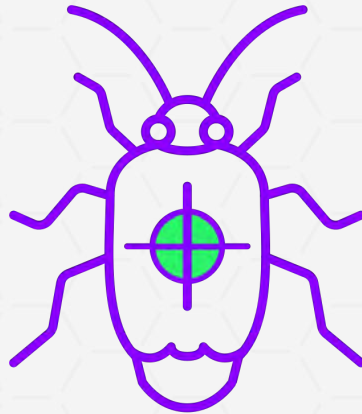




POLYSWARM

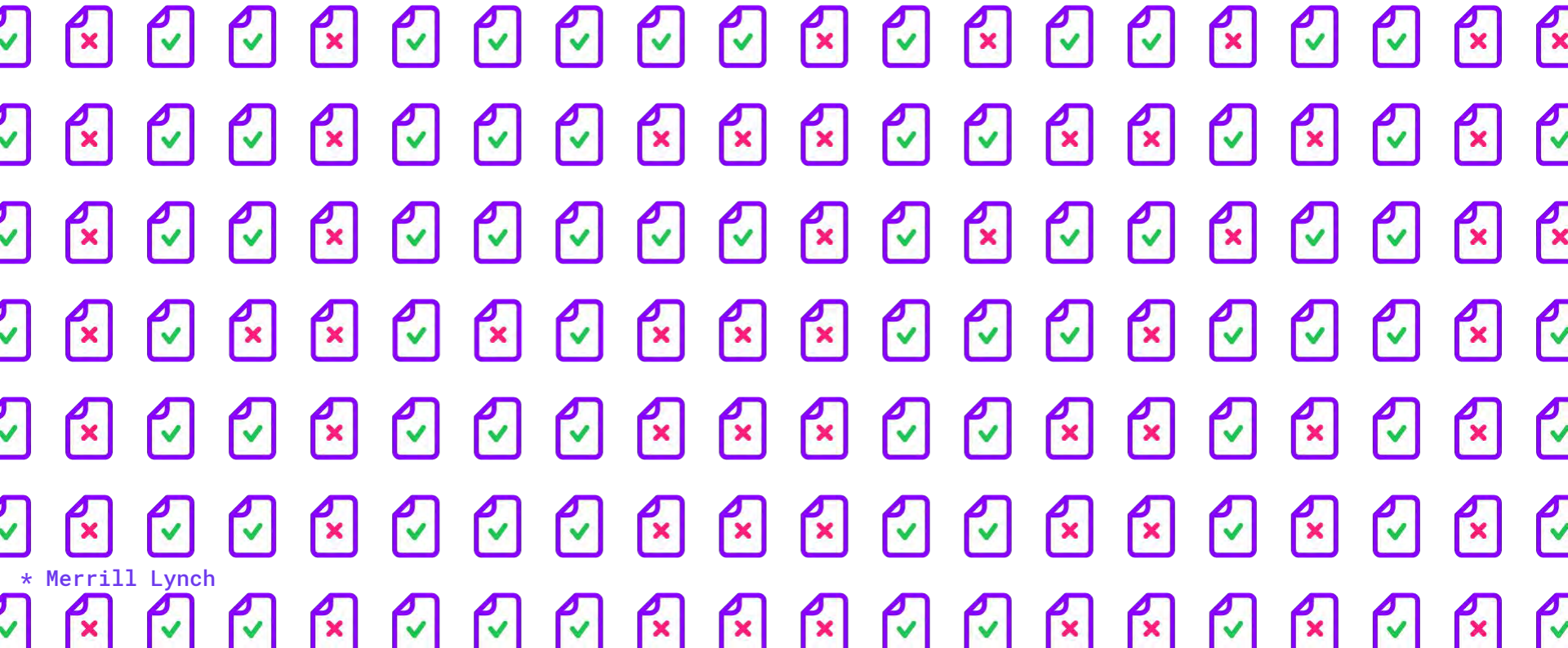
53-74%

Average anti-virus effectiveness
against new threats*



400

New threats every minute*



* Merrill Lynch

...Causing

\$3T

USD *in costs*, and expected
to double by 2021*

Today's threat
protection
economy is
broken.

