

My Wallet and Cando

A Request For Partners and Investors

Presented by Philip Andreae

Thursday, January 21, 2010

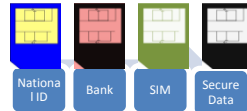
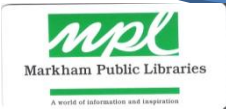
Point of Sale System



Internet

Insecure and a War Zone

Secure Environment



1/21/2010

How do We Assure that you are you

Multi-factor Authentication is required

Biometrics and a physical card is effective

Mobile Phone is a great option

NFC and Contact should be considered

Security and defining Trust are key

Cards & Certificates are the Key

Secrets and Certificates Work

Digital signatures provide irrefutable proof

*What about visual,
magnetic stripe, OCR and 2D barcode*

Cando

The vision - move all ***cards***, keys, PDA, MP3, camera, diaries, contacts, memos, email, browsers, memory stick and phones into a sleek leather wallet/purse with a very secure brick inside

Build value by focusing on enabling relationships

Provide the trust, security and privacy necessary on the Internet

Support delegation of authority and privilege to enable access

Focus on digital identity, mutual authentication, transaction security and data confidentiality

**Cando merges cards, keys and the phone
Into a new age device that can do it all**

Each Card Represents a Relationship

What if a relationship can ask Cando to load applets, data and certificates

We then empower these enterprises to interact with us

Their applet is triggered when Cando enters their hot zone

The user accepts or denies the connection request

The retailer can smart market to the consumer in the store

Today it's not safe out there

Trust Between the Parties Must be Assured

Cando

- Builds trust in relationships
- Conforms to existing standards
- Drives open standards and competition
- Focuses on global interoperability across an array of consumer facing relationships, transactions, activities and memberships.
- Holistically monitors and manages identity, payments, loyalty, rewards , points ... certificate and secrets

Security is a requirement

Ease of use the focus

Cando is

- Software for Mobile Phone, PC and Registrar
- The registrar
- An appliance “My Wallet”
- The EPP

Built to manage trust in relationships

Aware of cards, contracts, warranties, receipts and other forms of electronic data

Always capable of guaranteeing the identity

Providing digital proof to assure actions,
transactions, privacy and authenticity

of the rightful holder of the Cando

Products within the Cando World

My Cards	Software manages, presents and supports the privileges and authority associated with relationship.
My Home	The mobile phone as the console for “high end” home automation and surveillance
My Car	The mobile phone is the key for “high end” automobiles integrating music libraries, hands free, GPS, Navigation and ...
My Wallet	A high end smart phone stylized by NYC, Palm Beach, Monte Carlo, Paris ... retailers that does it all
The EPP	A physically hardened secure component integrating screen, keyboard, fingerprint scanner, secrets and secure execution into every mobile phone

Assumptions, premises and key thoughts

The card is an artifact that represents this unique relationship between a card holder “citizen” and an enterprise

Early adopters within the top 1% of the populations “High End” will pay for convenience and gadgets and can be identified

Home and Car Automation and Surveillance - a market exists for high end home automation and surveillance systems that already include electronic locks, cameras, sensors, switches and other mechanisms to manage the climate, ambience, security and safety of the home

The EPP is device capable to supporting in an extremely secure way the execution of instructions and storage of secrets with the logic and mechanisms to support most cryptographic algorithms

Four phases over 10 years

Initial release Month Four	My Cards – iPhone, Microsoft Mobile, Android ...
Begin marketing Year 2 Revenue starts year 3	Integrate keys and payments Add My Home and My Car to product list Integrate with NFC enabled phones Develop prototype My Wallet and EPP Propose consumer centric authentication
Splashy launch of My Wallet Year 3	My Wallet – The high end Cando Ready to be copied by anyone Complete the development of the Registrar
5 years to build agreement and Global demand	Drive global deployment of EPP Transition to new EPP and annual registrar fees

