

NEW YORK STOCK EXCHANGE

Kilp Proposal

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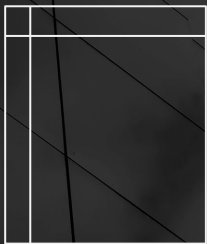
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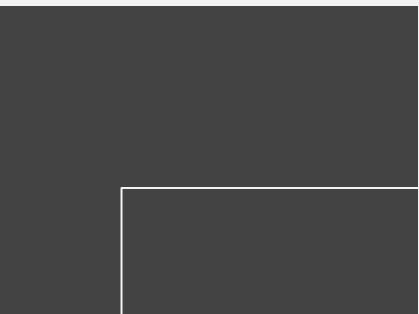
**Your
Logo**

Our Company

Our company *Kilp* takes its name from the Estonian word for “shield”, symbolizing the protective manner in which our app helps users : when a user accesses a website, the data request that is sent to the device by the website is intercepted by *Kilp*, which acts as a filter on the data request such as the user has only to provide the strictly necessary information to the website. The main purpose of our company is to defend the privacy of our users.



01 Problem



Thanks to the new capabilities of computers of processing huge amounts of data, the main challenge for companies at the top of the Global Economy today is to collect as much data as possible from Internet users in order to predict their behavior and to commercialize this knowledge to other companies.



The Artificial Intelligence Revolution



Problem

As major platforms and websites derive their revenues from data exploitation of their not very observant users, they have a policy of collecting as much data as possible, even if a large part of this data is not necessary for the direct operation of the platform or the website.



Solution

Our solution is an intermediary filter that will allow to receive the data collection request from a website, analyze this request, and only transmit the requests for essential data to the individual's device in order to best protect the privacy of our customers.

Competitors and alternatives

VPN

VPN extends a private network across a public network preventing websites visited by the users from exploiting the users data. However many VPNs monitor the data of their users.



GDPR

A regulatory text only applicable in the EU. Its main defects are its lack of means of control and the little influence it has on major platforms.

Ad blockers

Ad blockers allow to remove or alter online advertising. If it's partially protecting user privacy, some websites deny the access to visitors using such a software.



Tracking Blockers

Tracking blockers are browser extensions implemented in order to improve user privacy protection. However this user privacy protection is very limited.





Them

None of the services proposed by our competitors provide a fully integrated platform that performs multiple functions in an effort to protect user data.

Besides, current regulation is not enough to ensure user data privacy.

