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 a private and secure cloud data storage based on Your Own Key and blockchain technology combined with military grade encryption.
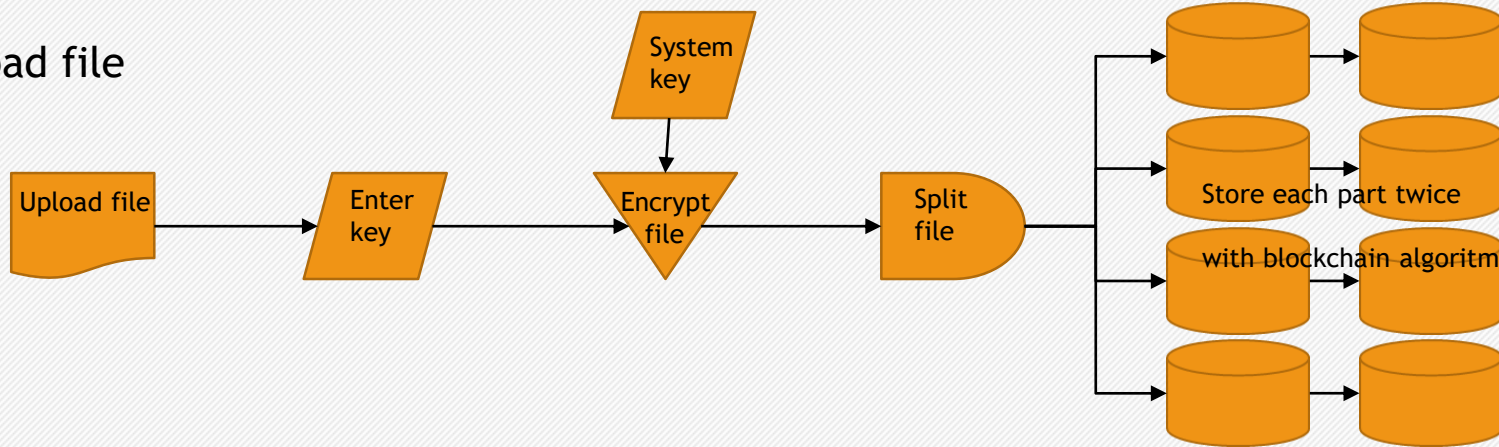
YOKdata : Product - Functions

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
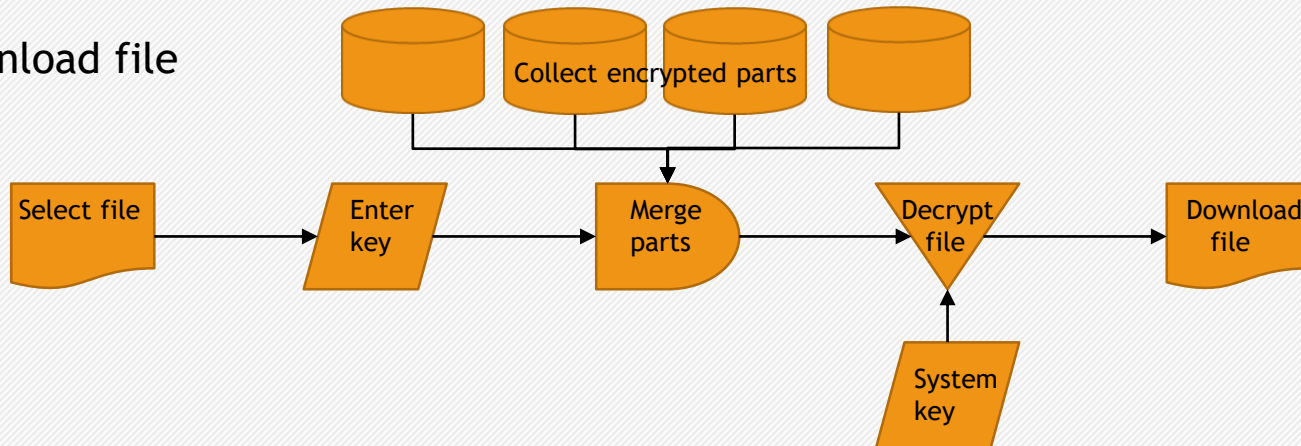 - self-defined access rights for users and groups

YOKdata : Product – How it works

Upload file

Download file

YOKdata : Product - Demo

YOKdata : Product - What's unique

Your Own Key

Use of blockchain for storage

Green datacenters located in EU

- YOKdata is a different solution then 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

- 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
- Messaging and ToDo functions for Enterprise users

YOKdata : Customer traction

Currently 440+ subscriptions in 96 countries

(as of May 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.

2023

2018
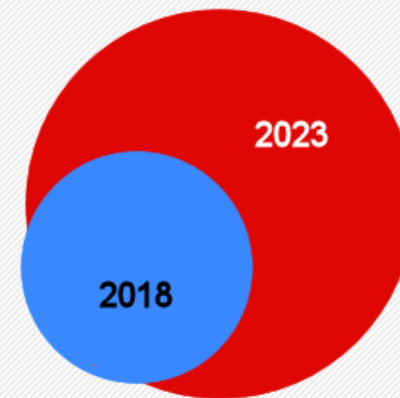
"There is nothing more powerful than an idea whose time has come" – Victor Hugo

YOKdata : Market(ing)

Primary targets
- **SMEs**
- **Partners**
- **Individuals**

worldwide

- We are looking to extend our team with a marketeer 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	2GB *	5GB	500GB **	1TB
Personal encryption key	V	V	V	V
Personal control panel	V	V	V	V
Mail documents	-	V	V	V
Transfer documents	-	V	V	V
5 users (or more)	-	-	-	V
File sharing between users	-	V	V	V
Price (billed monthly)	FREE	FREE	€ 9.00 / month	€ 50.00 / month
Price (billed yearly)	FREE	FREE	€ 7.92 / month	€ 43.75 / month

* 2GB free, additional 512MB when you follow us on Twitter, additonal 512MB 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.

** Promotional free Expert subscriptions get 50GB storage space.

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			
2020	2,500	50	110,000	230,000	-120,000
2021	10,000	150	580,000	520,000	60,000
2022	35,000	500	1,900,000	740,000	1,160,000
2023	95,000	1,500	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 – 3,500,000 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.

Jeremy van den Breul
Datacenter engineer
Jeremy joined our team July 2017 and is responsible for our datacenter equipment.

Marjolein Sijtsma
Marketing and publicity
Marjolein takes care of our online communications. Specialized in social media marketing. Marjolien joined our team in November 2017.

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

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