



 esguard.io

Internet Protection for The Rest of Us

*Steve Morley
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**The Internet is
Unsafe,
Insecure,
Inefficient**

**Malware/Ransomware
—
Phishing**

**Tracking
—**

Advertisements



Current Solutions are Inadequate

Anti-Virus



Ad Blockers



Virtual Private Networks (VPN)



"Just too much hassle"

"It won't happen to me."

- Piecemeal
- Difficult
- Costly
- Block unwanted traffic only after it is received

esguard.io Team

- 40 years as a serial entrepreneur
- Qualcomm employee #10
- Advisor/Founder to more than 75 startups
- MSEE/Business Stanford University



Steve
Morley
CEO
Co-Founder

Eugene
Narciso
President/CTO
Co-Founder



- 17 years Senior Software Developer
- Qualcomm, Teradata, Sony, MedImpact
- Inventor of the Sentries technology

Introducing: **SENTRIE**



The “Peace of Mind” solution,
not a piecemeal solution.

- Complete solution
- Easy to use
- Patent-pending


Many Compelling User Benefits

- **Comprehensive protection**
- **Prevents tracking**
- **Cuts use & cost up to 40%**
- **Faster web pages**
- **Batteries last longer**

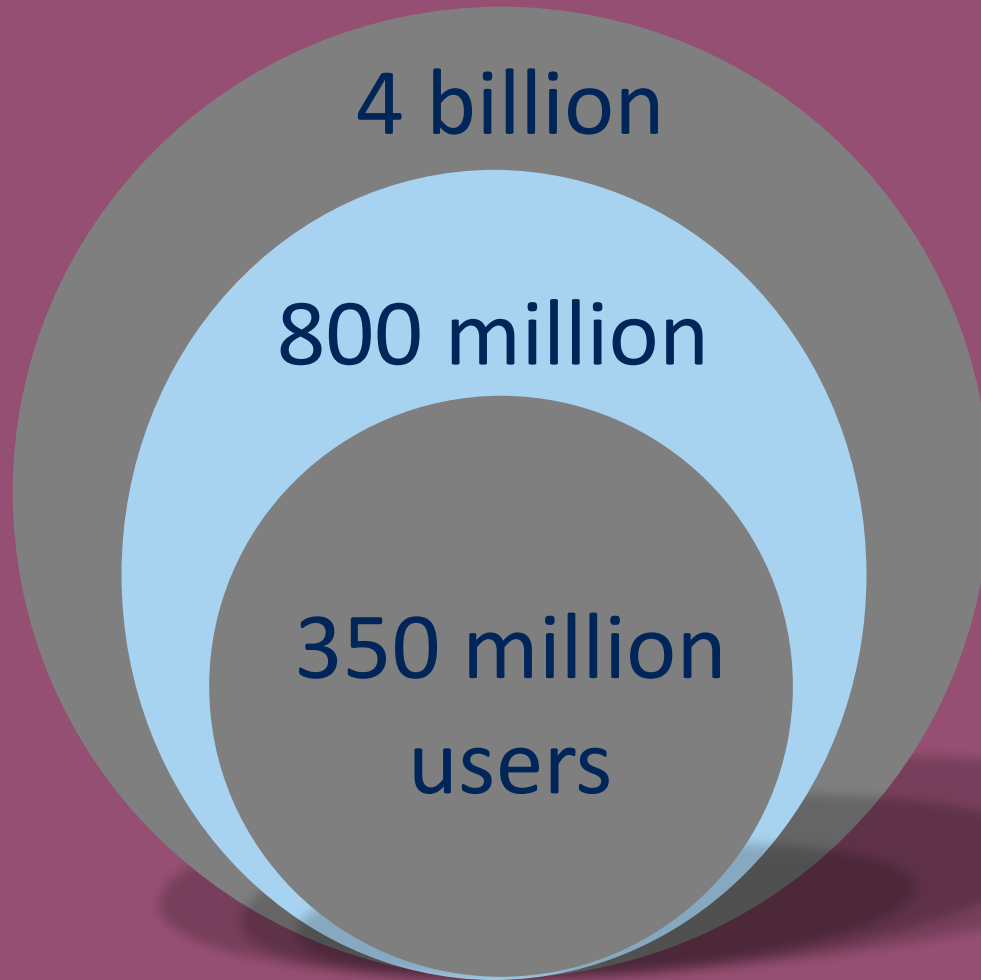


Monetized as a simple subscription service
\$1.99/month or \$19.99/year (after free trial)

Many Unique Competitive Advantages

	Ad Blockers	Anti-Virus	VPN	SENTRIE 
Faster Web Pages	slower	slower	slower	UP TO 10X
Stops Web ads	YES	no	no	YES
Stops App ads	no	no	no	YES
Stops Viruses	no	YES	no	YES
Stops ISP Tracking	no	no	YES	YES
Encrypts DNS Queries	no	no	YES	YES
Reduces Data & Cost	no	no	no	YES
Batteries Last Longer	no	no	no	YES

