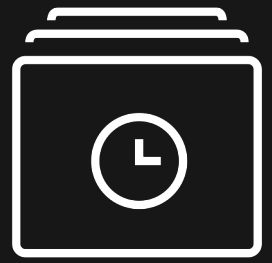
pikotime

Investor Presentation

Problem

Cyber Security training today isn't producing the outcomes companies need

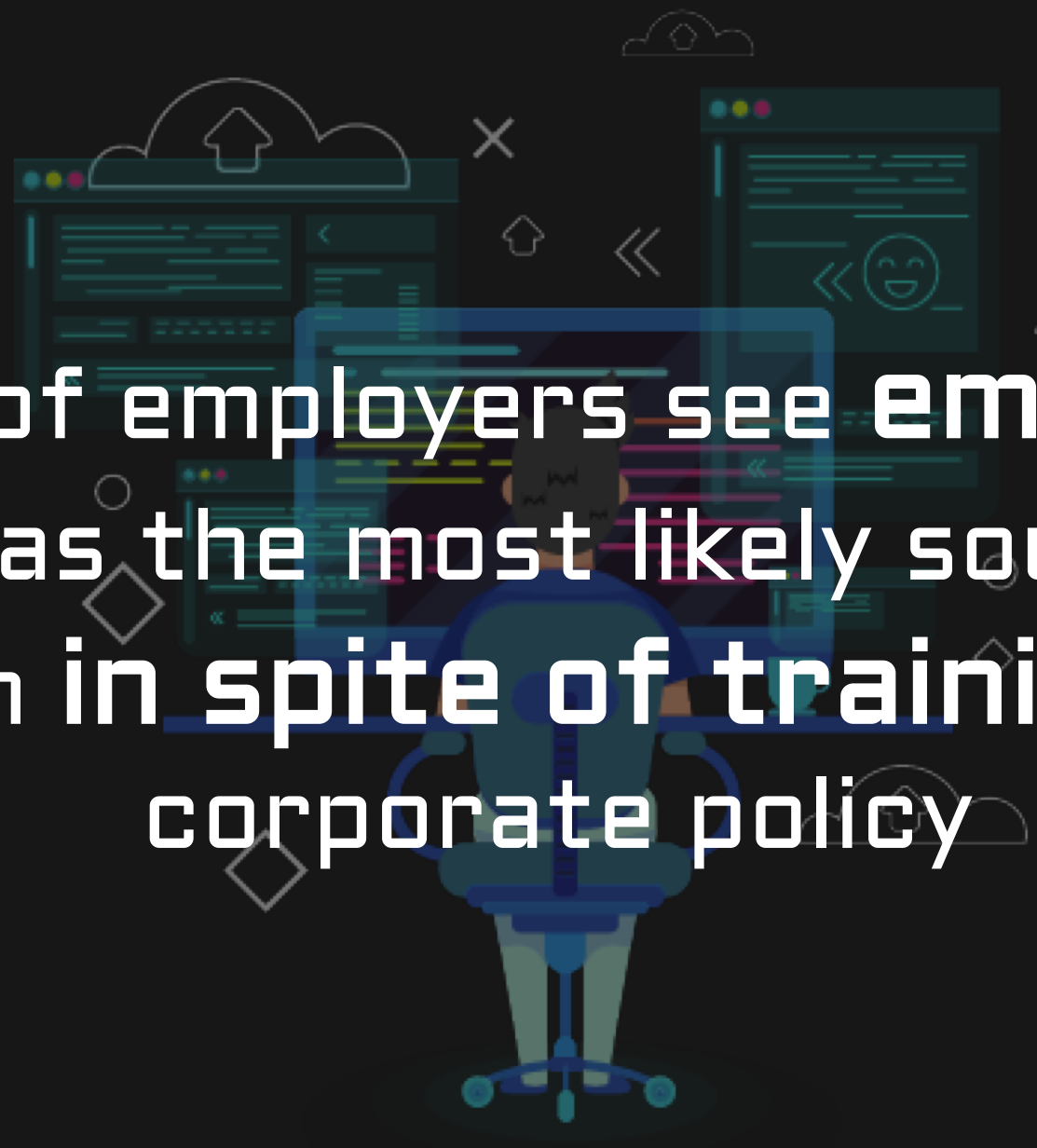
Attackers successfully exploit employee error in 93% of data breaches



