



Bitidentify Technology, available as hardware and software, is the first IT security technology that creates sustainable and controlled borders in the cyber world.

Currently in the Cyberspace are no borders. All users have the same access to the same hardware and software. It is totally uncomplicated to send data in cyberspace anonymously worldwide.

Bitidentify Technology, available as hardware and software, is the first IT security technology that creates sustainable and controlled borders in the cyber world. Bitidentify protected areas are invisible for all type of connections outside from this area, however the internet is still available.

This patented Technology will enter a \$ 80 billion market with start 2017, and dominate the Cyber Security Market worth \$170.21 Billion by 2020. the target groups B2C - B2B and B2G, on the worldwide market. The product range includes software solutions for the target groups B2C & B2B as well as a hardware-based data protection solution for the target group B2B & B2G.

Bitidentify hardware protect to 99,99%, the software protects 95%. This compared with existing security quota of 65%. In the end, it is easier to control 0.01% or 5% than the now required 35%.

The competitive advantage lies in the patented, flexible, invisible and unchangeable technology.

Our business model is divided into 4 elements.

- I. a customer value proposition, that fulfills an important job for the customer in a better way than competitors' offerings do.
- II. a profit formula that lays out how the company makes money delivering the value proposition.
- III. the key resources and
- IV. the key processes needed to deliver that proposition.

To implement the brand philosophy and the positioning strategy, the marketing department is responsible for the guidelines Corporate Identity (CI) and Corporate Design (CD). Likewise, for the media appearances of the company, for example at trade fairs or in the invitation meetings of the target groups. The search for suitable multipliers play in the marketing of the future an important role. Active recommenders are the drivers of a positive corporate development. This forecast we join with the specification of the marketing concept.

The company was founded and is led by the inventor Klaus Drosch. The Marketing & Sales are conducted by Siegmund Winkeler and Development department by Tadas Danielius. These positions are equipped with power of attorney. The leadership of the employees via individual target agreements.

**Cyber defense was from the past to the present, always a step behind the actions from the hackers, with Bitidentify Technology, cyber defense takes the lead from the cyber hackers.**