The Problem

Today's centralized threat detection model

1. Duplicates efforts reducing coverage.

All AV must detect WannaCry. This creates duplication of effort, cost and coverage, to so some degree (Figure A)

2. Disincentivizes specialized offerings.

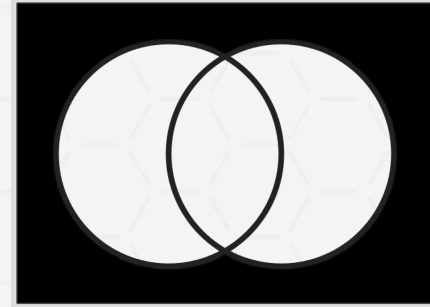
Lowest common denominator wins: invest in common widespread threats.

3. Vendors are not compatible. You can't run both McAfee and Symantec if you wanted to. And you don't want to (Figure B)

4. Lack of transparency

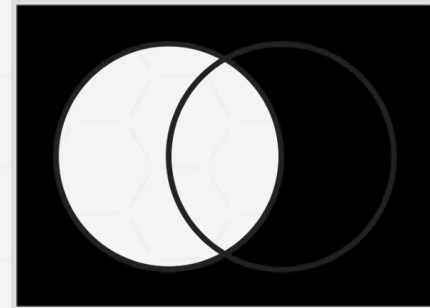
Buyers and sellers are in the dark; sellers don't know what threats they're missing and buyers cannot differentiate sellers

Figure A



left circle: AV 1 coverage
right circle: AV 2 coverage
black: blind spot

Figure B



you went with AV 1
black is still your blind spot

Solution:
incentivize competitive coverage



using **smart contracts**



Polyswarm fixes the economics

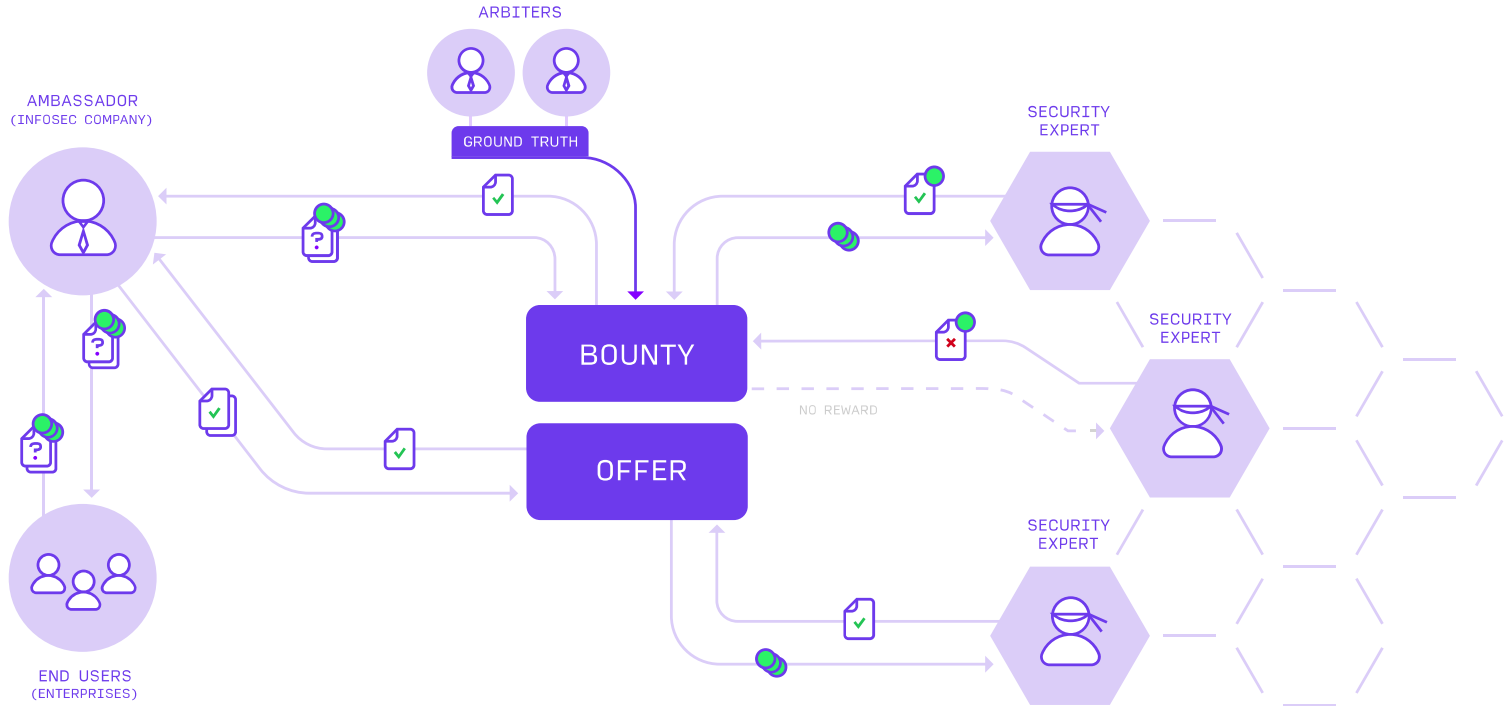
PolySwarm decentralizes and tokenizes malware threat intelligence.

