

# YOKdata : A safe haven for your data!



YOKdata is a project of and owned by Support2U

# YOKdata : Mission



**To protect  
your data and  
empower your  
privacy!**

- You should realize that your data is not as secure or private as you think when stored on normal cloud storage.
- Think about all the data breaches that took place in the last year where people got unauthorized access to literally Gigabytes of data!
- Where large enterprises have the budget to (try to) protect their data, SMEs normally have not. We want SMEs to be able to safely store and share their data in a GDPR-compliant way and at affordable costs
- At Support2U we value your privacy! In our opinion too many 'people' think they should be able to monitor 'us' by ploughing through your (private) data which we all host in the cloud.

The World Economic Forum ranks data theft and cyber-attack as 2 of the top 5 global risks!

# YOKdata : Pain & Gain



**The lack of security on data storage worldwide is getting a bigger problem every day!**

- Privacy, due to the lack of security, is compromised on a global scale.
- On YOKdata your files will be encrypted and stored using blockchain technology in combination with your own personal key.

*"Even the Pentagon already thinks the blockchain technology can be used as cybersecurity shield. Bitcoin and its underlying blockchain have proved to be resilient, and the numerous new blockchain technologies offer even more promise in terms of extensibility and robustness, especially in the field of security."*

(source : Forbes, August 21st 2017, '3 Ways Blockchain Is Revolutionizing Cybersecurity Omri Barzilay)

# YOKdata : Product



Our primary datacenter is housed in the Media tower of Cellnex in Lelystad (NL)

**YOKdata is private and secure cloud data storage based on Your Own Key and blockchain technology combined with military grade encryption.**

# YOKdata : Product - Functions



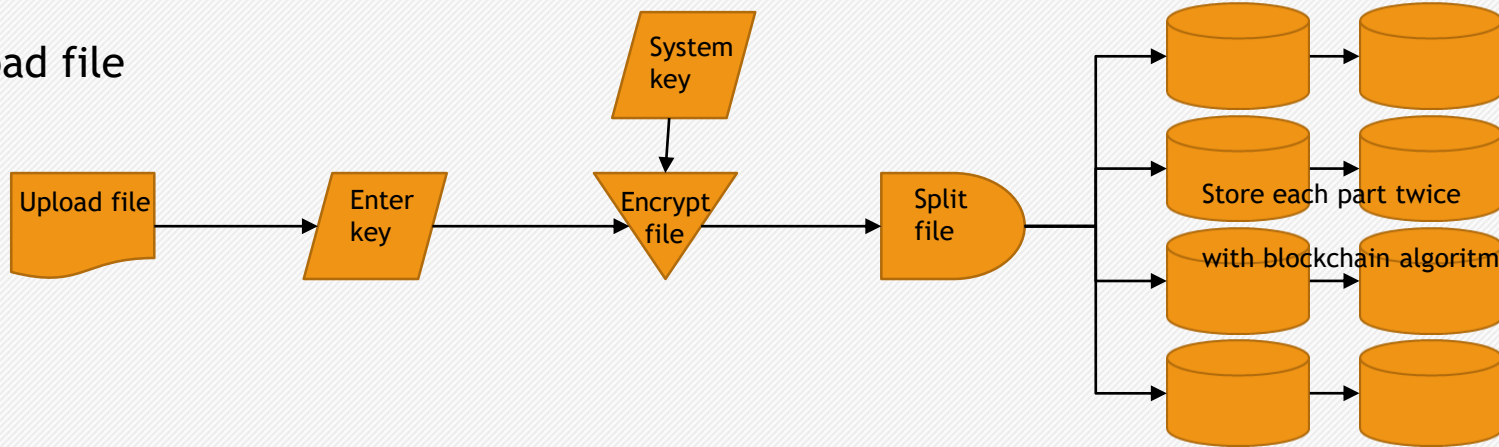
## Special functions for SMEs

- Standard functions like up- and download files, make your own directories and sharing by email or transfer to external persons.
- Enterprise functions for SMEs like
  - multiple users
  - user groups
  - sharing files and directories between users and groups
  - self-defined access rights for users and groups