Phase 1 – “My Cards” captures cards, store in and display on Cando

Present their card on your phone to the counter-party

Eventually use internet, SMS, Bluetooth, **WI-FI**, or NFC to
interface My Cards to counter-parties solution

As counter-parties embrace the empowering nature of Cando

We help build digital relationships for them

Simply by asking you to authorize the load of
certificates, credentials, cookies, data and applets

You and they are protected
Secure inside a partition within Cando

My Cards on Mobile Phone

Select “My Cards” application ➡ select category ➡ select card

1. Display the image of the Front of the card
2. Display the image of the Back of the card
3. Display other relevant information

In time under user control

- Allow others to load certificates, applets and advanced techniques
- Support access by others to their certificates, applets and advanced techniques
- Log Transaction details

Identity With Cando Is Possible Anywhere



Year One

My Card Financial Projection

Unit Price		\$9.95
Units Sold		61,175
Revenue		608,688
Direct Costs		91,303
Margin		517,385
Salary		226,107
Telecom		40,393
Marketing		85,000
Facilities		10,617
Net Profit		155,269

References

<http://portal.acm.org/citation.cfm?id=1497411>

A mobile trusted computing architecture for a near field communication ecosystem

International Conference on Information Integration and web-based Applications and Services

[Gerald Madlmayr](#) *NFC Research Lab, Campus Hagenberg*

<http://www.computer.org/portal/web/csdl/proceedings/a#5>

2008 Third Asia-Pacific Trusted Infrastructure Technologies Conference

Secure Mobile Payment via Trusted Computing

October 14-October 17 ISBN: 978-0-7695-3363-6

<http://www.trustedcomputinggroup.org/>

Competitive Landscape

Mobile payments, Mobile Banking and Mobile Wallet initiatives typically look only at the NFC, Internet or SMS based payments and the link to the consumer is most often through the Bank

www.monitise.com

www.firethornmobile.com

www.obopay.com

www.blazewallet.com

www.mfoundry.com

www.mobilewattet2u.com

www.clairmail.com

www.iliumsoft.com eWallet

Competition

Info based Products

<http://www.sbsh.net> *sbsh Safe Wallet
Pro*

Phase 2 - Payment Manager

Interfacing to payments is a strategic priority

Develop an EMVco compliant kernel

Support NFC based payments

Offer a new architecture for secure payments

The following payment flow might be proposed:

- ***Seller requests payment***
- ***Buyer Taps Cando into field***
- ***Buyer selects method of payment with Cando***
- ***Perform match on card***
- ***Sign payment instructions***
- ***Buyer Taps to complete transaction***

Phase 2

Adds:

- Car keys
- House keys
- Office credentials
- Sing Sign-on
- Relationships with retail partners

Design and write patents for the Personal Electronic PIN/Biometric Pad “**EPP**”

Embrace Match on CARD for PIN, biometrics, and certificates
Integrate NFC, EMV and contactless.

Cando is to be an approved device

I.e. GM, Ford, BMW, ... EMV, PCI, USDOD, USGSA

Phase 3

Introduce the high end Cando “My Wallet” to product list

Submit EPP as a concept to interested or relevant entities, vendors and authorities