Target Market



TAM: Worldwide mobile data users

SAM: English-speaking mobile data users

SOM: Native English-speaking mobile data users in nations with highest mobile data costs (U.S., Canada, U.K., Ireland)

*Current Annual Mobile Security Market Size:
\$3.5 billion growing at 10.7% CAGR*

Commercially Available Since 2019

2019:

- **esguard.io Incorporated launched**
- **First Sentries server and Android version**

2020:

- **Global server network deployed**
- **More than 50,000 Users**

2021:

- **Commercialized Android and iOS Versions**

2022:

- **Windows/MacOS and home/business network appliances**



Solid Early Market Traction

- 54,000 users
- 2 million service queries daily
- Google rating: 4.1/5.0 stars
- Very low acquisition cost: \$0.25



Positive Client Feedback

“Hate that your product is needed - love that it exists :)” *Heather K.*

“Fantastic app super fast! Web Pages are opening a lot faster! 👍” *Paul B.*

“Amazing app! Well worth the \$. Websites are clean without ads!” *Wendy G.*

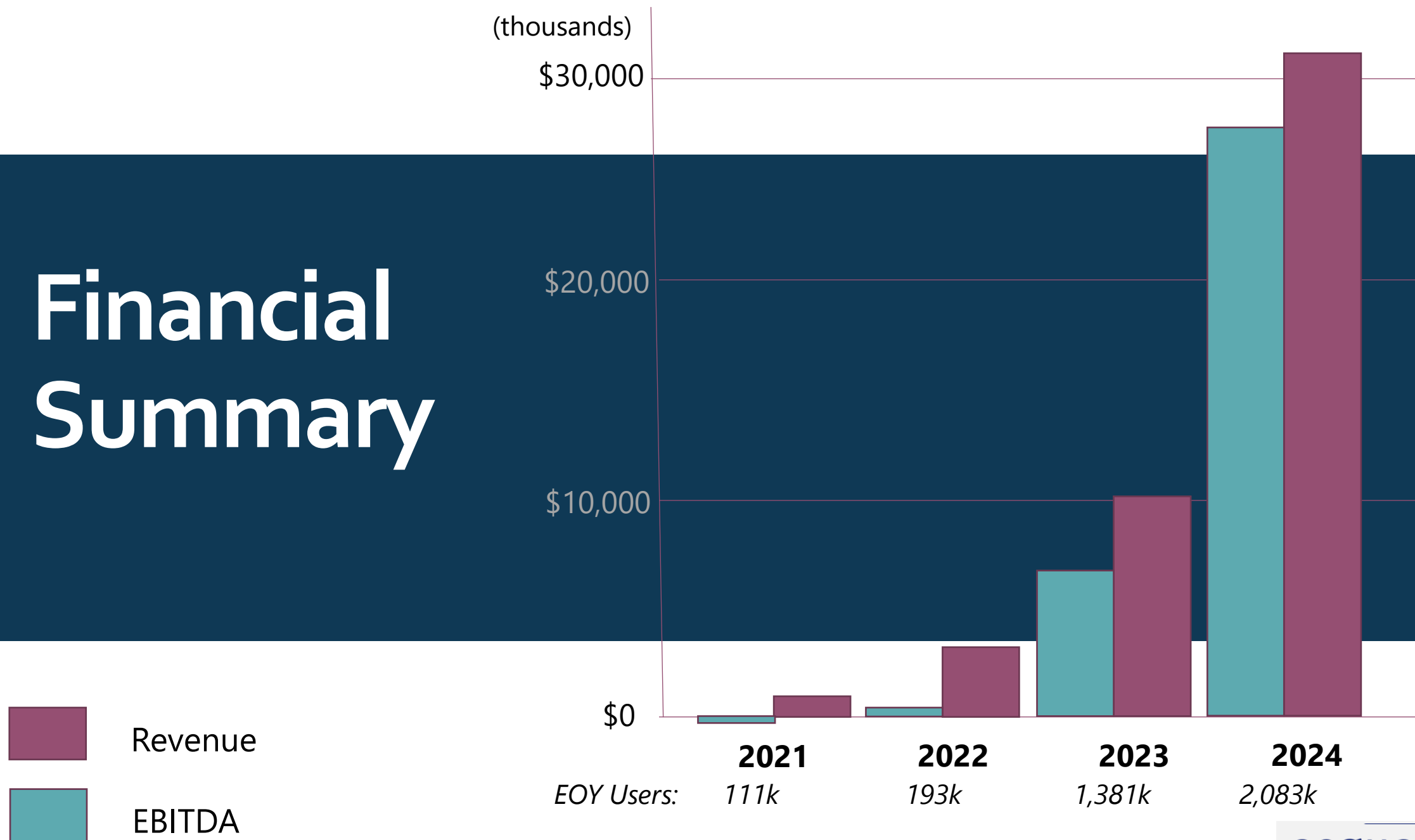
“Works as advertised (pun intended)! Great app, practically no ads with my daily use” *Joseph M.*

