

# Everyone Has a Secret

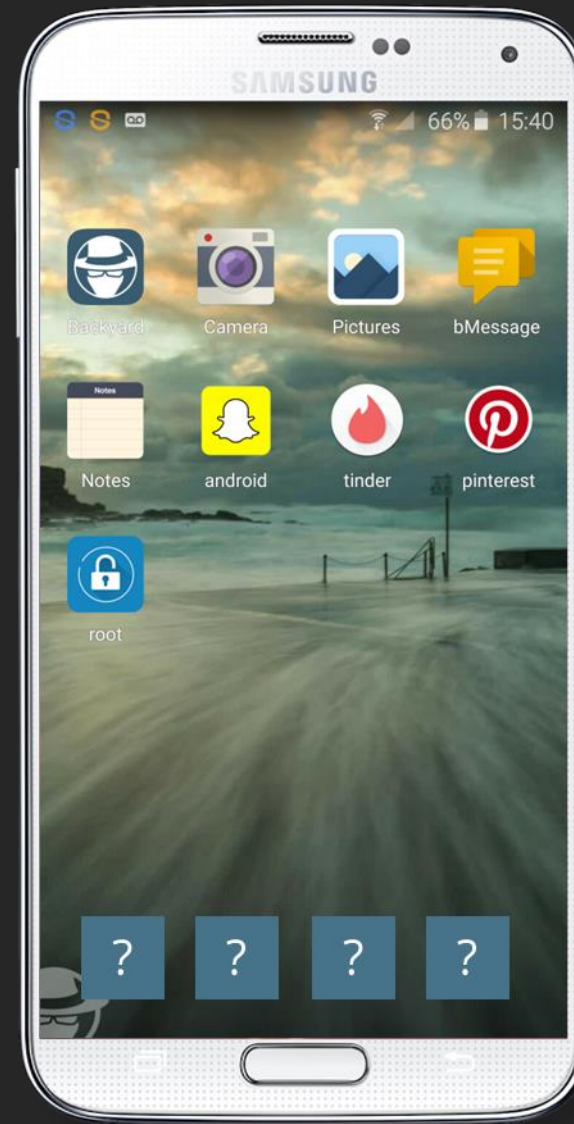




**backyard**

// A Truly Private Interface for Mobile Devices  
CONCEAL YOUR MOBILE ACTIVITY FROM OTHERS







Apps are Fully Concealed



Hidden Media & Camera



Multiple User Profiles



Private Contact List



Private Messenger










600M

Potential Users

\$5.5B

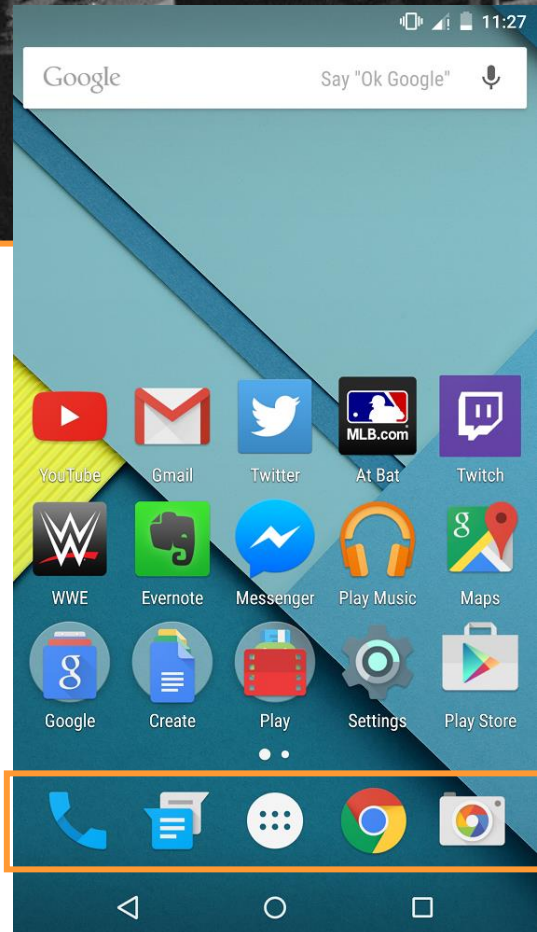
Market Value



	 BackYard	 AppLock	 Vault
Hide Apps	✓	✗	✗
Lock Screen Access	✓	✗	✗ <sup>*</sup>
Appears in Recent History	✗	✓	✗ <sup>*</sup>
Launch Year	2015	2012	2012
Downloads	?	100M-500M	16M-80M

<sup>\*</sup>Available in Premium Version





## CROSS PROMOTION

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

CPI: \$2.27



$$9.2M \times 4 \times \$2.27 = \$42M$$

Active  
Users

App Installs  
per Year

Third Party  
CPI

Revenue in  
Year 4



**Q2-Q4**  
Go-to-Market  
Beta Development



**Q1**  
Debug and Fixes



**Year 2**  
Launching Business Model



**Year 4**  
\$42M Revenue



THANK YOU