Seek type approval and certification

Cando is trusted computer with a TPM

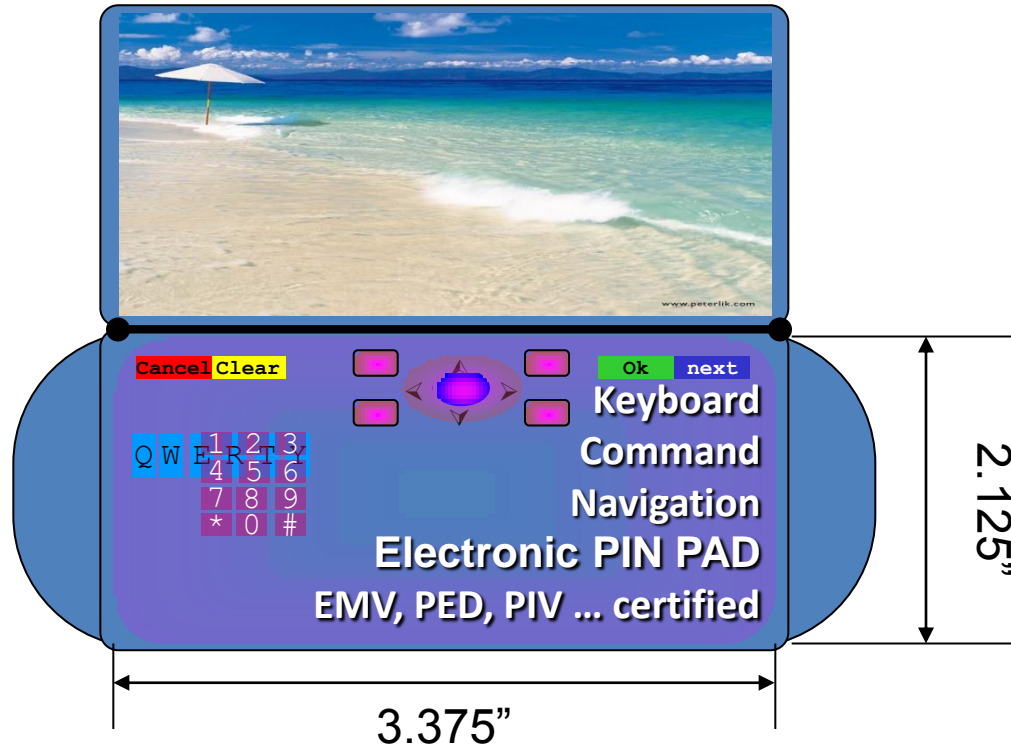
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My