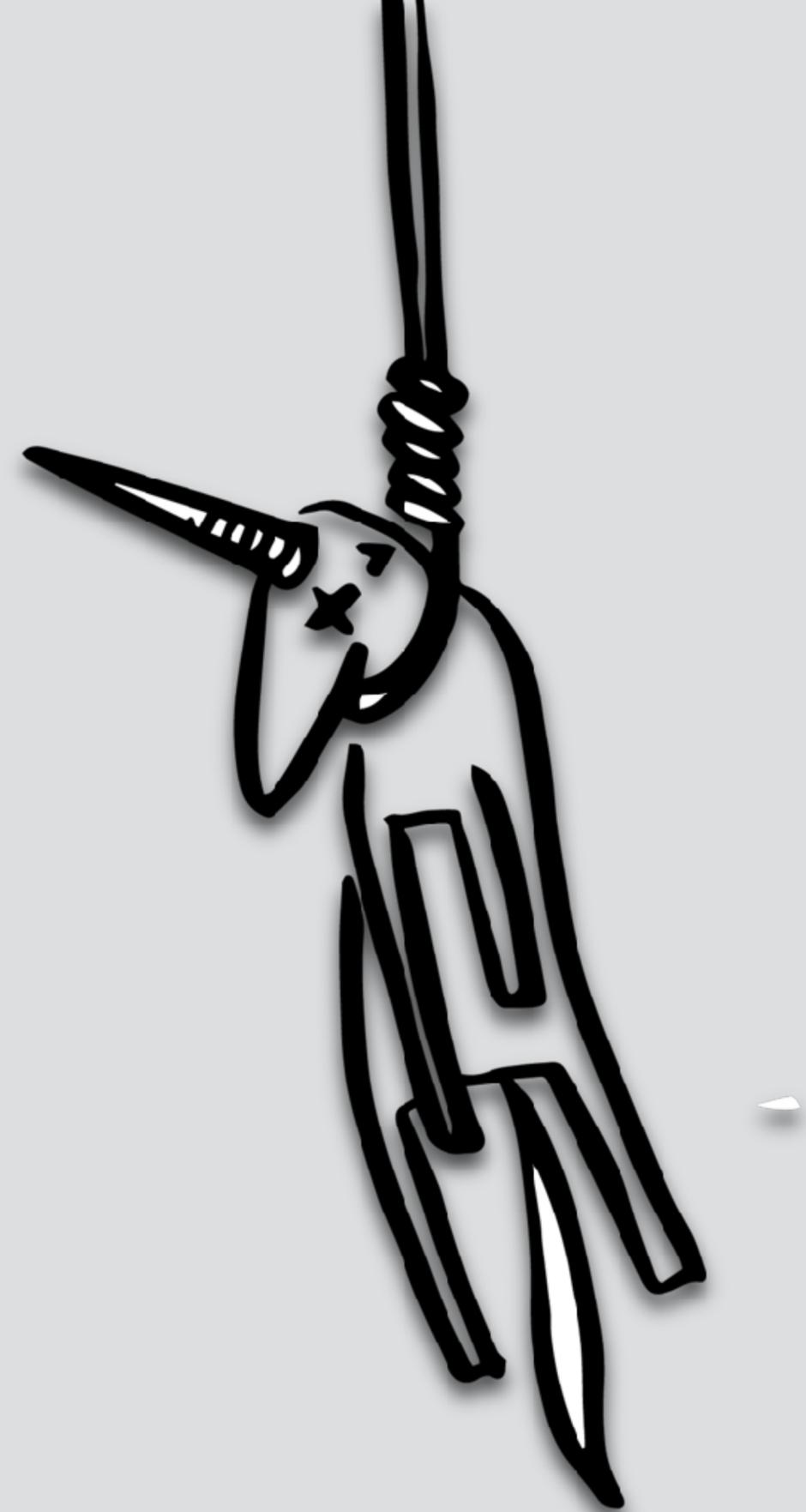


STARTUPS: The future is passwordless

VÍT ŠUBERT, CEO

UNICORN ATTACKS





SHIFT HAPPENS



Regulation to push biometric mobile payment authentication to \$1.2T by 2027: Juniper

🕒 May 26, 2022, 4:49 pm EDT

A market study from Juniper Research suggests that the value of biometrically authenticated remote mobile payments will reach \$1.2 trillion...