And automatically rewards security experts for timely judgements on the malintent of things submitted by Enterprises & End Users.

PolySwarm
rewards
accuracy.

How **it** works

threat protection **redefined**



Enterprises/ Home Users



Bounties



Offers

- **Have:** money, streams of maybe-malicious artifacts (files, URLs, traffic)
- **Want:** timely protection for their users from broad, up-to-date, experts
- **PolySwarm provides:** single submission and higher utilization of subscription dollar and broader perspective than single vendor services

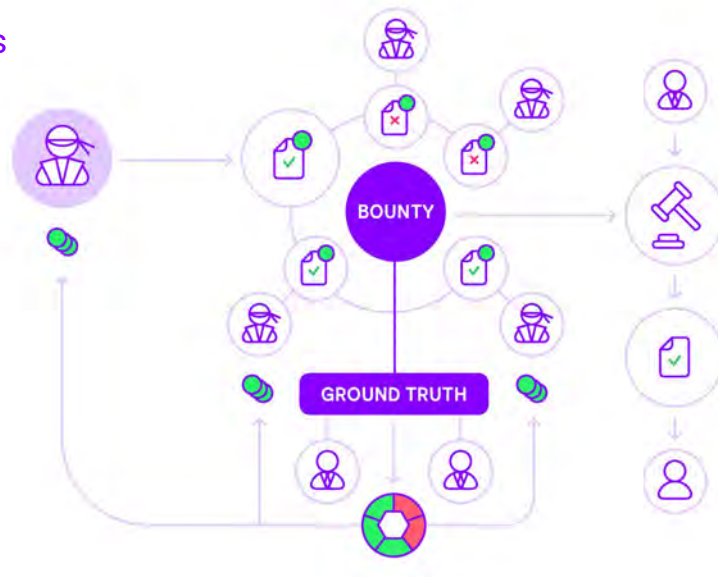


Security Experts



- **Have:** vast expertise in finding badness in files, urls, and network traffic (artifacts)
- **Have:** up to date intel on their slice of the malware underground
- **Want:** passive income from encapsulating knowledge into engine that lives on the market

Bounties



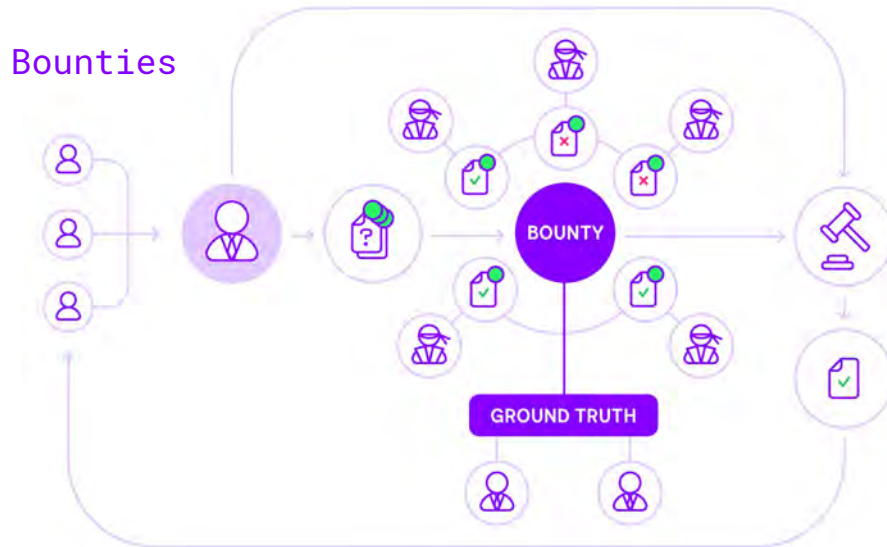
Offers



Ambassadors (security providers)



