

MYDATAANGEL.COM

A Storm is Coming...

Data Protection & Storage Unlike any Other

SafeDataZone™



Our unique Cloud Storage

Our Products



powered by our exclusive
and mathematically
impenetrable cryptographic engine,

DataGateKeeper™



Our cipher provides **6 million times**
greater protection than current 256KB
data security protocols deployed by
Google, Facebook, Apple and others.

Are You Protected?

Executive Brief

Protecting electronic data from cybercrime is one of the most challenging and costly problems in modern time for governments, corporations and civilians alike. Cybercrime is a growth industry. **Cybercrime and state sponsored cyber terrorism annual cost to the global economy exceeds \$445 billion**¹. The returns are great, while the risks and deterrents are low.

MyDataAngel.com is positioned to become the global cybersecurity leader, providing a superior, easy-to-use data protection, back-up, storage and sharing solution, for civilian, enterprise, corporate, U.S., and NATO-allied governments. The **SafeDataZone™**, our unique Cloud Storage solution, is powered by our exclusive and mathematically impenetrable, cryptographic engine, the **DataGateKeeper™**. Our cipher provides **6 million times greater** protection than current Advanced Encryption Standard (AES) 256KB data security protocols deployed by Google, Facebook, Apple and others. MyDataAngel.com provides impenetrable Civilian Data Protection plans beginning at 512KB, and for Small and Medium Business (SMB) Data Protection Plans beginning at 768KB, both are “industry leading”, and non AES based solutions.

Industry Trends

Nearly every device that creates or stores data will be backed up over the internet in less than five years states leading industry research firm IDC, including desktop and laptop computers, tablets, smartphones, and digital cameras. Online backup is gaining increasing acceptance as the best way to store copies of valuable data serving to fuel the growth of the cybersecurity and (hacking) data intrusion industry.

- 📊 **The number of data-creating devices is growing rapidly.** Today, there are billions of computers and other electronics devices worldwide, with over 2.4 billion devices shipped in 2013 alone, according to IDC. These devices are becoming increasingly powerful, enabling users to create and consume high quantities of digital content and leading to an exponential increase in highly sensitive and often easily compromised content².
- 📊 **The cybersecurity market is large and growing.** The Cybersecurity and Data Sharing markets are expected to reach \$155 billion by 2019, growing at a healthy Compounded Annual Growth Rate (“CAGR”) of 11.3%. In 2014, such markets were worth \$88 billion. North America drives 40% of global revenue and is dominated by the United States whose spending over the period is expected to grow annually at 9.2%. Western Europe and APAC are estimated to contribute \$28.1 billion and \$25.9 billion, respectively, by 2017; at a CAGR of 10.1% and 13.4%³.
- 📊 **Three key market segments each represent significant revenue opportunities.** The US consumer or civilian (\$9B), enterprise (\$13B) and government (\$17B) segment spend represents approximately 23%, 33%, and 44%, respectively, of total spend in 2015³.

Driving the Civilian Market is the public’s growing awareness of cybersecurity risks associated with web-based access due to victimization, affiliation and social awareness. Driven by the Internet of Things⁴ (IoT), technologies next revolution, provides immeasurable convenience and connectivity to billions of devices, however, the IoT has made personal data a ‘target of convenience’ for cybercriminals worldwide. Headline stories of major breaches of corporations both large and small, retailers and government entities continually play out on the nightly news and fill ‘above the fold’ news space. Major corporations and governments worldwide know of key flaws to AES security, and have for years. Endless mitigation patches to turn of the century AES technology only serve to deepen the breach and sustain the compromise, however, current legislative mandates and presidential directives spell the

¹ Center for Strategic and International Studies with Intel Security, “Net Losses: Estimating the Global Cost of Cybercrime” June 2014

² IDC Worldwide “Quarterly Statement on Interconnected Devices”, September 2013

³ MarketsandMarkets, “Cyber Security Market”, March 2014, Revised April 9, 2014

⁴ Estimated at 25 billion interconnected devices, projected to be 50 billion by 2020. Cisco Internet Business Solutions Group (IBSG), Dave Evans, “The Internet of Things: How the Next Evolution of the Internet Is Changing Everything”.

end of days for AES based security. Recent consumer surveys indicate the general public is acutely aware of both the damaging consequences of data breaches and data mining to personal confidentiality and privacy and their increasing level of responsibility to protect their data.

Increasingly the civilian market is becoming aware that cybercrime has dramatic impact their daily lives, as:

- ☞ Both personal and business finances are being destroyed by cybersecurity breaches.
- ☞ Government & corporate entities are targeted relentlessly jeopardizing both national security, individual privacy driving up costs to consumers for everyday goods and services.
- ☞ Privacy and confidentiality breaches will become more frequent, more costly and more damaging.
- ☞ Employees and Customers of the Private and Public Sectors are having their private information data-mined by hackers-for-profit and state sponsored cyber terrorists to retrospectively target and ransom valuable private information.