30 – 60 minute meetings or videos once per year are ineffective and waste time

Security leaders have no way of identifying their riskiest employees

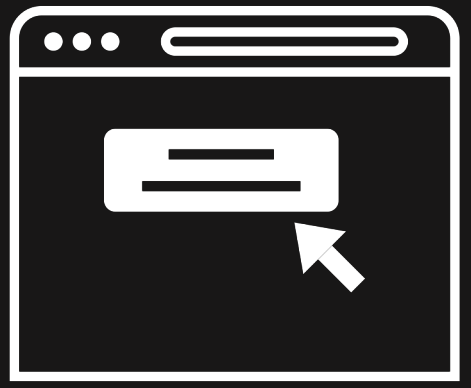
Verizon Data Breach Investigations Report 2018



77% of employers see **employee error** as the most likely source of a breach **in spite of training** and corporate policy

Ernst & Young 2018 Global Information Security Survey

A New Approach

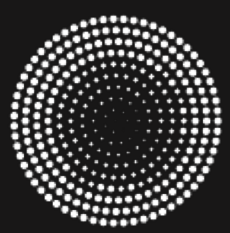


Identify **risky employees** by measuring their **security behavior** in the background

Flag **risky behavior** and aid **safe decision making** in dangerous situations **in real time**

Detect idle browsing time (Facebook) to push 5 second lesson snippets for **compliance** education

Value Prop



pikotime

Pikotime **diagnoses** and **treats** risky security behavior
as employees go about their daily work.

“Pikotime has dramatically improved employee security posture over time, making our company significantly less susceptible to cyberattacks that try to exploit human error.”

Justin, beta customer

Model

What we charge:

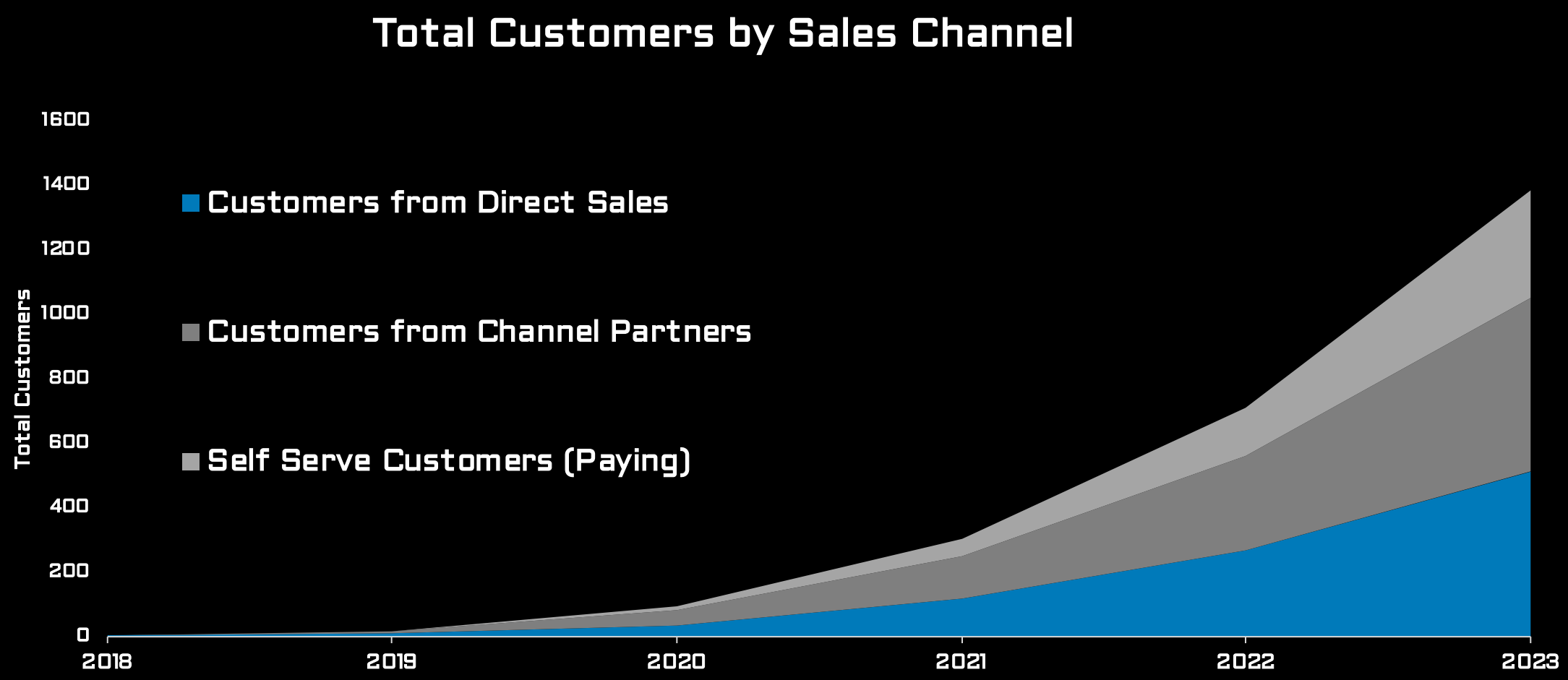
~$2.00 Per User Per Month

12 month minimum contract length

What it costs us:

~$0.03 Per User Per Month

Go To Market


Total Customers by Sales Channel
Total Customers
1600
1400
1200
1000
800
600
400
200
0
Customers from Direct Sales
Customers from Channel Partners
Self Serve Customers (Paying)
2018
2019
2020
2021
2022
2023

Market