Bounties



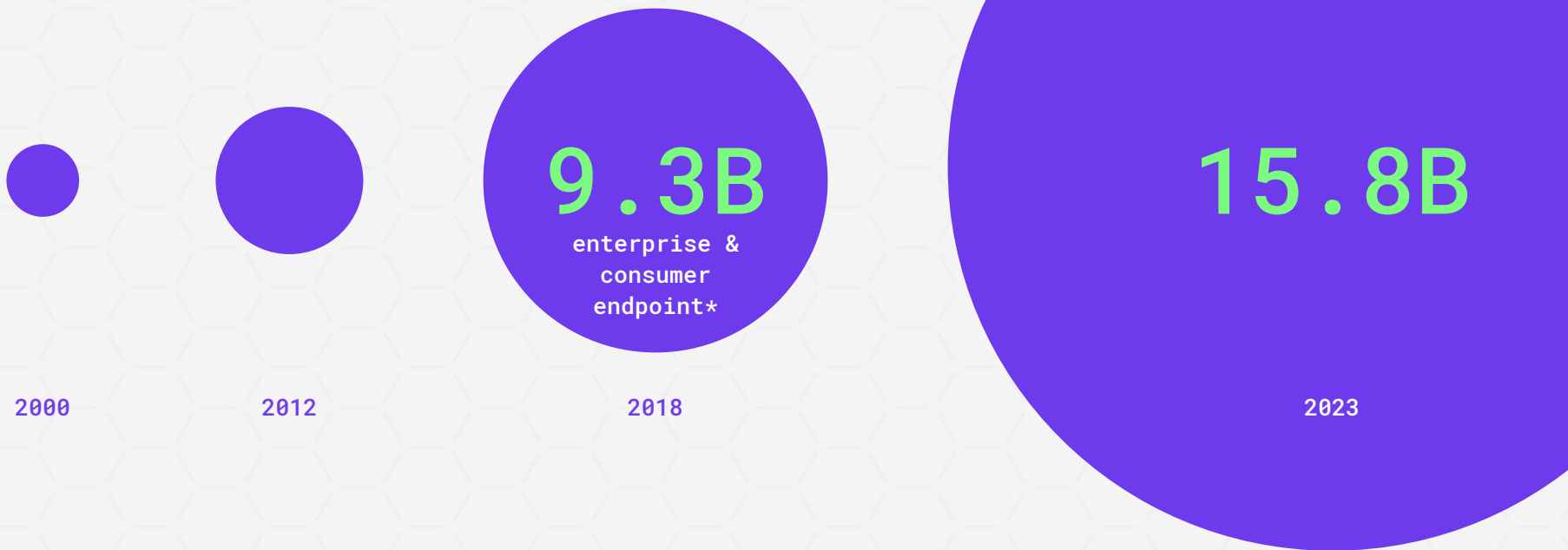
Offers



- **Have:** Enterprise customers and accuracy data for PolySwarm security experts.
- **Want:** income from curated offerings to Enterprises.
- **PolySwarm provides:** curated offerings in a simple subscription model to Enterprises. Market maker for experts.