Biometrics market to reach \$136B by 2031...if mobile segment doesn't top \$184B first

🕒 Aug 3, 2022, 4:27 pm EDT

The global biometrics market is showing no signs of slowing down, and a new report from Transparency Market Research forecasts...

Biometrics Market Reports

Biometrics Research Group Inc. estimates the global biometrics market will grow to US\$77.9B by 2026 from its projected 2021 value of US\$39.1B.



Two analyses project facial recognition market at around \$13B by 2028

🕒 Mar 29, 2022, 5:48 pm EDT

Two recent research outcomes posit that the global facial recognition market size is going to witness a significant increase between...



Jumio report highlights cross-sector growth of digital ID in response to pandemic

🕒 Aug 17, 2022, 2:54 pm EDT

California-based selfie biometrics and KYC provider Jumio has published a new report highlighting new digital identity trends across a number...



Biometric payments win for convenience and security, privacy concerns remain: Mastercard

🕒 Aug 26, 2022, 12:24 pm EDT

New research published by Mastercard on Thursday as part of its second annual New Payments Index (NPI) sheds light on...

**SOMETIMES SIZE
DOES MATTERS**



WHY IS

FINGERPRINT MOST

COMMONLY USED

BIOMETRIC

SOLUTION SO FAR

**IT IS NOT
RELIABILITY**

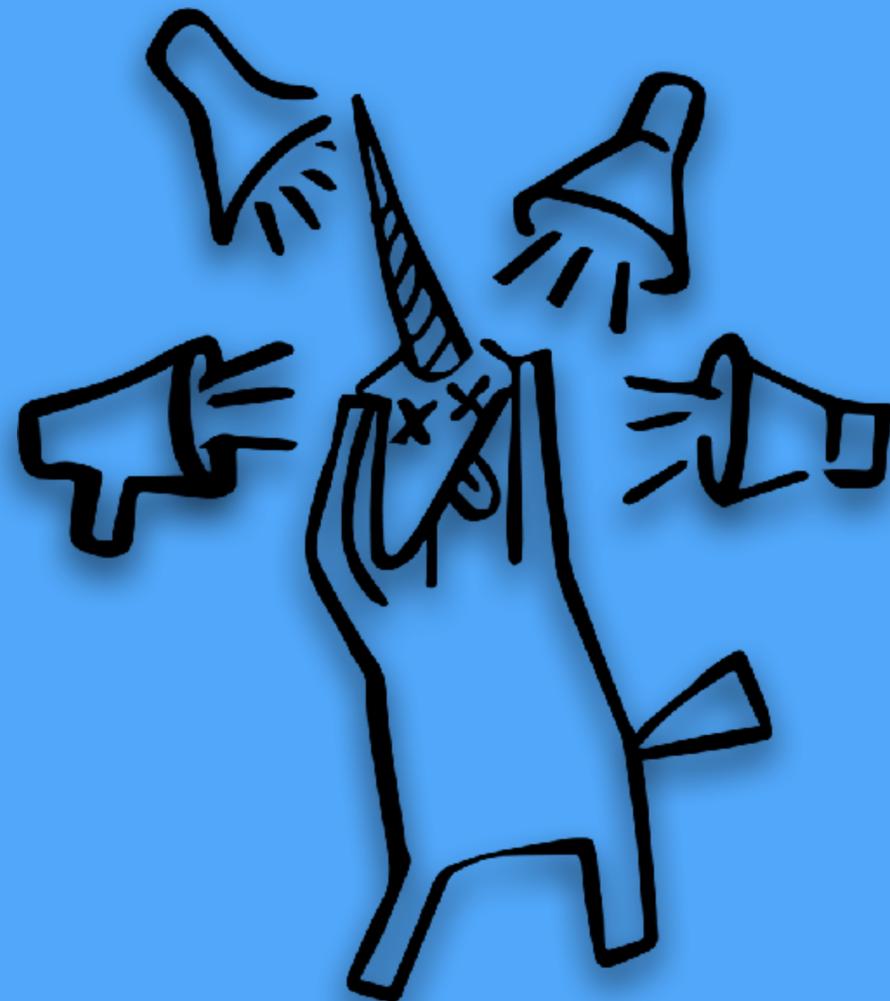
IT IS

SPEED

AND EASE

BIOMETRICS