Total Available Market

All Compliance Training Software (2018)

$2.9BN

Serviceable Available Market

(2019 Projected) Employee Monitoring Software

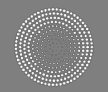
$1.34BN

Serviceable Obtainable Market

Enterprise Cyber Security Training Software

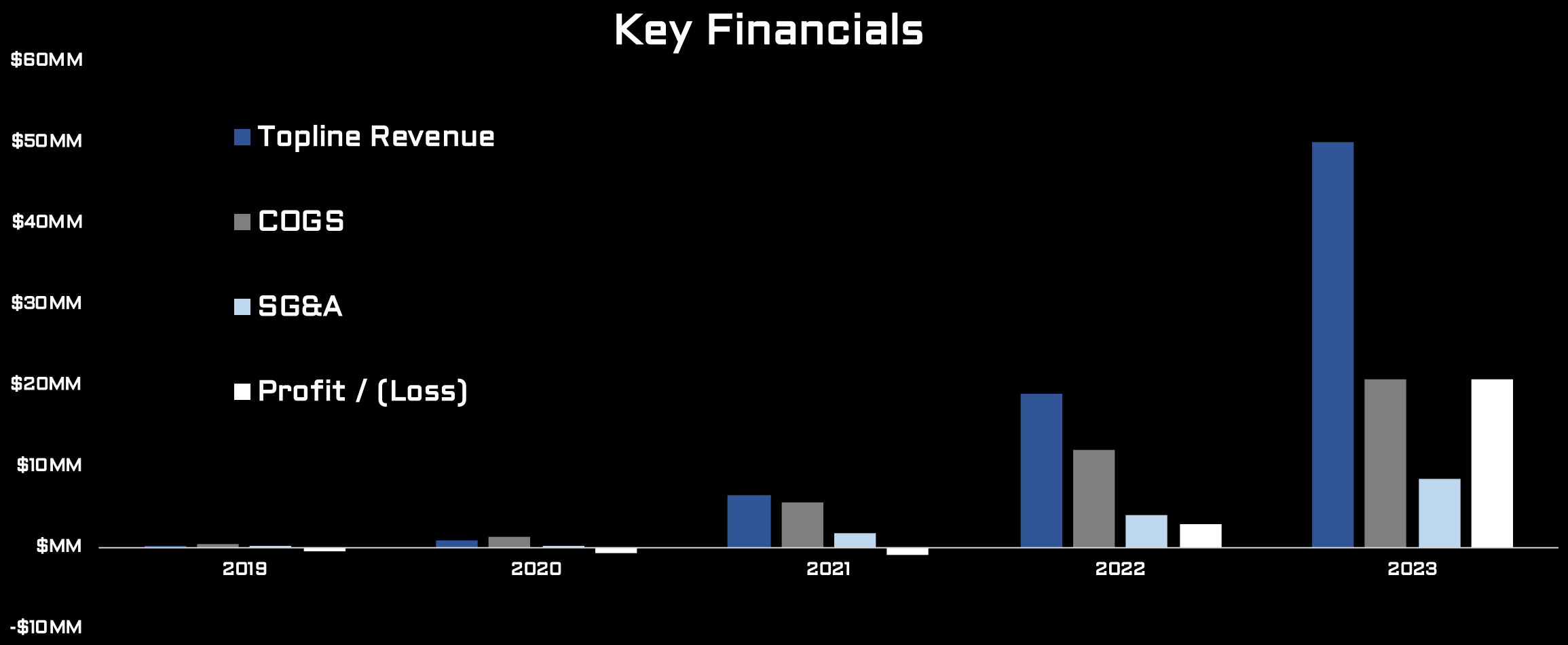
(2019 projected) **growing at 56% CAGR YoY** **Current Entry Point**