Us

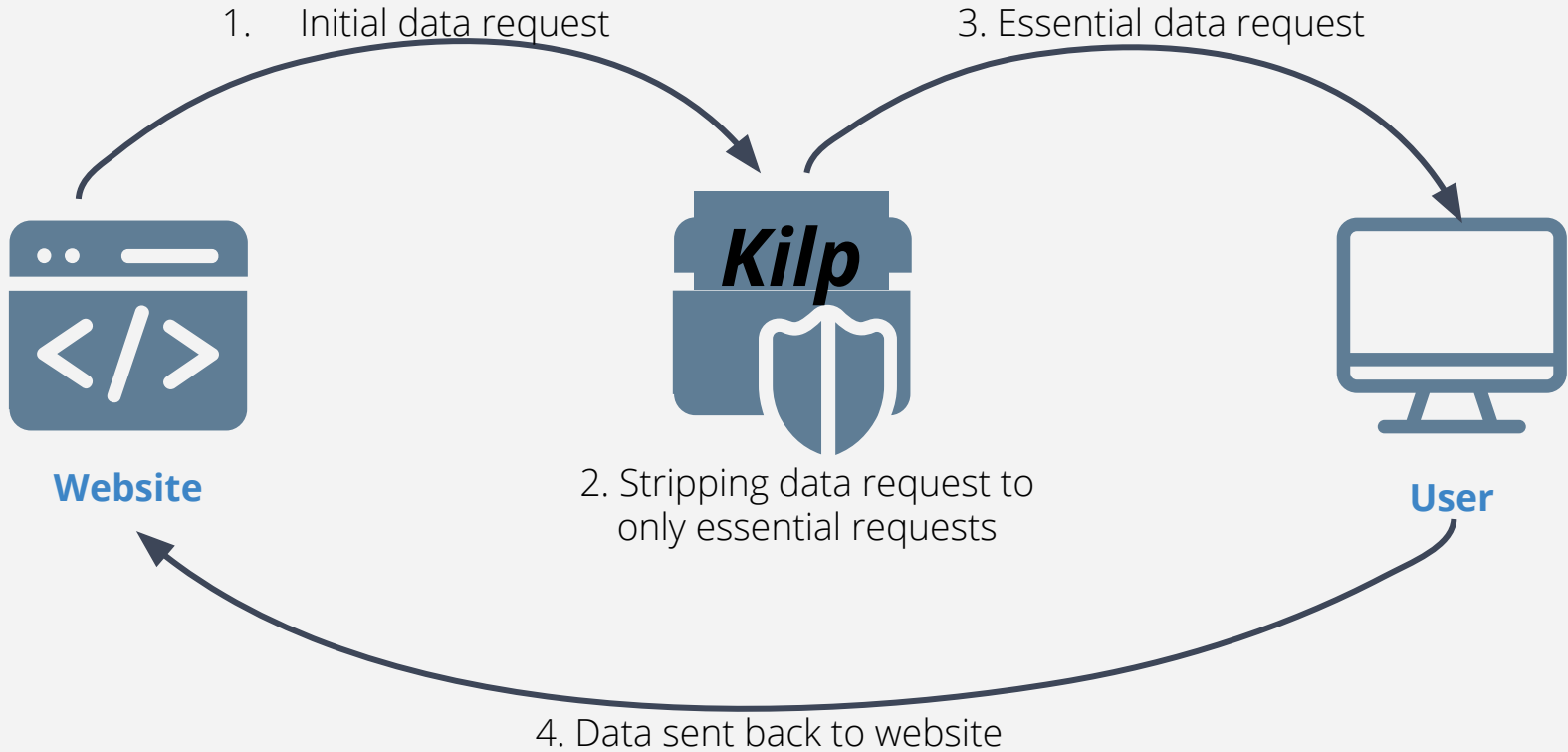
Our data privacy solution decreases potential threats of surveillance by governments, domestic or foreign, as well as decrease risks of identify fraud or hacks into users accounts. Moreover, we allow users to take back control of their own data, ensuring it isn't being legally used and sold by corporations

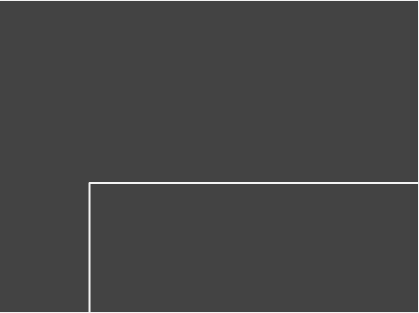


**Business
Overview**

02

How it works





Today a user can protect themselves from data collection by meticulously adjusting their privacy settings and employing different ad blockers, VPNs, and tracking blockers. Notable examples are AdBlocker, Privacy Badger, and a variety of VPNs. However, none of these services provide a fully integrated platform to protect user data completely. *Kilp* will be the first-of-its-kind application for all users to protect their data quickly, effectively, and with ease, not requiring any special technical knowledge for installation and use.