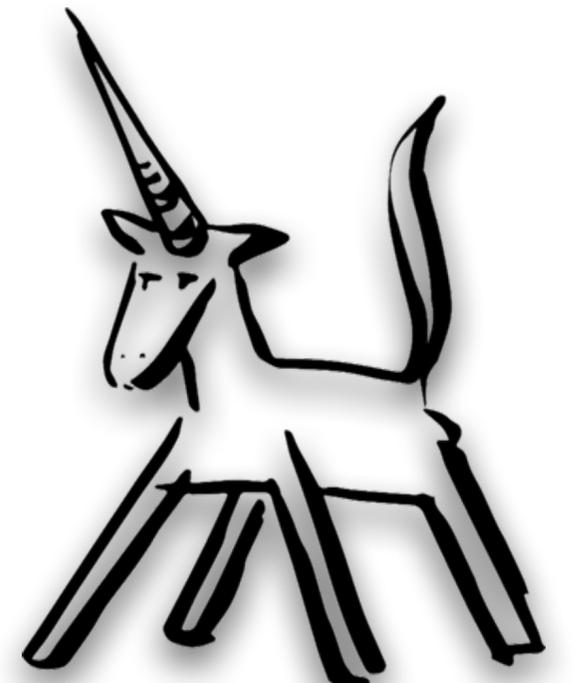
INVESTORS VIEW



1) GREAT FOUNDERS

2) DISRUPTIVE PRODUCT

3) MARKET AND CUSTOMER UNDERSTANDING



Summary

Overview 

Number of Organizations
156

Industries
Biometrics

Industry Groups
Biotechnology, Data and Analytics, Science and Engineering

CB Rank (Hub)
47,657

Number of Founders
272

Average Founded Date
Aug 4, 2014

Percentage Non-Profit
1%

Number of For-Profit Companies
153

Top Funding Types
Seed, Series A, Pre-Seed, Series B, Angel

incode Biometrics Startups

Summary

Number of Funding Rounds: **379**

Total Funding Amount: **\$1.7B**

How much aggregate funding have these organizations raised over time? **SHOW**

Announced Date	Transaction Name	Number of Investors	Money Raised
Aug 15, 2022	Seed Round - Faceki	3	—
Jun 8, 2022	Seed Round - Minds Digital	2	R\$2M
Aug 2, 2022	Series B - Sanyou Bio	4	—
Apr 20, 2022	Series A - Levels	17	\$38M
Aug 11, 2022	Seed Round - Electronic KYC	1	€250K

incode Biometrics Startups

Summary

Investments

Trend Industries Locations

What's the investment trend over time for this hub? **SHOW**

Announced Date	Investor Name	Funding Round	Money Raised
May 24, 2022	Ricardo Amper	Series C - Nowports	\$150M
Mar 1, 2022	Sam Corcos	Series B - Commsor	\$50M
Nov 3, 2021	Sam Corcos	Seed Round - Archive	\$4.1M
Oct 28, 2021	Sam Corcos	Seed Round - Practice	CA\$12.4M
Mar 9, 2021	Sam Corcos	Series B - Belong	\$40M