The Market Needs a Robust solution for Data Protection. Nearly every device that creates or stores data from desktop and laptop computers to tablets and smart phones, will either share data or use cloud storage. Out-of-date conforming technology exposes these users to great risk, but also creates an almost unlimited opportunity for cybersecurity solution providers such as MyDataAngel.com.

The Solution:

We founded MyDataAngel.com on two simple principles: 1. securing data at the point of control and, 2. securing data before it is transmitted.

Built upon the National Institute of Standards and Technology (NIST) roadmap for improving cybersecurity our revolutionary SafeDataZone™ solution provides our subscription based social, enterprise, U.S. and NATO government networks, the internet's first, user controlled, secure backup and cloud based storage and sharing alternative, utilizing perfect forward secrecy, via our unique, patentable, electronic data security protocol, powered by the DataGateKeeper™ engine, our exclusive, non-conforming, mathematically impenetrable cipher. The SafeDataZone™ permits our subscribers, continuous data protection even if your device is lost, stolen, or damaged, while preventing cyber-eavesdropping, and Man-in-the-Middle (MitM) attacks. MyDataAngel.com provides our subscribers "secure data transmission (sharing, storage, collaboration) over unsecured transmission lines" for data both at-rest (the point of control) and in-motion (while being transmitted) for all known forms of electronic data including spreadsheets, photos, video recordings, and audio files.

The MyDataAngel.com proprietary engine integrates our unique user-friendly drag and drop interface (GUI) for unsurpassed simplicity and ease of use. Once downloaded and executed, our subscriber may, with a simple 'one-click of the mouse', 'encrypt' or 'de-encrypt' files or whole folders with our impenetrable cybersecurity solution. **Ease of Use** - Files or folders may be save to either the Subscriber's hard-drive, flash drive or the SafeDataZone™ our cloud based storage solution or they may continue with their existing provider. Additional features of our **SafeDataZone™** provide our subscribers to easily "set and forget" back-up solution protecting their data even if their computers, hard drives or flash drives are lost, stolen, or destroyed. Our application safely encrypts all data types including data files, video, photos, audio files, and spreadsheets with the industries best data security.

Data Protection Unlike Any Other

We intend to drive sales first through civilian Subscribers utilizing an aggressive marketing approach with multiple elements of market reach combining demographic persistence and frequency of message to soften the market for the SafeDataZone™ cybersecurity solution. We will provide ultra-secure online storage, sharing, backup and collaboration solution for consumers, small and medium business, corporations, and governments, which are easy to use, affordable, and most importantly secure. To remain competitive, if necessary, we may offer users of the SafeDataZone™, free unlimited capacity and anytime, anywhere access to their secure files. Additionally, we make it easy for Subscribers to restore their files in the event of failure loss or theft, and our **Data Angels Customer Service Staff** will provide the highest quality of customer service to those Subscribers who need assistance.

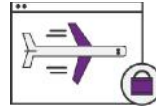
A Storm is coming, are you Protected?

Protection on Your Device



Whether your device is hacked, lost, or stolen, our exclusive cryptographic cipher keeps your data impenetrable.

Protection on the Move



Unsecured networks are a threat to your privacy. Our cipher uniquely protects your data “in-motion” preventing Man-in-the-Middle (MitM) attacks and active cyber-eavesdropping.

Protection of All File Types



Your documents (Excel Spreadsheets, Word Docs, etc.), databases, photos, videos, & audio files are protected with DataGateKeeper™.

Simple, Powerful, Easy to Use



You're just one click away from powerful protection. Single files or multiple folders are easily protected by our simple desktop application.

All the Cloud Storage You Need



Your files are encrypted and compressed with DataGateKeeper™, so they can reside securely in the SafeDataZone™, our impenetrable cloud storage.

Safe Syncing Made Simple



With DataGateKeeper™ and SafeDataZone™ you can safely sync information on multiple devices without fear of compromise.

Competitive Advantages:

Community Hybrid Product (FedRAMPSM): Our enterprise and U.S. and NATO Allied government solutions will allow for the first-to-market hybrid data storage solution designed specifically to exceed current U.S. Federal Risk and Authorization Management Program, (FedRAMPSM) guidelines. This will allow companies, NGO's and governmental departments to essentially meet credentialing guidelines established by Presidential Directive – 12 (HSPD-12), Identity, Credential and Access Management (ICAM) to establish digital identities and associated attributes, credentials and access controls into one comprehensive approach, through our permission based interface and reverse audit protocol thereby adding to the overall security of the protected data and who has access.