Wallet

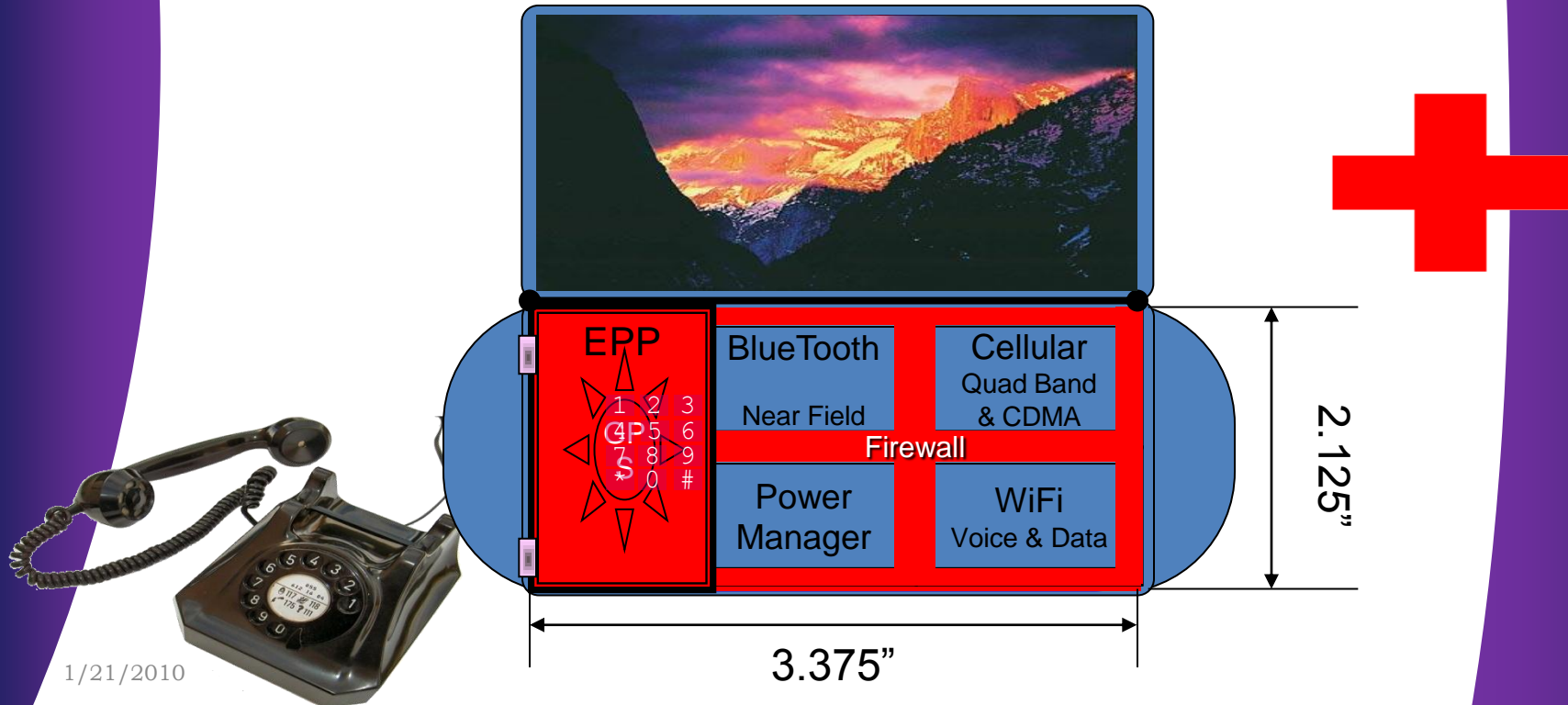
*A New age device that understands
that you are an individual with
unique requirements.*