THOSE WHO MADE IT

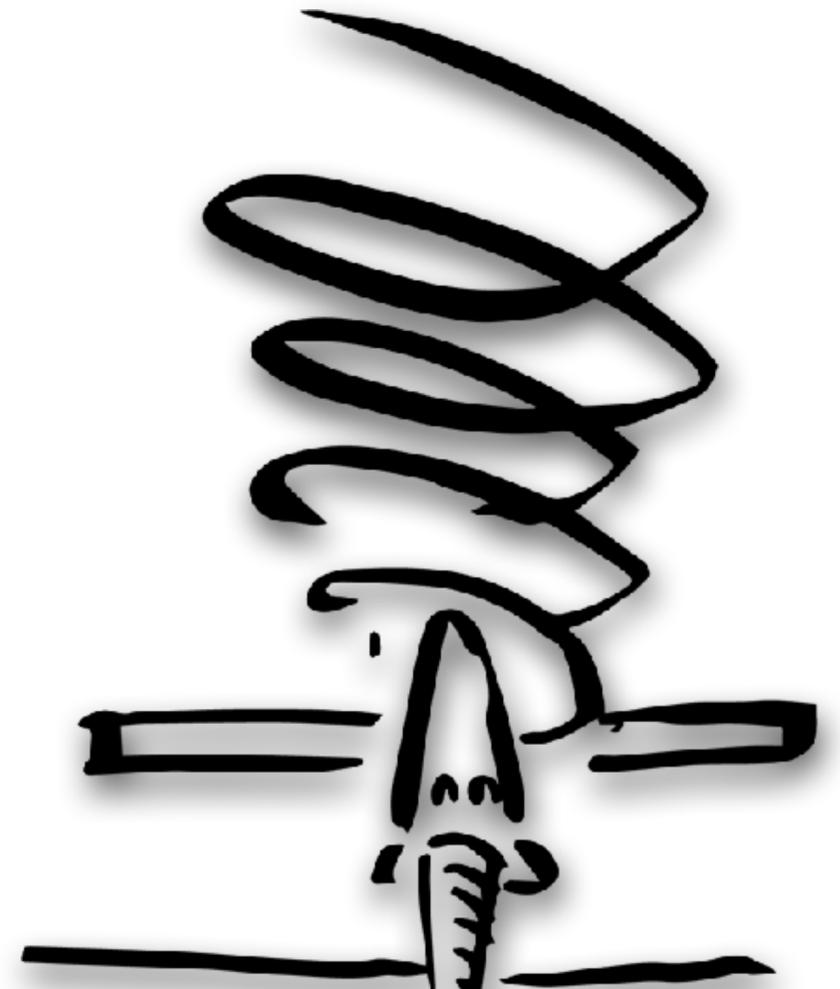


3 BIOMETRIC TRENDS TO WATCH

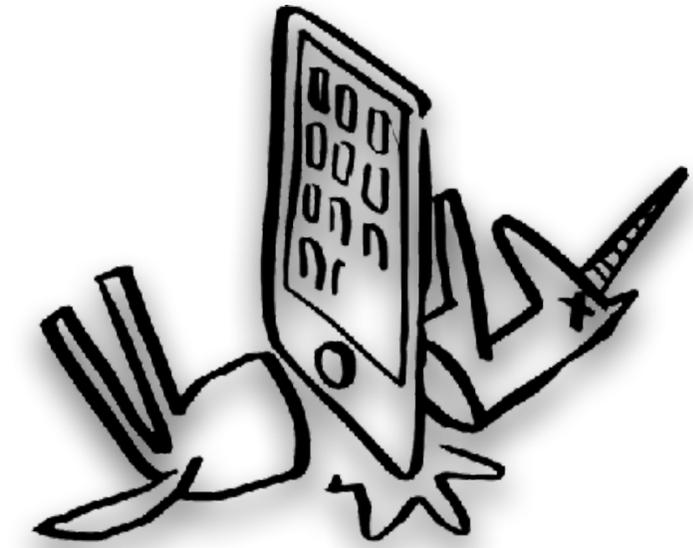
Finger vein recognition

Cloud-based biometrics

Multi-modal authentication



STATISTICS THEY FOLLOW



Global identity and access management in 2021 was \$13,9 bil.

