



CONCEAL YOUR MOBILE ACTIVITY FROM OTHERS

BackYard is a Truly Private Interface for Mobile Devices

THE NEED

Everyone has secrets. Have you ever wished you could hide apps photos or movies from your Home screen so others could not see them? Maybe you do not want to advertise what financial institutions you use, or do not want others to see which dating apps you have installed.






CURRENT STATUS

- Working Alpha version has been developed
- To date, BackYard is self-funded
- A complete business plan has been formed

THE SOLUTION

The BackYard app allows to create one or several password-protected hidden interfaces.




Users can choose to which interface environment to enter by setting different passcode for the device lock screen.

-  Apps are Fully Concealed
-  Hidden Media & Camera
-  Multiple User Profiles
-  Private Contact List
-  Private Messenger

THE MARKET



CURRENT SOLUTIONS

	 BackYard	 AppLock	 Vault
Hide Apps	✓	✗	✗
Lock Screen Access	✓	✗	✗*
App Hidden from History	✓ <small>(In Version 2)</small>	✗	✗*
Launch Year	2015	2012	2012
Downloads	?	100M-500M	16M-80M

*Available in Premium Version

THE TEAM

Kobi Refua

- Practical Architecture Engineer
- Responsible for a \$200 million construction project

Michael Bitton

- B.Sc. in Biotechnology
- Experience in operation an international business under budget

FUNDING & USE OF PROCEEDS

BackYard is looking for funding which will be allocated to app improvements and go-to-market strategy implementation.

UNIQUE BUSINESS MODEL

CPI Based Cross Promotion

Utilize the ability to read the installed apps and offer relevant apps to the user.