“Very good app! Does what it says 👍👍 😊” *Christopher P.*

“Works incredible! Better than any "regular" ad blocker I've tried” *Paul M.*

“VERY USEFUL app.. All you need on one place.” *Ana N.*

Financial Summary

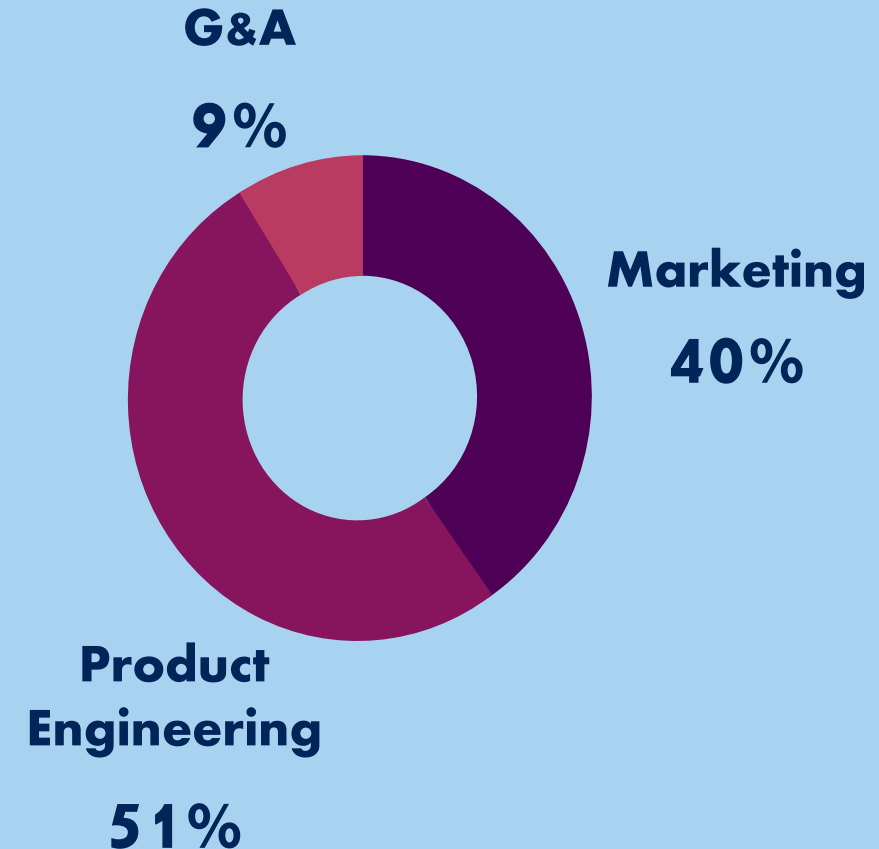


EOY Users: 2021 111k 2022 193k 2023 1,381k 2024 2,083k

Raising \$1.2M

- **Android/iOS versions**
- **Expand marketing**
- **Improve marketing efficiency to $LTV/CAC^* > 3$**

Use of Funds:



**LTV/CAC: "lifetime value/customer acquisition cost"*

Enhanced Product Features



- **Improved User Interface (UI)**
- **Launch full Android/iOS apps**
- **Implement Machine Learning (ML) blacklist database**

Comprehensive Go To Market Plan

➤ D2C Sales Channel

- Google Adwords/FB/YouTube (<\$0.25/download)

➤ Work with Channel Partners

- Influencer/blogger/review sites
- Affiliate and referral incentive programs
- Bundling with synergistic products

➤ Develop Brand Awareness and Reputation

- Editorial press in tech and non-tech pubs
- SEO/social media/content marketing



Exit Strategy

- **Both a profitable venture and acquisition target**
- **Sample of recent strategic investments in small cybersecurity companies:**
 - **Cymulate: \$7.5M from Dell (Series A)**
 - **Fortanix: \$23M from Intel (Series B)**
 - **CyberX: \$165M from Microsoft (Acquisition)**

Why Invest? (“The 3 T’s”)

✓ Team:

- **60 years combined experience in cybersecurity and startup management**


✓ Technology:

- **Unique, patent-pending, proven solution with strong market fit**

✓ Traction:

- **54,000 users with almost no marketing**
- **Great online reviews**



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**2020 San Diego Cool
Company Award Winner**