

BLOCKED

BLOCKCHAIN BACKED DOOR ACCESS CONTROL YOU CAN TRUST.



Opportunity

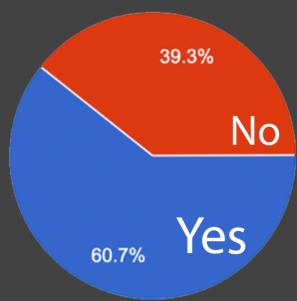
- RFID, HID, and biometrics are current door access options
- All of these use a centralized database
- Centralized databases can be hacked or hit by a ransomware attack
- A competitor, Kisi, charges \$5 per RFID card

University of Denver

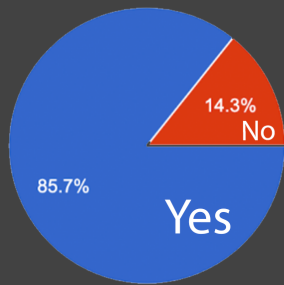
- DU has over 15,000 RFID card users
- DU reprints 3200 ID cards a year
- Students give their confidence rating of card security only a 6.5 out of 10

Survey of DU Students

Have you lost your DU ID card



Rather Use Phone?



Ransomware

\$11.5 BILLION LOST IN 2019

Access Control Market

\$6.2 BILLION EXPECTED 5 YEAR GROWTH

Features

Secure

- Using blockchain enables an ultra secure door access control system.
- Ransomware and "Replay" attacks are impossible, no cloning cards, and database tampering ceases to exist.



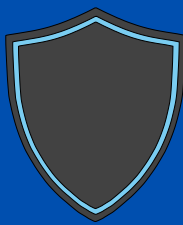
Convenient

- Scans use the NFC technology built into phones. Press the button in the app to initiate the scan with the RFID reader.
- We use fast EOS blockchain, making access to the doors seem almost instant.
- No more struggling to pull out your RFID card.



Safe

- Because of the system's ease of use and quickness, students will be safer. The faster they can get into a building the better.
- Property will also be safer because Blocked prevents card cloning and access control hacking, making burglaries harder.



What is Blockchain?

Blockchain is a distributed ledger technology that stores data in blocks. It uses a P2P network, where each device, called a node, stores and verifies the blockchain. Any new blocks must pass through the nodes for approval.

Two-Step Verification

- The blockchain uses a smart contract for a second verification using "Challenge-Response Authentication."

Target Market

Focused Target Market



We will market our technology to Chancellor Dr. Jeremy Haefner and to the Director of campus safety, Mike Holt. These individuals are the primary decision-makers when it comes to security and access on campus.

What will drive the change for DU?

From interviewing our target market, we found these to be the contributing factors.

- Door and student security
- Convenience makes campus safer
- Low cost
- Student demand

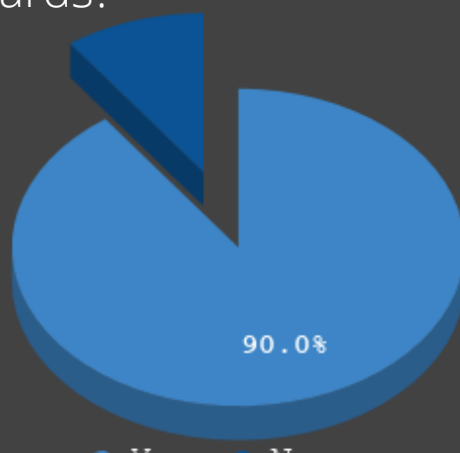
Future Market Potential in Colorado

Broad Target Market

We will expand to Colorado Universities and Colleges that have door access control systems similar to DU's. We would market our technology directly to Chancellors and Security directors at these institutions.

Potential Market

Does your univerisity use RFID cards?



10 Colorado Universities Surveyed

Competitors

Competitors	Software	No private hardware required	Mobile Access	No Centralized Database	Ransomware Proof
BLOCKED	Blockchain				
Nexkey	Cloud-based, NFC				
Kisi	Cloud-based, Bluetooth				
Johnson Controls	RFID chips				

No Centralized Database

Our competitors use a centralized database. Attempts at securing this database costs small businesses \$2,000-\$10,000, while large businesses spend up to \$500,000. Blocked does not have a centralized database.

No Hardware Costs

Our competitors require extra costs for private hardware. We will market colleges who already have RFID readers installed, allowing us to offer our services at a very competitive rate.

Strategy

Engage the university and build our brand by pitching a 30 day free test program directly to the Chancellor.



Monthly Subscription Service

- Blocked Installation
- IT Services
- Licensing

Marketing Steps



Meet The Team

Peter White
Severo Moreno

Walker Tompkins
Chris Virostek

THEBLOCKEDSECURITY.COM

