs

Projections



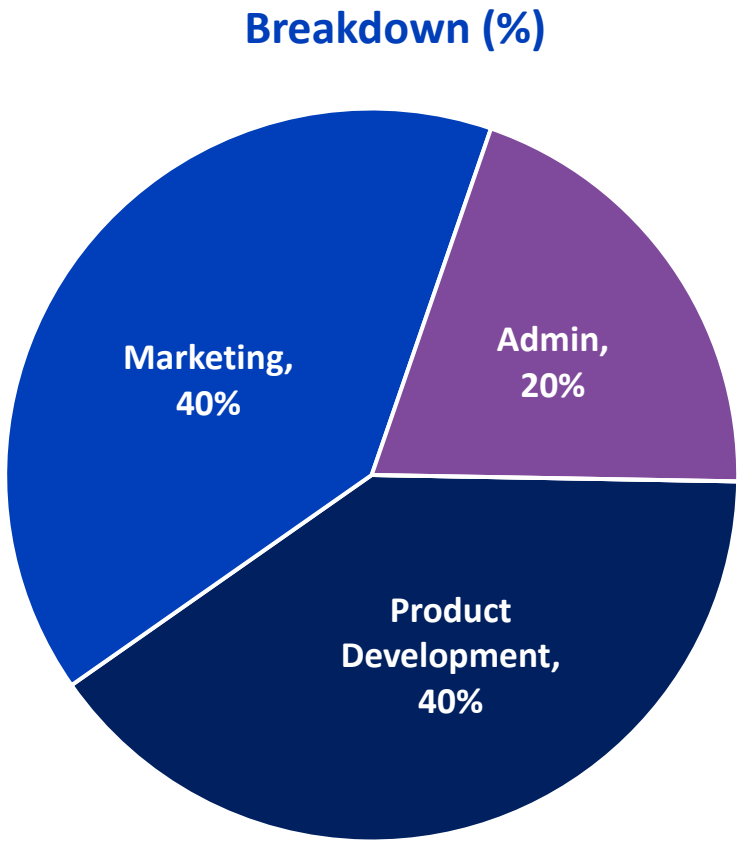
	FY24	FY25	FY26	FY27	FY28
Revenue (USD million)	0.5	2.1	6.9	20.0	52.3
EBITDA Margin	-20%	10%	26%	48%	66%

Assumptions:

- Launching products in new geography every year starting from year 2
- Sales channel adopted
  - Direct Sales / Referrals
  - Partner with System Integrators
  - IT Strategy Consulting firms

Funding

Capital Need (12 Months)	$600k
Target Revenue in 1 year	$500k
Expenditure	Product Development Marketing



✓ Secured 20 Lakh ($25K) investment from IIM Calcutta Innovation Park

Zaperon

Zero Trust access to applications

“Any user, Any device, Any location”

www.zaperon.com

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