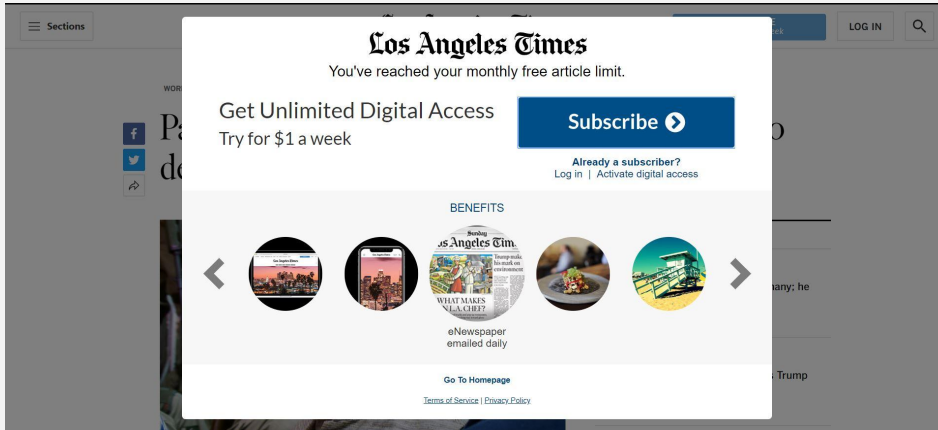


First-of-its-kind Fully Integrated Platform

The Future

After we have a large number of users (ie millions), we want to allow users to use their data as a form of currency. We will partner with websites to set up exclusive ways to exchange data for goods/services.

In order to increase the worth of individual's data and actually incentivize companies to partner with our system, data will need to become more scarce, therefore requiring us to have many users for this to be feasible.



Data as currency

For example, if a user hits a paywall for a news article, under this system they would be able to pay for a subscription to the newspaper with their data, that is allowing the newspaper access to "non-essential" data in exchange for access to articles behind the paywall.

Trust

The key to our vision

No Data Collection

Our system won't collect any personal data, it only acts as an intermediary filter to receive the data collection request from a website, analyze this request, and only transmit the requests for essential data to the individual's device.

Measurable

Rejected data collection requests available on personal users' profile pages.

Educational Marketing

Educational marketing campaign to raise people's consciousness on the importance of data privacy. This is how we plan to launch our app, through short videos that explain the dangers of your personal data being collected and sold by websites, finishing the videos with the link to our website so that people can download our extension and join.