$876.2MM

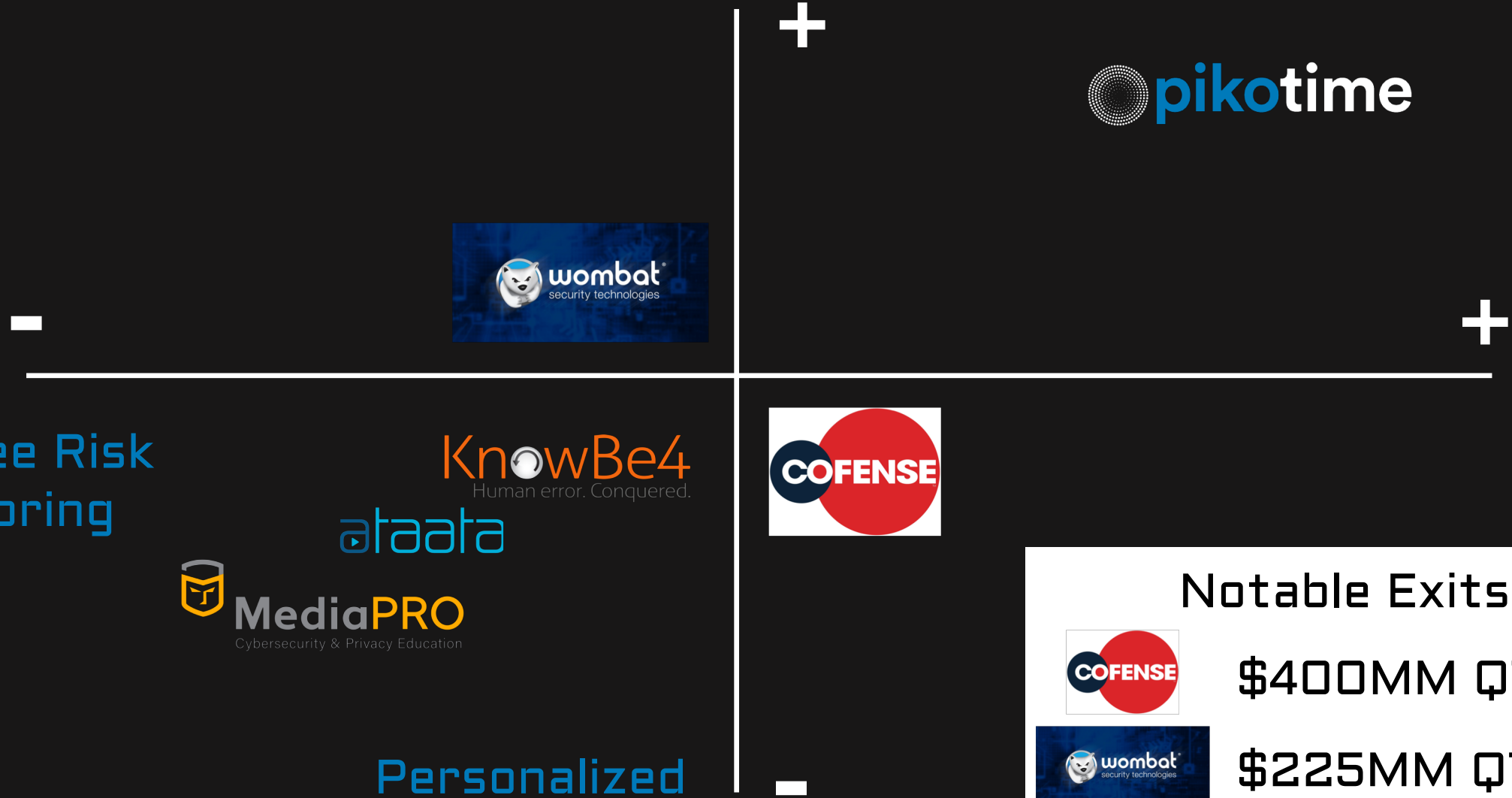


Gartner, JoshBersin.com, Training Magazine

Financials


Key Financials
$60MM
$50MM
$40MM
$30MM
$20MM
$10MM
$MM
-$10MM
Topline Revenue
COGS
SG&A
Profit / (Loss)
2019
2020
2021
2022
2023

Competition



Notable Exits

COFENSE $400MM Q1 '18

wombat security technologies $225MM Q1 '18

ataata Unknown Q3 '18

Team

John Mullenholz
Founder & CEO

- 12 years in Corp Dev, Sales, Partnerships & Product
- Led deals for large ad tech firm with Amazon, Microsoft, Facebook, and Google
- Top grossing Sales rep by revenue, over $85M/year consistently
- Led acquisition of 12 person ad tech startup; due diligence on many other acquisition targets
- Former Email Product Manager (phishing expertise)