75% Americans used some biometric technology in 2021

Market growth in next 5 years expected from \$16,6 bil. to \$55,4 bil.

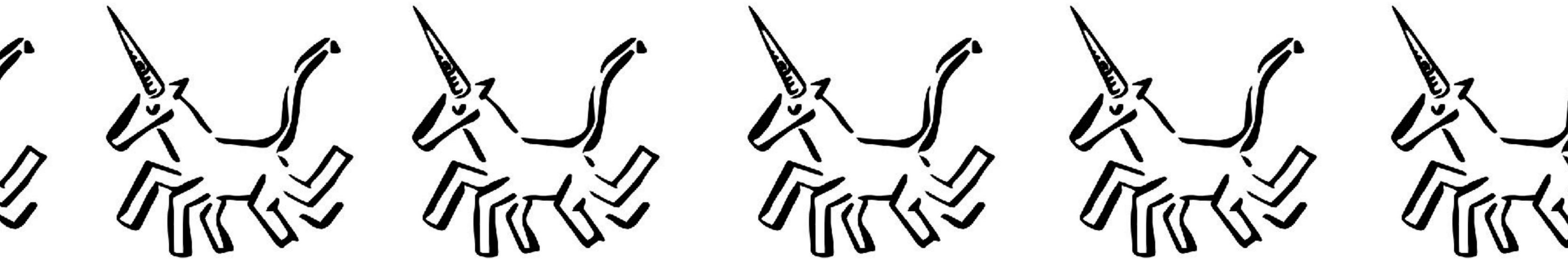
721
STARTUPS ANALYZED

5 Top Biometrics Startups to Watch in 2022



This Global Startup Heat Map illustrates geographical distribution of 721 analyzed as well as 5 selected startups. Data from January 2022.

**So what happens to the most of these
other beautiful, little, precious things?**



THEY

DIE



WHY?