Product Superiority: Independent testing has shown **SafeDataZone™** to be a superior encryption solution. Data protected by our non-conforming solution was submitted to independent quantum mathematicians who determined that our technology:

- Ⓒ Provides 6,000,000 times more protection than any current cybersecurity solution.
- Ⓒ Protects a file 50 or more years before it could be made into a readable format (hacked).
- Ⓒ 3 “black hat hackers” were challenged to hack data on a flash drive as well as a zip file that we digitally protected with our DataGateKeeper cipher. **After 10 months they have not identified even the first digit of the encryption cipher!**
- Ⓒ **\$1,000,000.00 Anti-Compromise Guarantee.** If Subscriber's data is compromised in any manner following our data security protocol we will reimburse the Subscriber 100% of the cost to correct the compromise

and pay an additional \$1,000,000 dollars. Our proprietary, **DataGateKeeper™** cipher stands at the gate securing our **SafeDataZone™** cloud storage, and is, simply impenetrable. Unless the attacker possesses the Subscriber permission key the data cannot be compromised under any known variable.

- 🔒 **Undergoing Independent Validation under The Federal Information Processing Standard (FIPS 140-2)** as the entry point for GSA approval under FedRAMPSM.

Proprietary Platform: Companies such as Microsoft, Google, and Adobe as well as competing cloud storage companies offer conforming AES cyber protection, which is the exact data security product that is being so easily compromised. By offering mitigation “patches” (updates) our competitors are extending an inferior (AES) products’ life cycle in the absence of a superior option. The MyDataAngel.com DataGateKeeper™ cipher is that superior product.

Commercialization Strategy

MyDataAngel.com, intends to launch the SafeDataZone™ platform to civilians and first responders such as police, fire and active military via digital downloads in early Q-1, 2016. Subscription rates from \$129.95 to \$199.95 per year include a minimum of 500GB of cloud storage up to 1TB (terra byte) and is in line with current key competition. We will reach out to these initial groups through:

- 🔒 Search engine optimization (SEO).
- 🔒 Pay-per-click (PPC) and social media such as Facebook, Twitter, YouTube.
- 🔒 Bloggers connected to cyber security minded followers.
- 🔒 “In house produced” content such as training, sales, and information videos highlighting data protection emphasizing the **MyDataAngel.com** unique one-of-a-kind product.
- 🔒 Affiliates with tech savvy customers interested in our product selling our subscription and eliminating the need for “big box brick and mortar outlets.
- 🔒 OEM hardware manufacturers and/or on line retailers.

Secondary Targets for 2016 will include Small and Medium Business (SMB), corporate and enterprise and will focus vertically in the sectors of Banking, 4th quarter of 2016 Financial Services and Insurance (BFSI) industries, followed by Defense, as well as City, County and Federal governments.

Valuation / Exit Strategy: Stakeholder liquidity is central to management’s priority. MyDataAngel.com anticipates that the early adoption of its products and services in both the civilian and first responder markets will provide several liquidity options, including but not limited to a pre-packaged IPO, acquisitions and/or a strategic merger. MyDataAngel.com products and services are identified in the sector known as Distributed Computing or Cloud Services.

Roll-ups and acquisitions in this sector have valuations based upon users/subscribers and have sold for \$350-550 per subscriber. The MyDataAngel.com superior technology should position the company to achieve higher than average valuations given the deficiencies of the deployed technologies of our competitors, i.e., AES security.

Assumptions: Using generally accepted industry norms attributed to growth, approximately 24-36 months post our civilian product launch, and assuming we achieve 2 million subscribers, representing merely 2.5% of computer owning HH's in the U.S. and only 5% of early tech adopters, our expected value, solely for the civilian market, could range from \$700MM - \$1100MM using current market multiples of competitors in the space deploying an inferior, more costly solution. By realizing only 1% of estimated current spend by the government (\$170MM) and enterprises (\$55MM) with a revenue multiple of 3, our total exit value could range from \$1,375MM - \$1,775MM.

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Forward Looking Statement – This presentation contains forward-looking statements. These statements relate to future events or our future financial performance. These statements are only predictions and involve known and unknown risks, uncertainties, and other factors. The following factors, among others, could cause our actual results and performance to differ materially from the results and performance projected in, or implied by, the forward-looking statements: the limited history for evaluating our company; our history of losses and expectation of further losses; the effect of poor operating results on our company; the effect of growth on our infrastructure, resources; our ability to protect trademarks and other proprietary information; the impact of litigation; our ability to raise capital; our ability to fully utilize and retain new executives; negative publicity surrounding our products; a decline in our subscriber database; the impact of federal, state, or local government regulations; labor shortages or increases in labor costs; economic and political conditions generally; the effect of competition in the cloud storage, sharing and collaboration marketplace; and, the loss or compromise of our proprietary trade secret and or patentable technology or technologies.

We assume no obligation to publicly update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ materially from those anticipated in, or implied by, these forward-looking statements, even if new information becomes available in the future

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For additional information kindly contact:

Mr. Raymond Talarico

MyDataAngel.com, Inc.

514 South Magnolia Avenue, Ocala, FL 34471

C: (352) 512-2127 • O: (844) DATA101

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