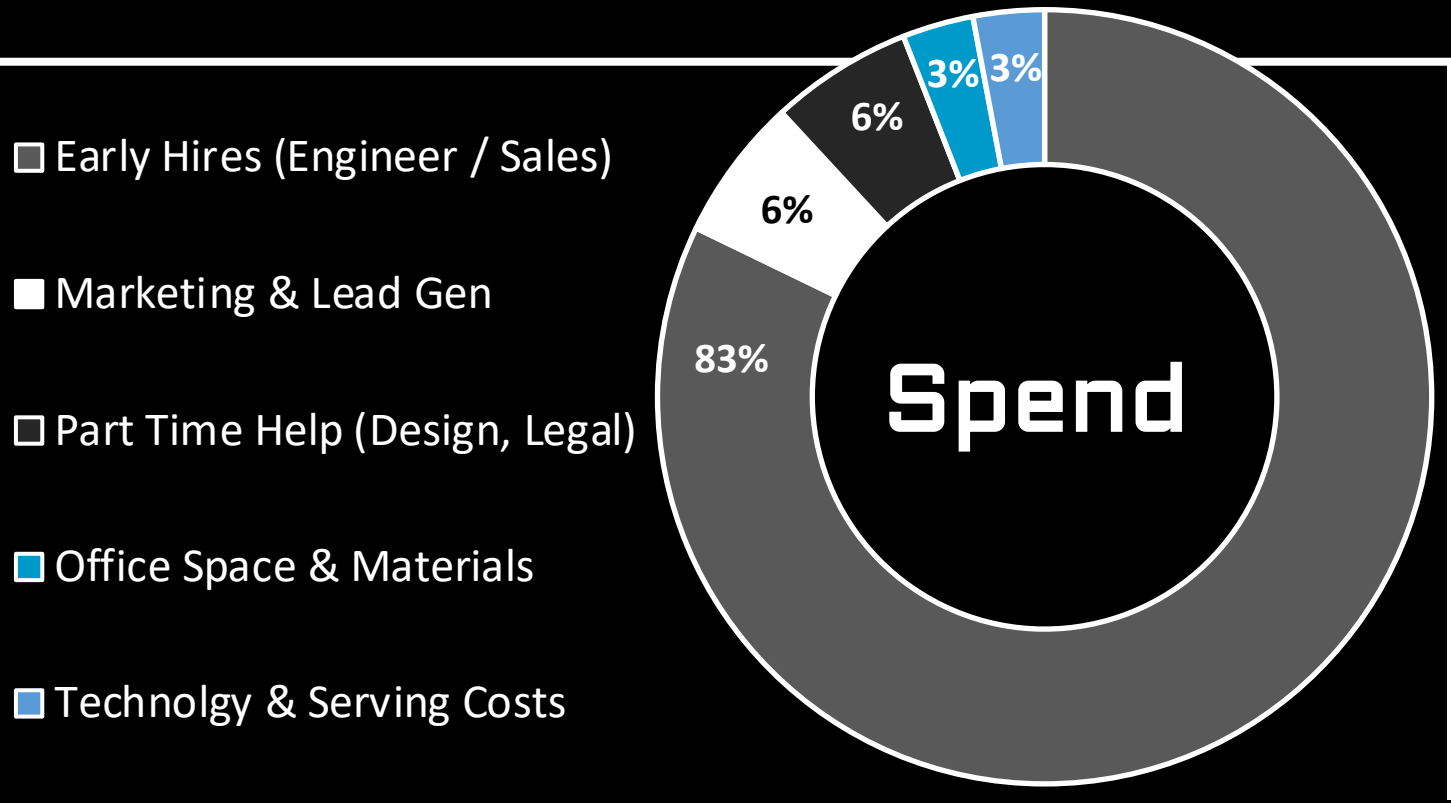
Charles Bikhazi
Co-Founder & CTO

- 20 years writing enterprise software
- Engineering executive with experience leading 50+ person engineering teams in ad tech
- Previously founded Geekibo, a software engineering firm
- Worked for British Ministry of Defense
- Equally comfortable writing code and leading teams

Ask

Raising $1.25MM round at $5MM Valuation

20% discount on future funding rounds

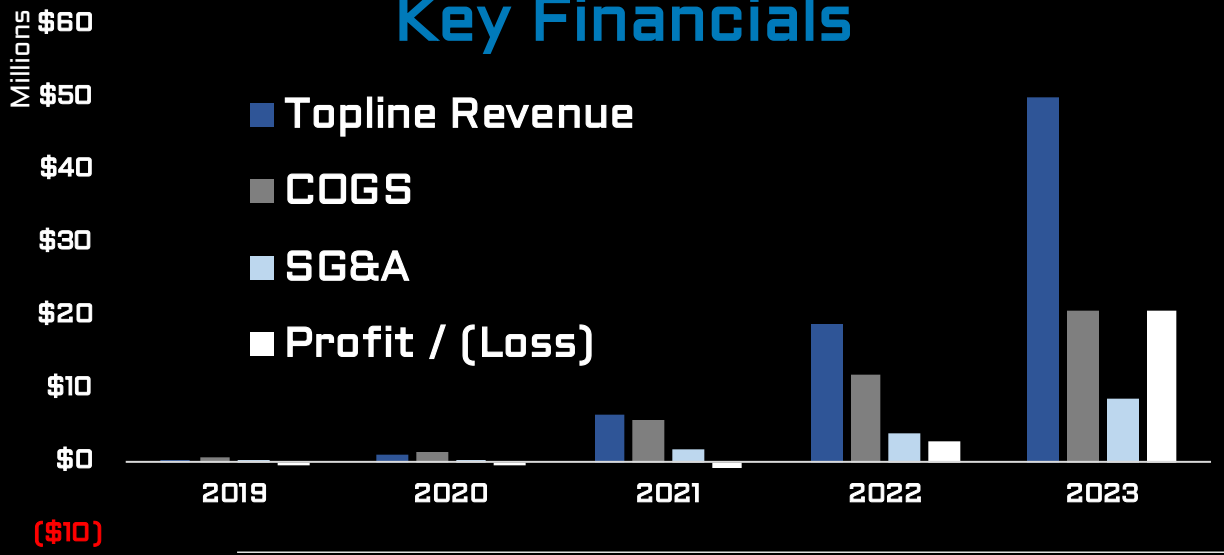


What We'll Accomplish

- ✓ Release production grade software
- ✓ Prove out Channel Sales & Self-Serve
- ✓ Sign and launch 45 new customers
- ✓ Hit Revenue Run Rate of $300K

Key Pikotime Stats

Key Financials



Business Environment

Pain Point & Remedy

- Security training is not producing outcomes companies need
- Pikotime's software diagnoses each employee's security behaviors
- Personalized lessons train employees in the flow of daily work

Major Competitors

- KnowBe4, CoFense, Wombat (Proofpoint)

Deal Terms

Key Deal Points

- Raising $1.25MM
- Pre-money Valuation: $5MM cap

Financing History

- $25K Committed by Beryllium Capital
- Previous Financing: None
- Planned Financing: Series A in 2020

Exit Stats

Type of Exit

- Small: Security Training Company ($20MM+)
- Medium: Large Security Firm ($300MM+)
- Large: IPO

Comparable Multiples

- Revenue: 10x - 12x
- Earnings: Profitability isn't a requirement

Thank You