03

Market
Analysis and
Competition

Our Services



Data Trading



**Education on data
privacy**



Adblocker



**Non-essential data
collection blocker**

Risk Analysis

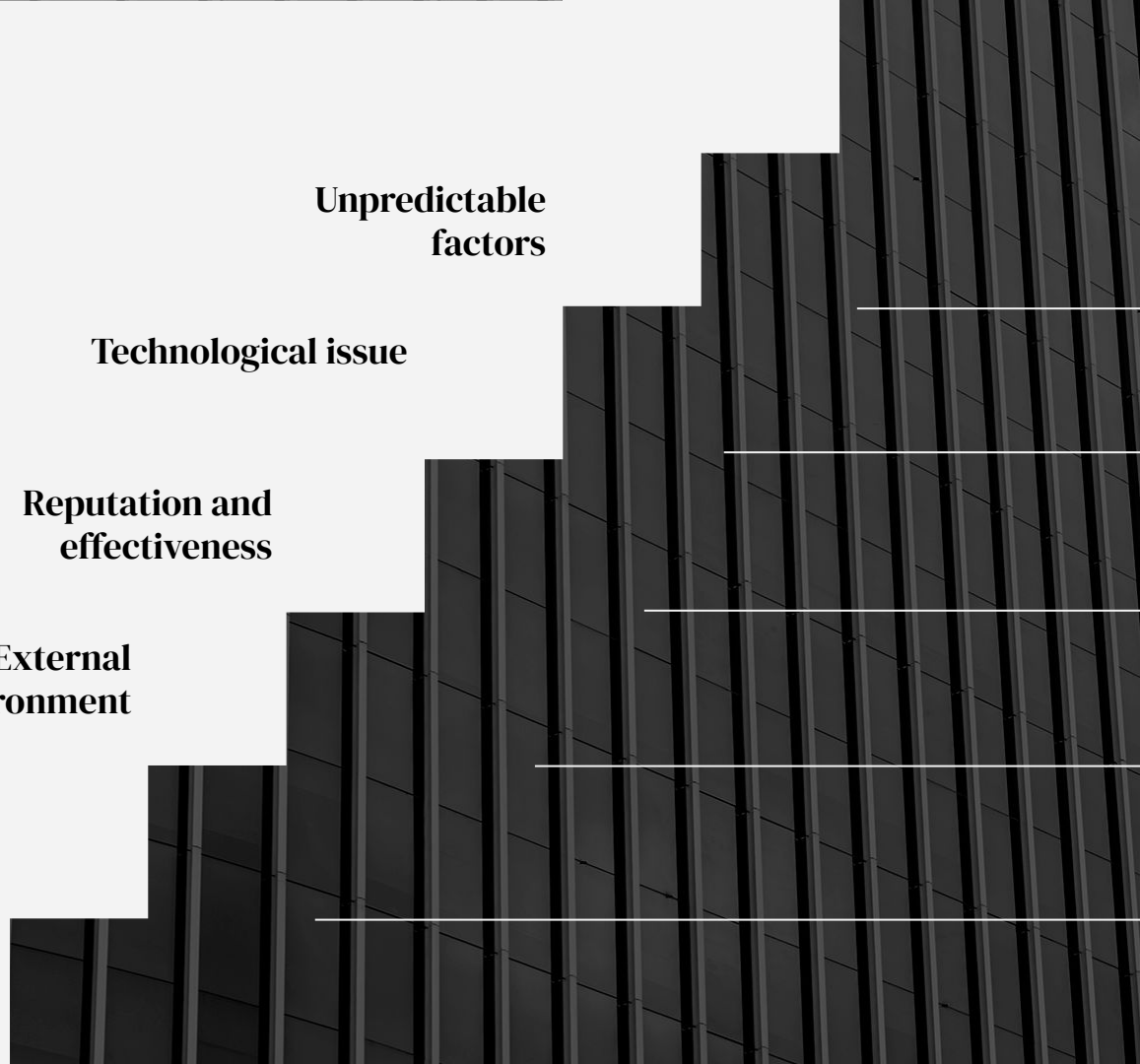
**Value matching
between customers
and Kilp**

**External
Environment**

**Reputation and
effectiveness**

Technological issue

**Unpredictable
factors**



Our Plans

Basic



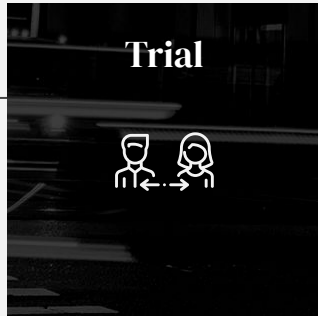
Free for all users.
Provide desktop
browser extension
blocker

Premium



Charge 3.6 euros
yearly, provides both
desktop browser
extension blocker and
App

Sales and Distribution



Advertising and Promotion



Advertising

An educational video is planned to be made to show how data collection impacts our private life and can have detrimental negative effects.

PR

Data privacy education activities collaborated with public sectors, NGOs.
Communication with social media companies like Facebook

Online

Official website
Educational video available on Youtube



**Sales and
Marketing
Plan**

04

Our Partners

NGOs

Data privacy education



IT companies

Technical consulting

Diverse private sector actors

Partnership and diversification opportunities



Tech publications

Spreading the word



05

Operating
Plan

Our Process

Step 1
Developing a first
iteration of Kilp



Step 2
Achieving a minimum
viable product



Step 3
Launching a marketing
campaign



Step 4
Getting open-source feedback
from our early adopters



Step 5
Improving the service and
developing a premium version
once the product is perfected





