

SMART Marketing for Startups

Mark Tuttle

Partner - Placemarkone.com

CEO - Cryptografx.com

May 20, 2014

Outline

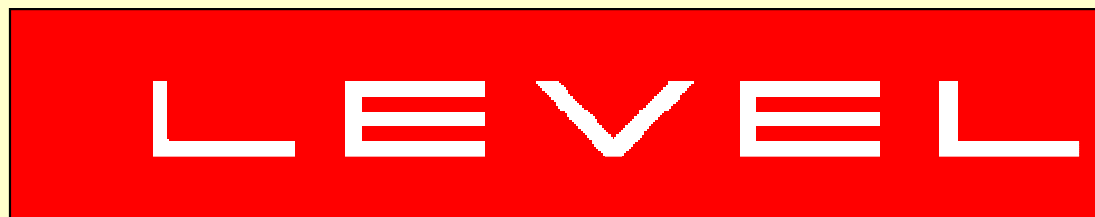
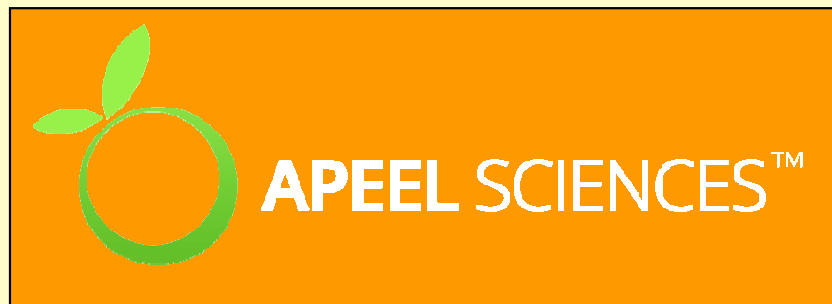
- What is marketing? B2B – B2C
- Brand and Logo - URL
- What can startups learn from marketing?
- Choosing your Customers
- Competitive analysis
- Marketing Materials
- Marketing on a shoe string
- Q & A

What is Marketing?

Communications with your target customers
– drives the sales efforts, and success

- B2B = Business to Business
- B2C = Business to Consumer
- Differences in approach and cost

Brand and Logo - URL



What can you learn from Marketing?

- Every time you present or share your idea;
 - Do they understand it?
 - Do they say they needed it?
 - What suggestions or comments to they have?
 - Do they know someone you should talk to?

➔ *How can you improve your offer?*

Choosing your Customers

- Who needs what you are offering?
- Do they already know they need it, or do you have to educate them?
- What does the competition look like?

MARKET

Who needs Cryptografx Password Protector?

Online services
with large
user bases (Google, Yahoo,
Facebook)

High-value transaction
providers
(Paypal, Banks)

Enterprise
security
(SAP, Oracle, Deutsch Telekom)

Military/Gov.
Agencies
(DARPA, Secret Service)

MARKET

Who needs Cryptografx Password Protector?

**#1: Online services with large user bases
(Google, Yahoo, Facebook)**

B2B2C white-label OEM

TARGET: TOP 100 SERVICE PROVIDERS

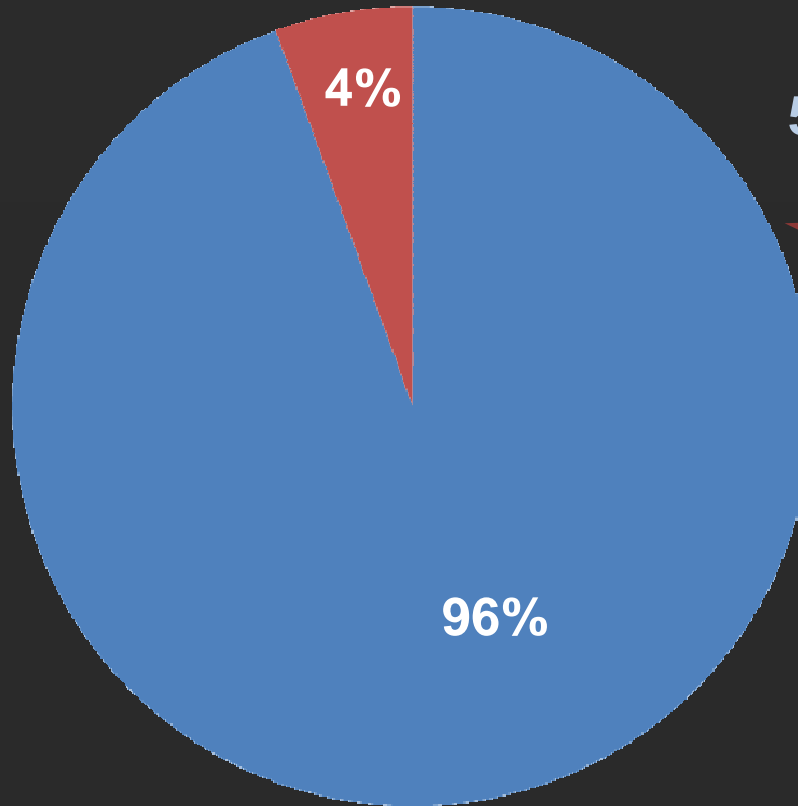
Top 100 Online Service Providers comprised
13.6 billion total user accounts in 2012

(Total Internet Users: 2.4 billion +)

(Total Online Accounts: 60 billion +)

Cryptografx Initial Target Segment: TOP 100 Online Service Providers

**Top 100
Service Providers:
17B User Accounts
projected by 2017**



**Cryptografx Goal:
500M user accounts**

4%

**Market Capture
by Year 4**

Competitive Analysis

What will customers spend their money on instead of your product or service?

Cell phone passcodes:

- INCONVENIENT
- NOT AS SECURE
- MORE EXPENSIVE



OUR SOLUTION:



Cryptografx Password Protector:

- MORE SECURE
- FAST & CONVENIENT
- FAR LESS COSTLY

COMPETITIVE ADVANTAGES

METHOD	USER EXPERIENCE	SECURITY	SUPPORT	COST PER USER*
RSA Token	medium	med-high	high	\$ 70. / year
Biometric	difficult	medium	high	\$ 30.+ / year
MS Phone Factor	medium	medium	low	\$ 5.00 / year
Google 2nd Factor	medium	medium	low	\$ 2.00 / year
Cryptografx	easy + fun	high	low	\$ 0.10 / year

* **Approximated average annual cost** per user for high-volume service providers; actual deployment and management costs vary widely

COMPETITIVE ADVANTAGES/USP

Cryptografx Password Protector:

1. Better Security
2. Better User Experience
3. Less Expensive for Service Providers

Marketing Materials

- Web Site – <http://cryptografx.com>
- Social Media - friends
- Linked IN – B2B focused platform
- One Pager – PDF you can send with emails
- Business Plan – forces you to work things out
- Detailed Product/Solution Presentation
- Customer Testimonials - Collect

Marketing on a Shoe String

- Web site - SEO with contact form or news letter
- Social Media
- Discussion Forums
- Startup Events
- Partner with larger group where you fit
- Share your story, meet lots of people
- EU and Government programs
- Press – online and offline

Questions + Examples

email - mark.tuttle@yahoo.com