Market Size

Endpoint security is at 11.2% CAGR towards 2025

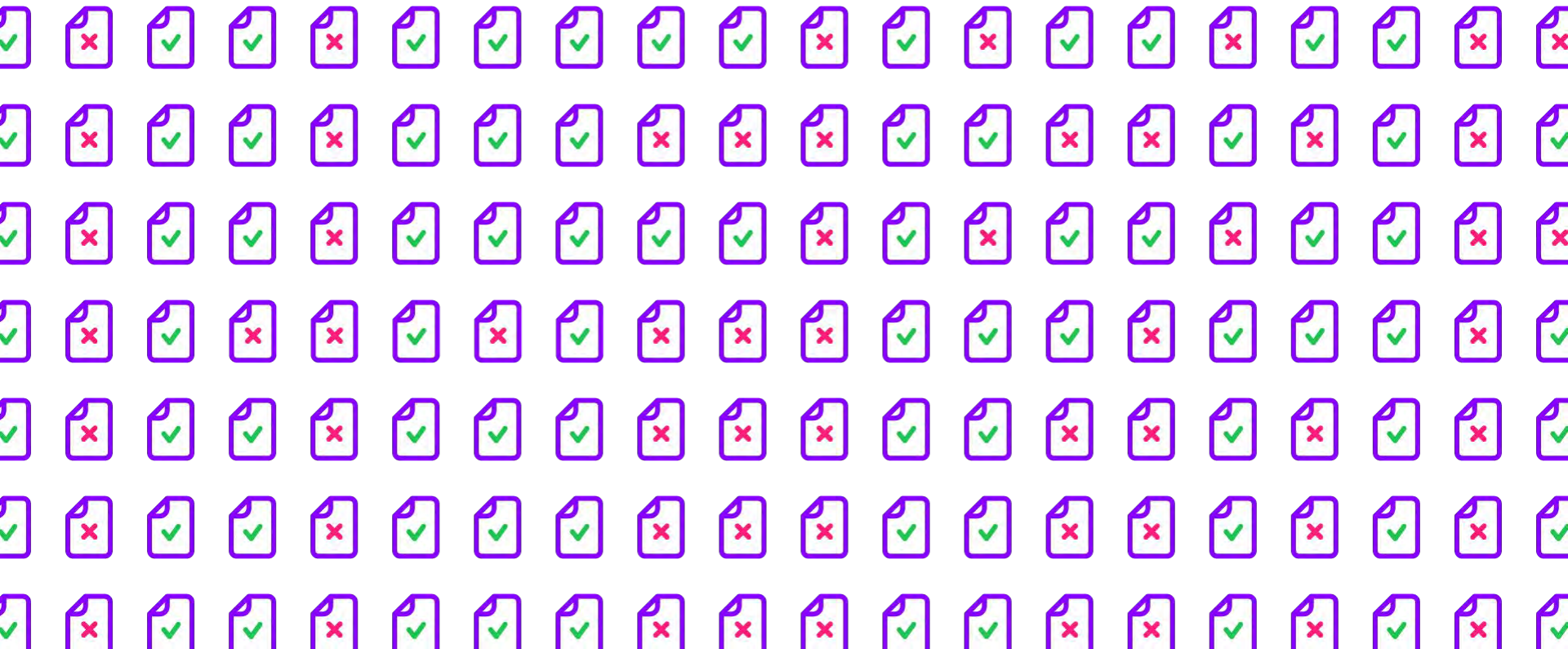


*Jefferies 2017 Cyber Security Primer for 2018 endpoint spend

*Persistence Market Research (PMR) 2017 for 11.2% CAGR

1B+ unique daily scans for malware

230K+ new malware per day

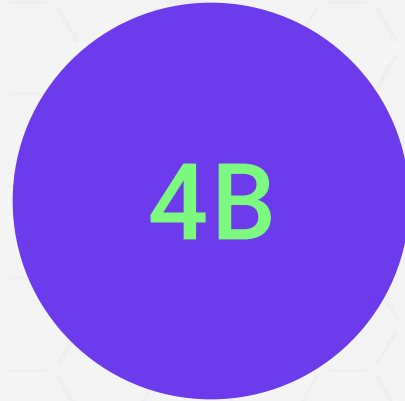


Market Size

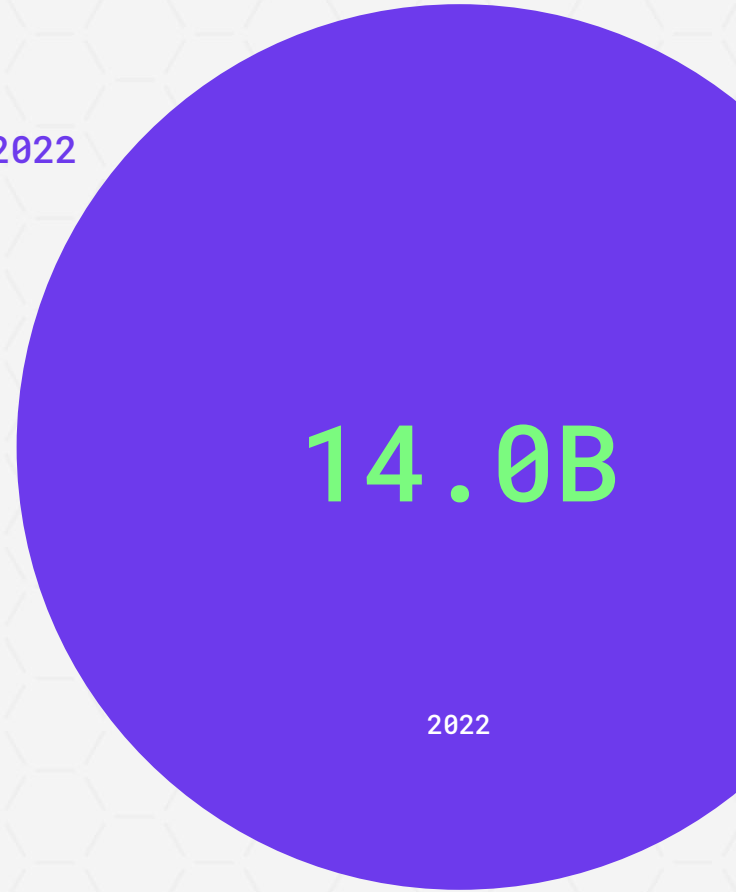
Cyber Insurance is growing at 28% CAGR towards 2022