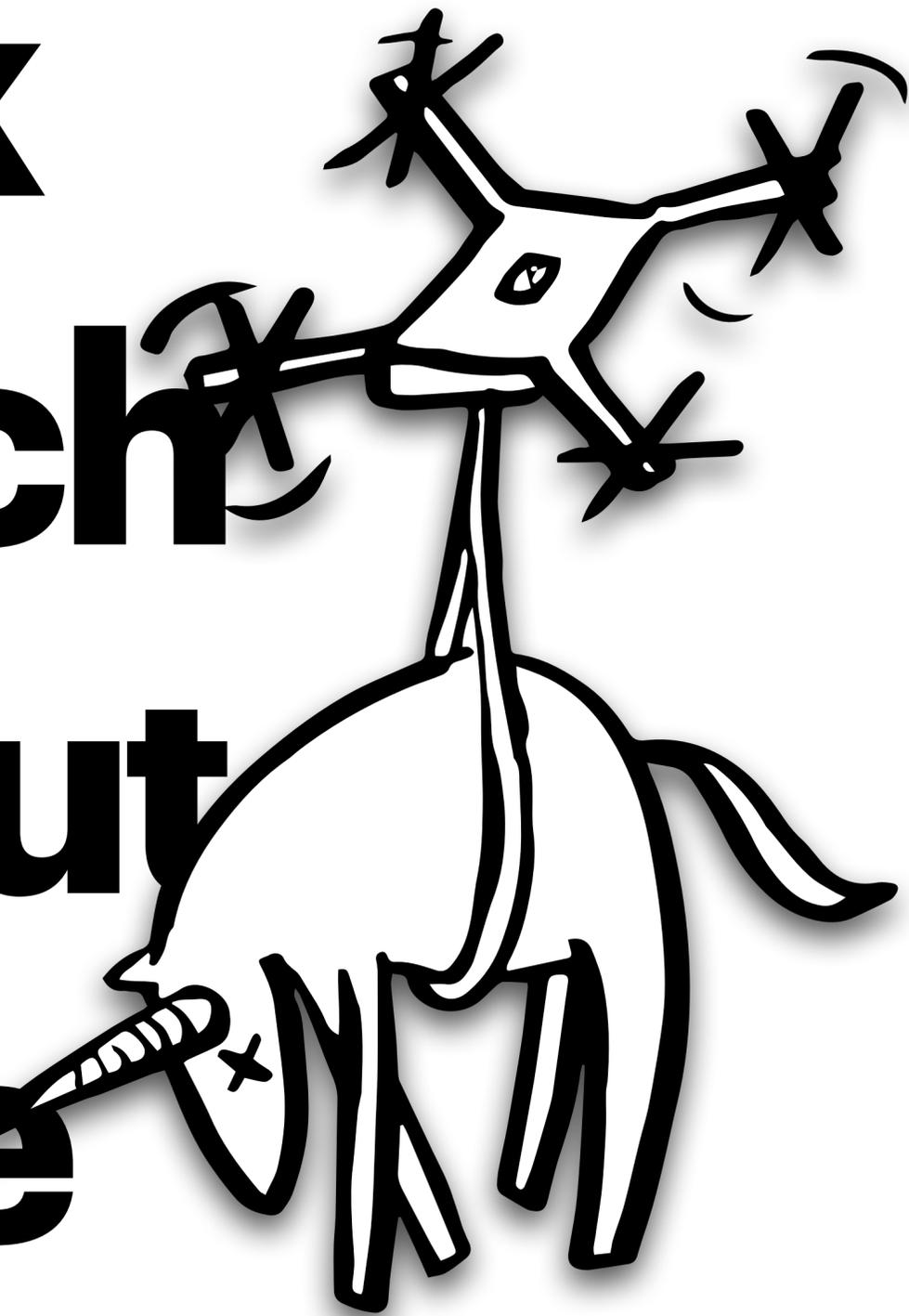
**SUICIDE BY
PRETENDING
'THE GAME'**

**THERE IS NO
DISRUPTION OR
VALUE
FOR CUSTOMER**



**KIDNAPPED BY
TECHNOLOGY**

**when you think
god is in the tech