**Financial
Plan**

06

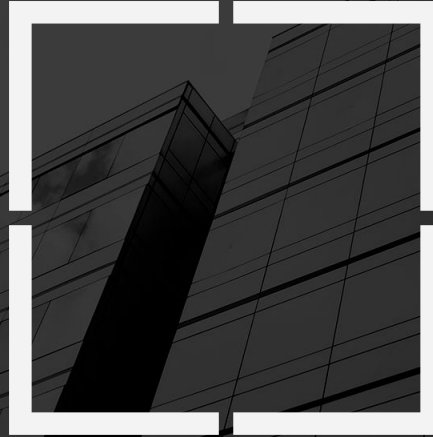
Predicted Growth

195 000
premium users
estimated 3 years
after launch

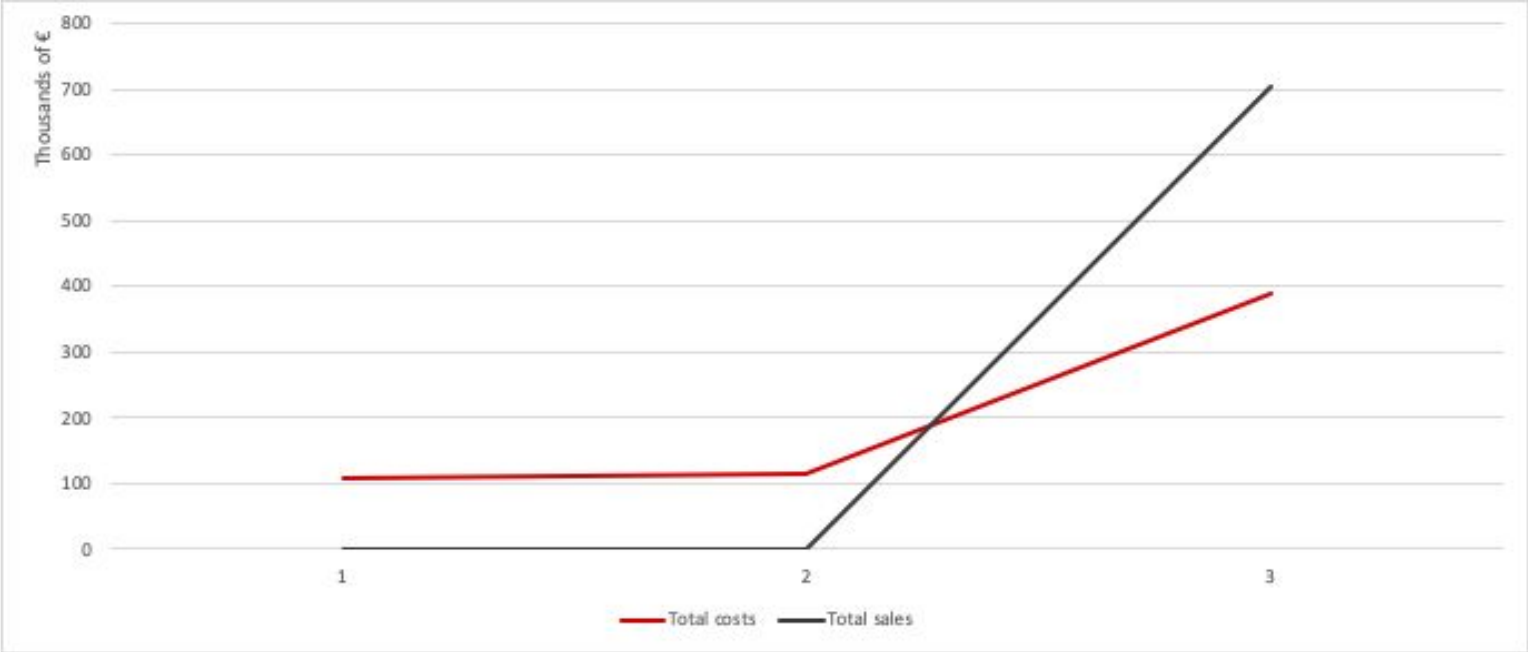
390 000
free users
estimated 1 year
after launch

over 300 000€
in revenue
estimated 3 years after
launch

Countless
gigabytes
of data protected



3-year projection





Thanks

Does anyone have any questions?

NEW YORK