Indestructible Layer 1 Screen & Layer 2 Key Pad

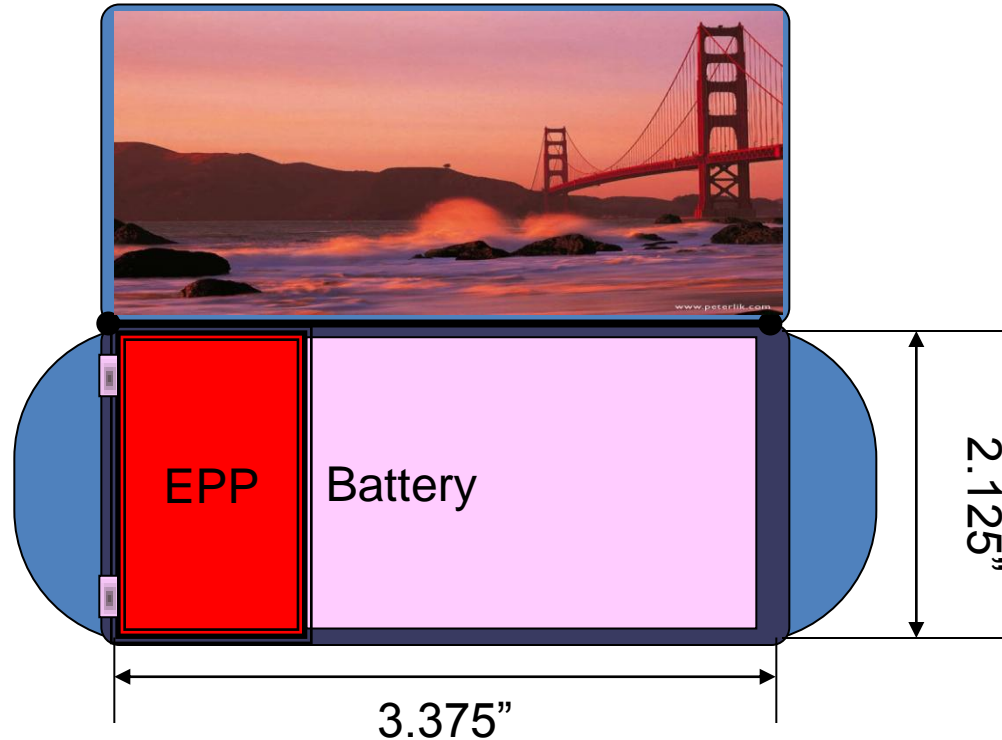


Modular Design

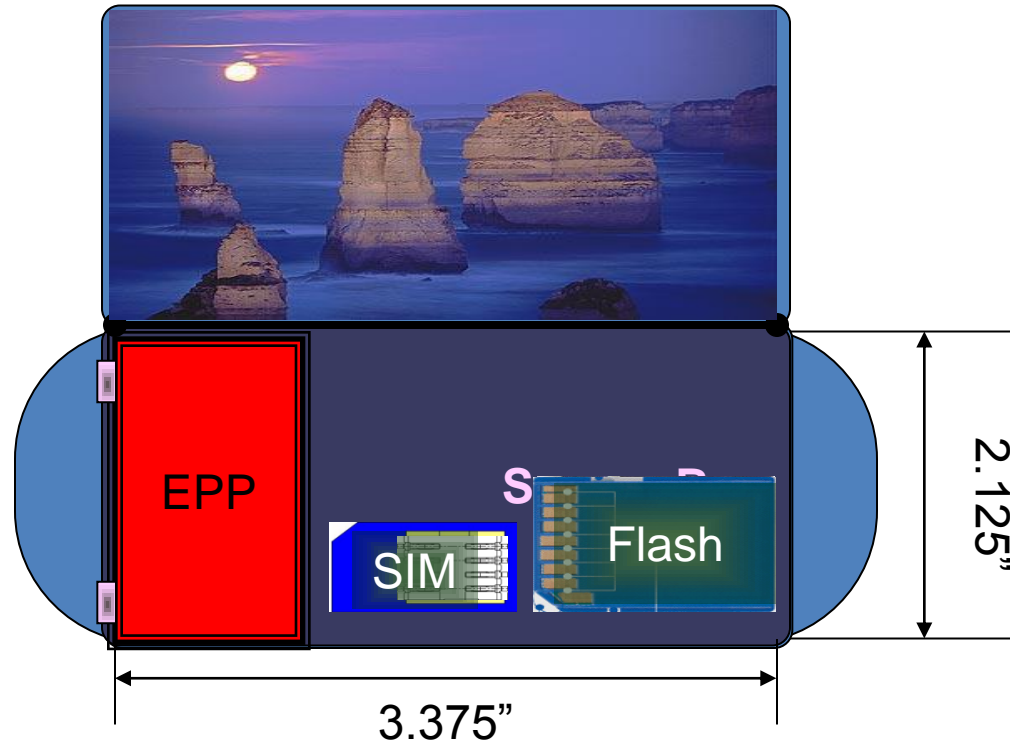
Layer 3 - Communications



Long Life & EPP Approved Layer 4,5,6 – Battery & Catch

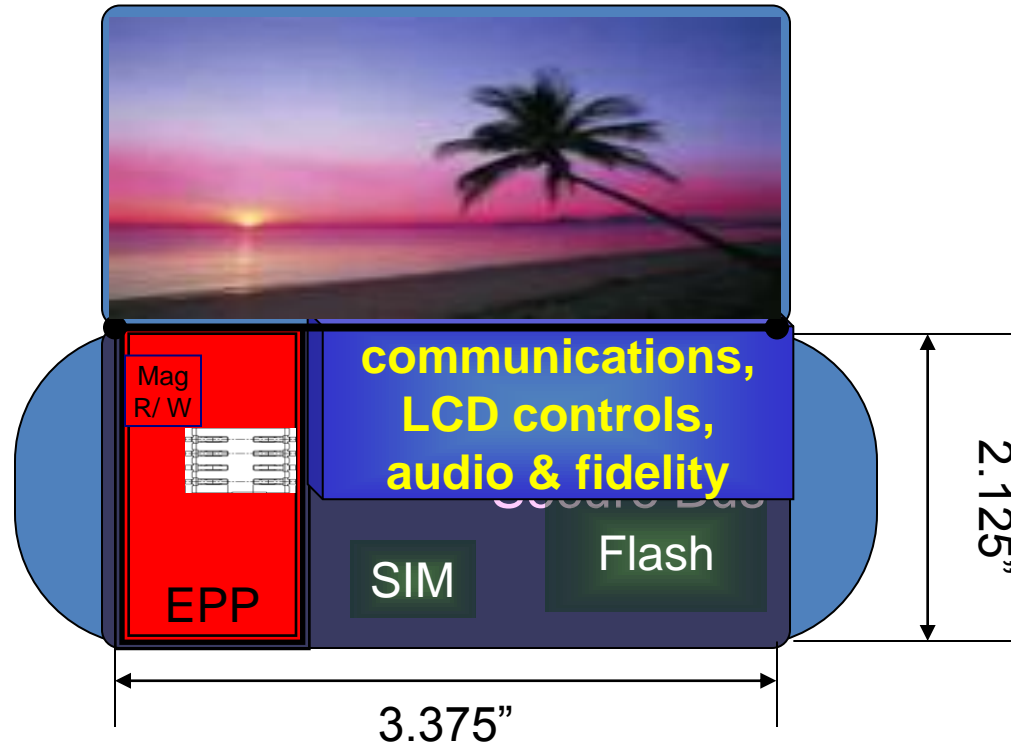


Secure To Banking Standards Layer 7 With Latch – Secure Bus

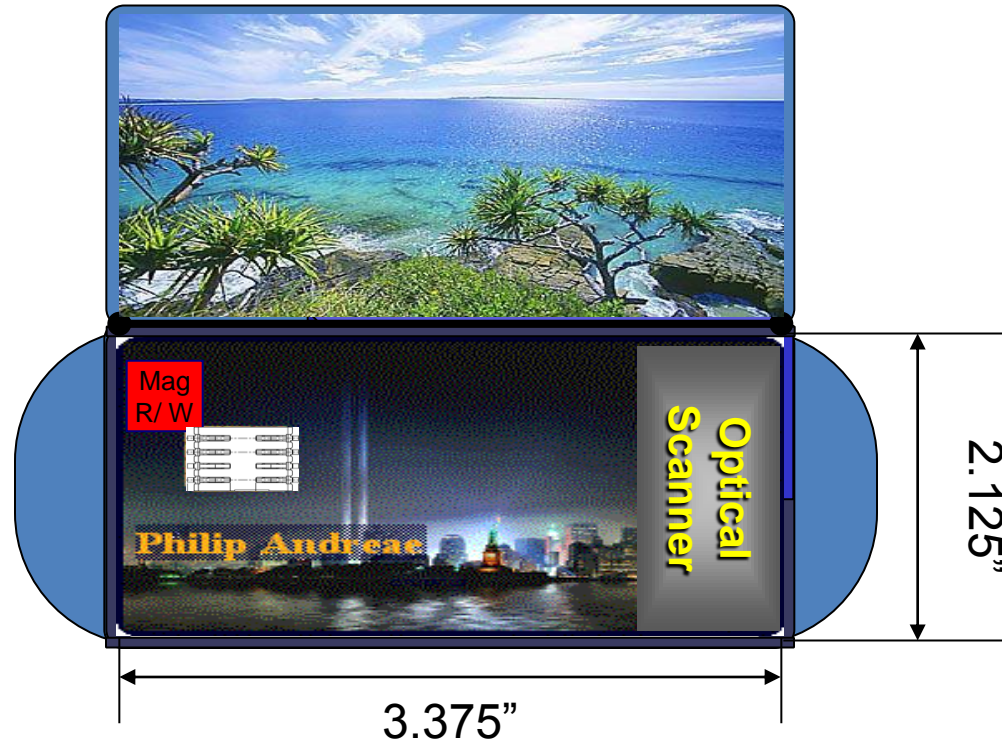