2014

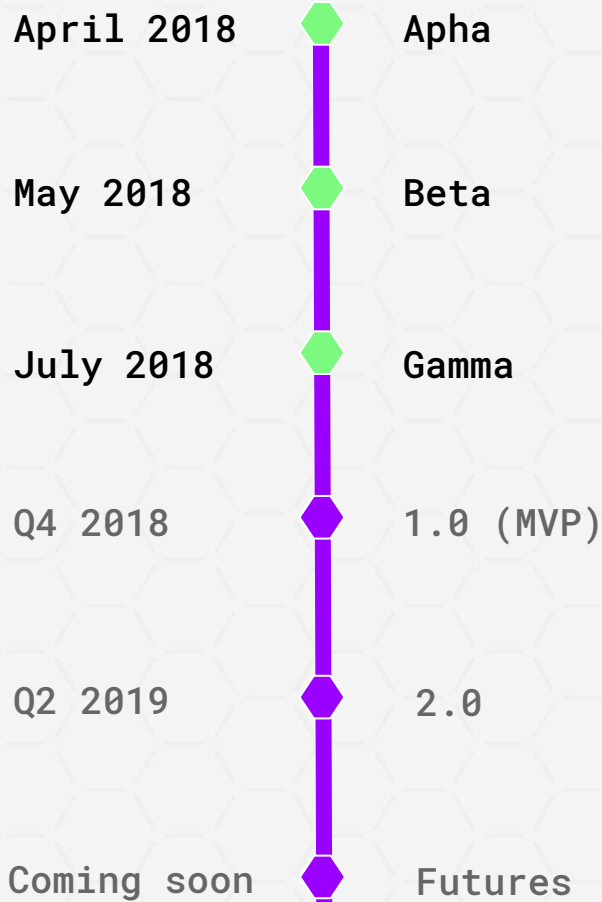


2016



2022

Product Roadmap



Competitive Advantage

	Antivirus*	PolySwarm	VirusTotal
Coverage	Limited	Yes	Limited
Reaction time to new threats	Slow	Fast	n/a
Interoperable	No	Yes	Yes
Crowdsourced	No	Yes	No
Decentralized	No	Yes	No
Ecosystem growth and evolution	No	Yes	n/a
Barriers to entry	High	Low	High

Leadership



Steve Bassi

CEO, DEVELOPER, FOUNDER



Paul Makowski

CTO, DEVELOPER, CO-FOUNDER



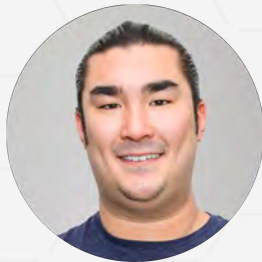
Ben Schmidt

CSO, DEVELOPER, CO-FOUNDER



Nick Davis

COO, DEVELOPER, CO-FOUNDER



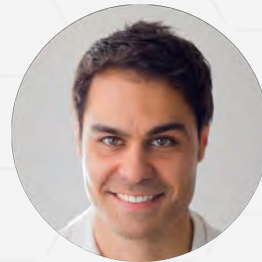
Max Koo

DIRECTOR OF PRODUCT
DEVELOPMENT, DEVELOPER,
CO-FOUNDER



Bill Fehr

VP OF GROWTH & PARTNERSHIP



Adrian Escude

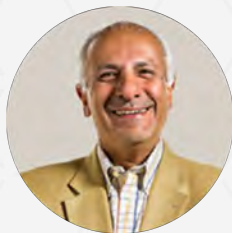
CMO

Advisors



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FORMER CIO, MCAFFEE



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CO-FOUNDER & CEO,
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POSTGRADUATE SCHOOL



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FOUNDER & CEO,
BASIS TECHNOLOGY



Matt Pillar

ENGINEER & TECHNOLOGY
LEADER, FACEBOOK

World-class **backing**



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