and forget about
everything else**

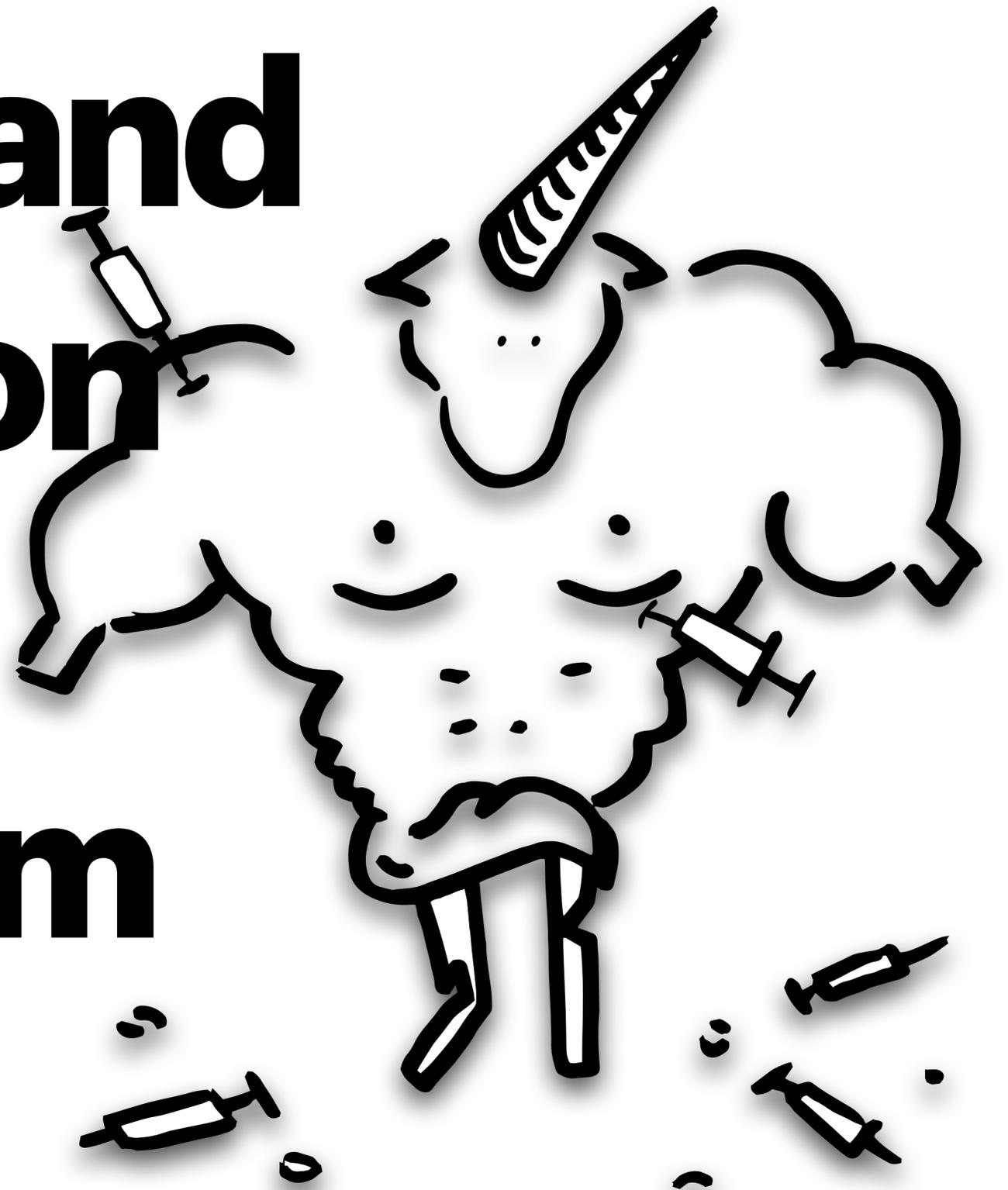




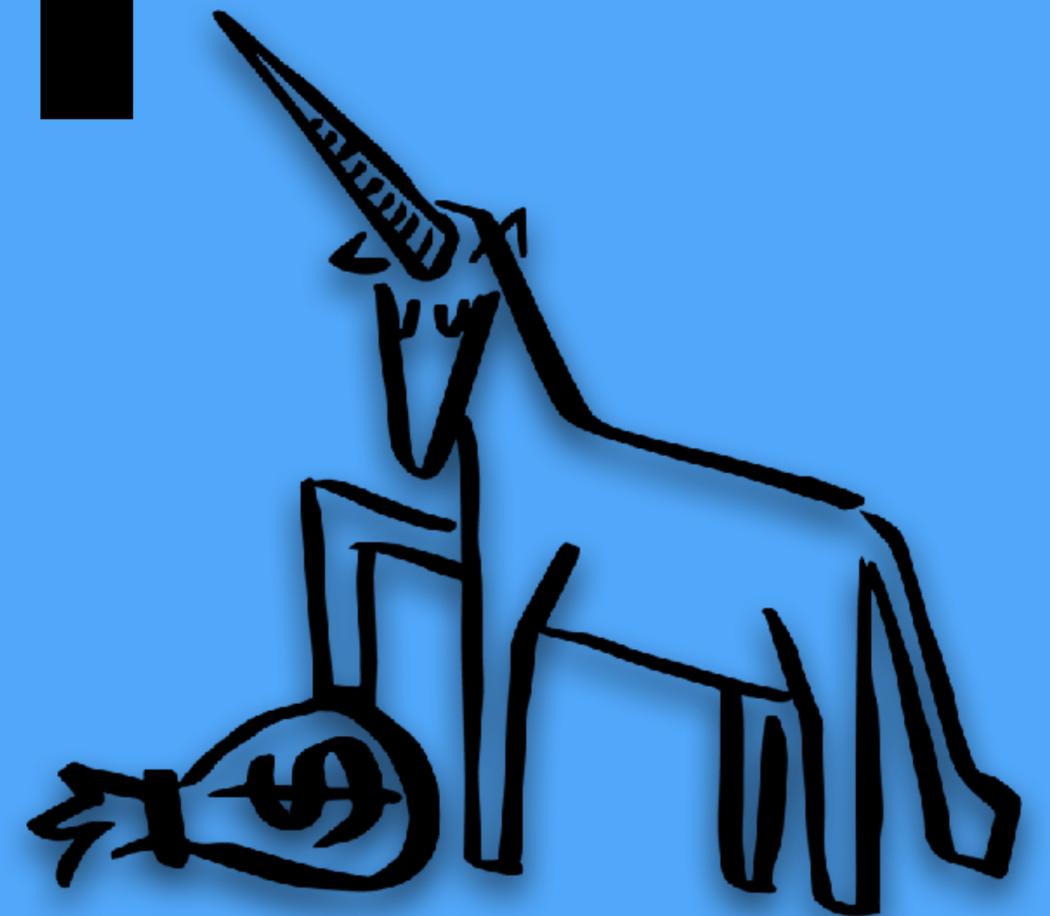
**BE HONEST.
DO I LOOK LIKE
AN ASSHOLE?**