Complaint with Norms

Layer 8 – Interface space



Smart Card and Magnetic Stripe Compliant Layer 9, 10 - Tunnel

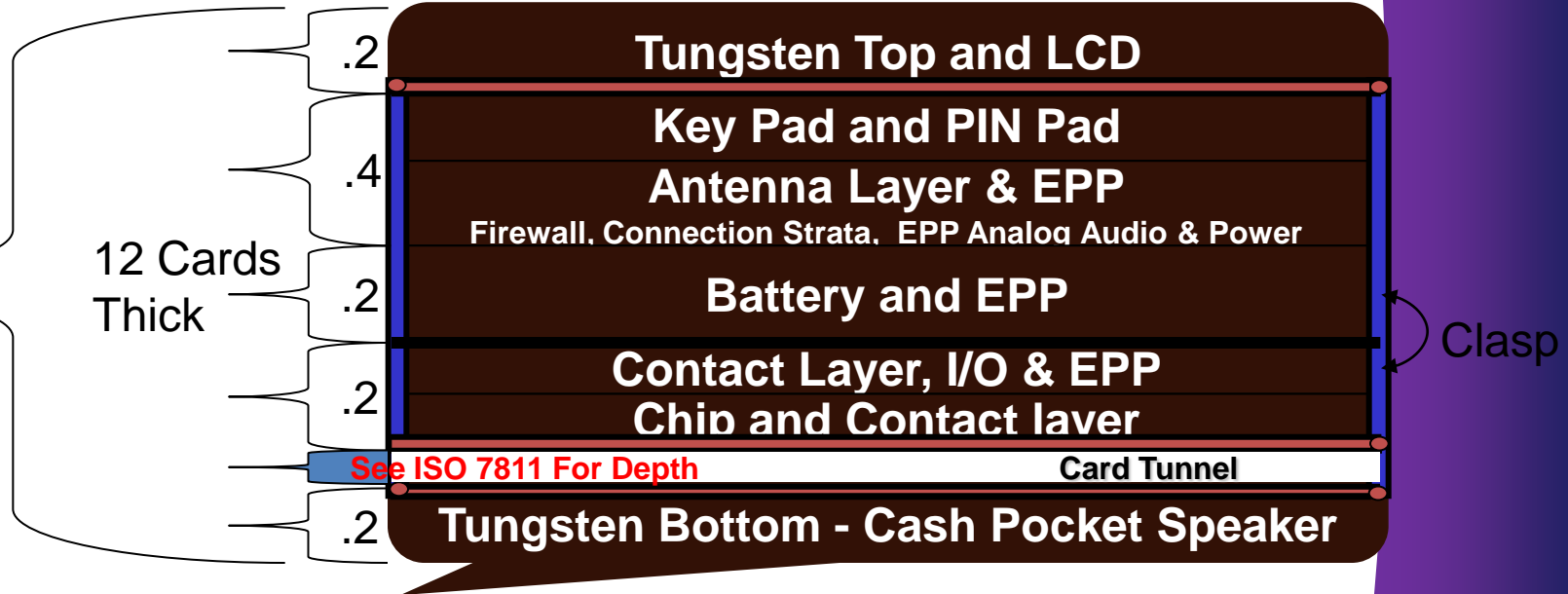


Ready For Anything

Level 0 & 11 Outer Skin



Cross Section of Width



Modular Design

With Electronic Pin Pad and Secure Component Inside



Membership
Accounts
WWW
Cards
Transactions



HIPAA
EMV
IATA
ICAO
ISO
PIV



Any Application
Any Operating System



Phase 4 – The concept is viral and global

Drive others to replicate “My Wallet” with an EPP inside

The EPP

Is hardware designed to offer trust to digital relationships

Is in compliance with Trusted Computing and TPM specifications

Is hardened hardware integrating touch screen, keyboard, fingerprint scanner, ... , secrets into a personal security device