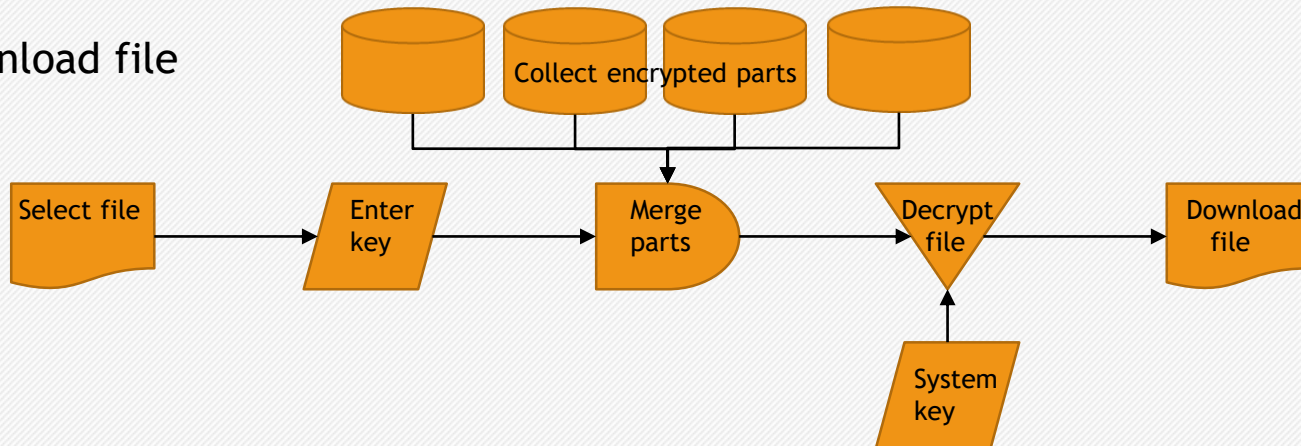
# YOKdata : Product - How it works



## Upload file



## Download file



# YOKdata : Product - Demo



### UPLOAD NEW FILE(S)

STEP 1 Upload selected file(s)

> My data

Select files  
Add files to the upload queue and click the upload button.

YOKdata\_pitch.pptx 3.9 mb  
YOKdata-WhitePaper-April2019.docx 645 kb  
YOKdata-WhitePaper.pdf 1.9 mb

3 files queued 0% 6.5 mb

Maximum file size is 500MB, Maximum 20 files per upload.

upload



### UPLOAD NEW FILE(S)

STEP 2 Encrypt and store newly uploaded file

File  
YOKdata-WhitePaper-April2019.docx  
YOKdata-WhitePaper.pdf  
YOKdata\_pitch.pptx

Private key  
Confirm key

Private key should be 10 characters minimum length.

Encrypt

Encryption of large files can take several minutes.



ENTERPRISE PARTNERS

# YOKdata

SECURE DATA STORAGE

Invest in our ICO and ...  
Get a FREE 1 year EXPERT subscription  
[Read all about it.](#)

HOME STORAGE SECURITY F A Q NEWS ABOUT US ICO INFO CONTACT LOGOUT ACCOUNT

## USER FILES

Directory / File	Date	Time	Size	Actions
> My data				
Hardware2U				
Peoples Projects				
Prive				
Support2U				
Tijdelijk				
YOKdata				
YOKdata_pitch.pptx	14:50:45	2019-05-02	4,037 KB	
YOKdata-WhitePaper-April2019.docx	14:50:44	2019-05-02	1,924 KB	
YOKdata-WhitePaper.pdf	14:50:45	2019-05-02	645 KB	

## USER MENU

Files Profile Subscription

Dixon, you have;  
- Expert subscription  
- 50,099 MB unused storage  
- 1,101 MB used storage  
- 15 files stored

Do not lose your personal encryption key(s)! We will not be able to decrypt (and thus recover) your data without your personal key(s), because (as part of the security we promise you) we do NOT store your key!

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Read our [Terms of Use](#) and/or our [Privacy Policy](#) here.

f in [gear] [twitter] [youtube]

# YOKdata : Product - What's unique



## **Your Own Key**

## **Use of blockchain for storage**

## **Green datacenters located in EU**

- YOKdata is a different solution than for instance DropBox, Google Docs, Microsoft OneDrive or Apple iCloud.
- First of all YOKdata is a web solution which makes it less vulnerable to trojans, malware and other operating system related attacks.
- Secondly YOKdata offers the use of a private key to encrypt your files and uses the blockchain technology to disperse the blocks of your data over several physical storage systems (decentralized storage).
- And YOKdata is a project of a Dutch company which makes it not susceptible to US-law and 100% GDPR-compliant.