With a tested and trusted relationship to the Cando Registrar

The Cando Registrar

Maintains the specifications, testing, procedures ... witnessing

Activates/ deactivates/ erases the EPP and/or any appliance each time the Cando sends a Pulse

The Team Day 120

CEO/COO	Initially Philip Andreae Transition to a Business Manager with CFO skills PEA to Products and Markets
CMO	Master of the art of viral marketing with deep connections in Health informatics, Banking and Government
CTO	Technology guru versed in PKi, mobile device architectures, secure environment design, SDLC, transaction processing, integrated circuit design ...
Bus Dev	Evangelist with Government and lobbying background

The Team

- Sales Commission based alliance and partner oriented sales people able to develop channels and open markets
- Implementation A few then growing to a much larger number team of engineers and relationship people who can cable, paint, code, integrate and test
- Pre-Sales A team of bright solution oriented consultants able to produce proposals and business requirements

Five Year Cash Flow

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$ 608,688	\$ 1,162,722	\$ 15,813,414	\$ 109,645,819	\$ 159,704,881
Registered EPP Users		10	1,010	21,010	999,805
Capital	\$ -	\$ 1,500,000	\$ 2,000,000	\$ 6,000,000	\$ 2,250,000
Cost	\$ 91,303	\$ 220,890	\$ 11,033,260	\$ 45,504,501	\$ 87,071,753
Margin	\$ 517,385	\$ (558,168)	\$ 2,780,154	\$ 58,141,318	\$ 70,383,128
Contingency		\$ (55,817)	\$ 278,015	\$ 5,814,132	\$ 7,038,313
Salary And Commission	\$ 226,107	\$ 2,662,134	\$ 7,785,491	\$ 23,520,788	\$ 35,005,044
Employee Benefits @15%	\$ 33,916	\$ 399,320	\$ 1,167,824	\$ 3,528,118	\$ 5,250,757
Marketing and Facilities	\$ 95,617	\$ 1,086,655	\$ 2,003,936	\$ 12,934,822	\$ 19,569,426
Net Profit Before Taxes	\$ 161,745	\$ (4,706,277)	\$ (8,177,097)	\$ 18,157,590	\$ 10,557,901

Security at work for you

CONNECTING YOU TO THE RESOURCES YOU NEED

In today's world of cyber terrorism, phishing, multiple user names and passwords.

Multi-factor authentication is the only reliable means of proofing identity.

In a global market, digital signatures are the only way to assure irrefutability of the myriad of interactions we engage in.



Easy to use solutions

For your personal needs

Transaction level security

The EPP becomes the user/ buyer/ seller/ citizen's

We assure our own identity with a witness' help

Employing true two-factor authentication

**Every enterprise is able to assure
identity and irrefutable transactions and payments**

Under their own control



Built on existing & emerging standards and specifications



CANDO

PROVIDES SECURE END-TO-END SOLUTION



MRTD
NFC
PIV
EMV

International Civil Aviation Organization – Machine Readable Travel Documents – ePassport
Near Field Communications or contactless including ISO14443
Personal Identity Verification – US Government response to HSPD-12
Europay MasterCard and Visa ICC specification for debit and credit payments

Cando is an OPEN SOLUTION

The device is a public commodity

Ultimately an EPP in every cell phone

This requires an openness in developing the business case

The plan embraces all stakeholders

Cando recognizes that the best service model is Pay as You Use

Cando's long term revenue is recurring

We are the trusted registrar of EPPs

It can kill any EPP whenever it does anything

A MOBILE SOLUTION

When we leave home we should not have to remember keys, wallet, phone and Id card ...

Simply Remember Your Cando
Everything is Within

Identity With Cando

Is possible Anywhere

SERVED BY THE CLOUD

The cloud can do many things

We simply assure

Identity & Irrefutability

So they can do it securely

THE CONSUMER CENTRIC SOLUTION

- We are each individuals
- Our tastes are unique
- We would like control
- We want to be protected

Security is important