# YOKdata : Product - Future functions



- Sharing of files between private users of YOKdata
- Hint for (forgotten) key
- Add sorting ability to directory overview
- Extended 2Factor authentication
- API functionality for interfacing with external programs
- Default key for Enterprise functionality
- Integration with password managers to remind used keys
- Functions for various (vertical) markets depending on questions of users

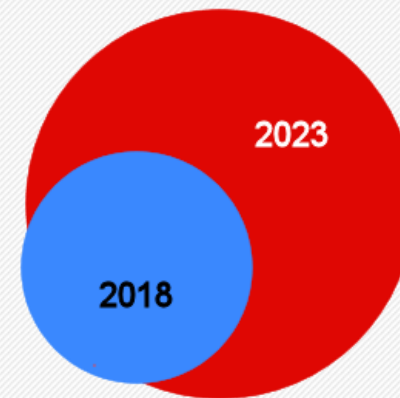
# YOKdata : Customer traction



**Currently  
300+  
subscriptions  
in 65 countries**

(as of Januari 1st. 2019)

- YOKdata is primarily targeted to Small and Medium-sized Enterprises (SMEs) and private persons all over the world.
- According to market research report "Cybersecurity Market by Solution and Region - Global Forecast to 2023", published by MarketsandMarkets™, the market is expected to grow from USD 152 billion in 2018 to USD 251 billion by 2023.



“There is nothing more powerful than an idea whose time has come” - Victor Hugo

# YOKdata : Market(ing)



## **Primary targets**

- **SMEs**
- **Partners**
- **Individuals**

**worldwide**

- We are looking to extend our team with a marketer to research (vertical) markets and upscale the use of YOKdata by SMEs.
- Primary advertising will be done on social media with the use of articles, blogs and videos. Part of the funding raised will be used to expand our team with at least 1 person with proven experience on driving social media exposure.
- Secondary advertising to take place by participating in exhibitions, conferences and symposiums.
- We will approach worldwide partners, either directly or via B2B-media, to establish local awareness about availability of YOKdata.

# YOKdata : Business model



- Our business case is founded on subscription fees.
- Below table shows the four subscription levels we offer.

**Based on:**

- **Subscriptions**
- **Partners**

	FREE	STUDENT	EXPERT	ENTERPRISE
Storage space	512MB - 1GB*	5GB	50GB	100GB
Personal encryption key	✓	✓	✓	✓
Personal control panel	✓	✓	✓	✓
Mail documents	-	✓	✓	✓
Transfer documents	-	✓	✓	✓
5 users (or more)	-	-	-	✓
File sharing between users	-	-	-	✓
Price per month	FREE	FREE	€ 9.00	€ 50.00

\* 512MB free, additional 256MB when you follow us on Twitter, additional 256MB when you follow us on Facebook

\* After first registration for a Free subscription all Expert functions will be enabled for a period of 14 days to give you a chance to try things out.

# YOKdata : Business model



- Since our main marketing is currently done on social media we expect our subscription base will start growing with private persons. After a few months we will start targeting SMEs primarily.

**Estimated  
growth**

(based on investment of 2 million)

Year	Subscriptions		Revenu €	Costs €	Profit €
	Private	SMEs			
2019	1,000	50	57,000	230,000	-173,000
2020	8,000	400	600,000	520,000	80,000
2021	25,000	1,200	1,900,000	740,000	1,160,000
2022	80,000	4,000	5,900,000	1,000,000	4,900,000

- We have started a pilot with a major consultancy firm to get feedback and open up a possible first vertical market.

# YOKdata : Investment



**Already 250K  
invested in  
development,  
servers and  
storage**

Looking for investors to be able to;

- Expand team
- Marketing and scale-up research
- Expand server and storage systems
- Further research and product development

Investment goals;

- 500,000 - 2,500,000 Euro

# YOKdata : Team



**Dixon van Iersel**

Owner and founder of Support2U  
Started in IT-industry in 1981 and has since then been working as programmer (in multiple languages and on multiple platforms), information and system analyst, project leader and IT-business manager.



**Patrick van Iersel**

Business consultant and Data Protection Officer  
Joined our team in 2011 as hardware guru and gradually became business consultant. He has lately been specializing in GDPR and is currently also active as Data Protection Officer.



**Gerwin Sturing**

System Analyst - programmer  
Experienced Microsoft developer. Working with ASP, PHP, DotNet, HTML, Java and VbScript. Has been working on all our web-applications like Secundo, SoClub, SoGolf and, last-but-not-least, YOKdata.



**Sanne Mansveld**

Junior programmer  
Sanne joined our team September 2018 and is now learning programming on Microsoft platform. She is also responsible for maintenance of the many WordPress websites we host for our customers.



**Irina Spekman**

External business advisor  
Entrepreneur, business growth accelerator and fund raiser  
An international business and project development executive with proven track record in new markets growth.



**Barry Swart**

External legal advisor  
Lawyer in civil and administrative litigation and advisory practice

Cellnex Netherlands

Maarten Kippers  
Robin Verlangen

DC Spine

Arjan Kunstman

# YOKdata : Join us!



Register for a (free) subscription on YOKdata at [www.yokdata.com](http://www.yokdata.com)

Or meet us at

**DataCloud Global Congress 2019**

in Monaco where we have been invited to speak about safe cloud storage with blockchain!



Contact

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