OVERCOMPLICATED

**“sophisticated and
complex solution
based on our
unique algorithm
and AI”**



**LEARNINGS FROM
THOSE WHO HAVE
MADE IT**





**SIMPLE THINGS
JUST WORK**



**FIND A MARKET SEGMENT THAT IS IN DEMAND
AND HASN'T CHANGED IN YEARS**

**FIND A PRODUCT THAT IS IN DEMAND ON THE
MARKET AND HAS NOT BEEN SIMPLIFIED FOR
YEARS**

FIND A PRODUCT THAT CAN BE EASILY SCALED



**NOTHING
REVOLUTIONARY,**

NOTHING NEW

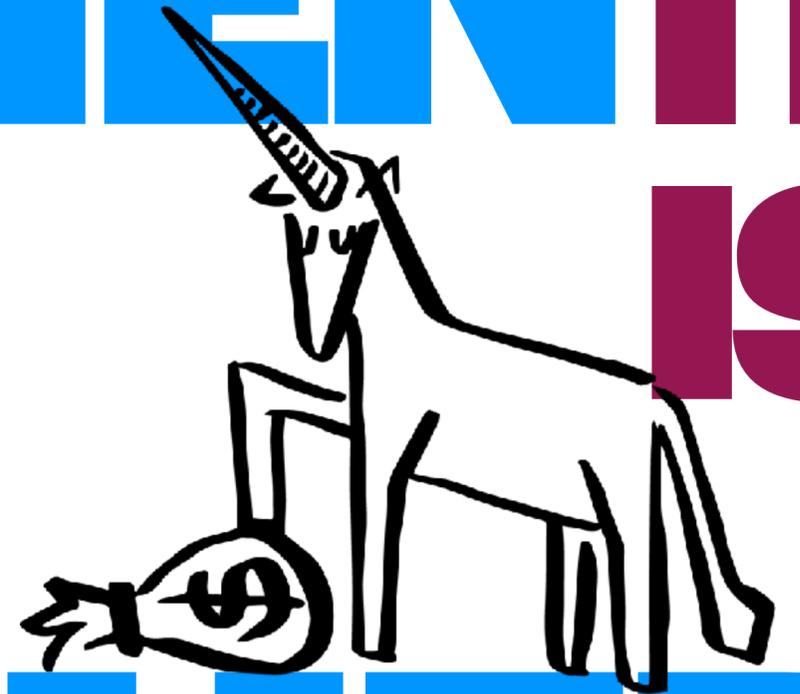


WhatsApp

START **SELLING THE**

PRODUCT WHEN IT

70% FINISHED



ART OF SCALE-UP



NOT BEING

AFRAID TO

MAKE A

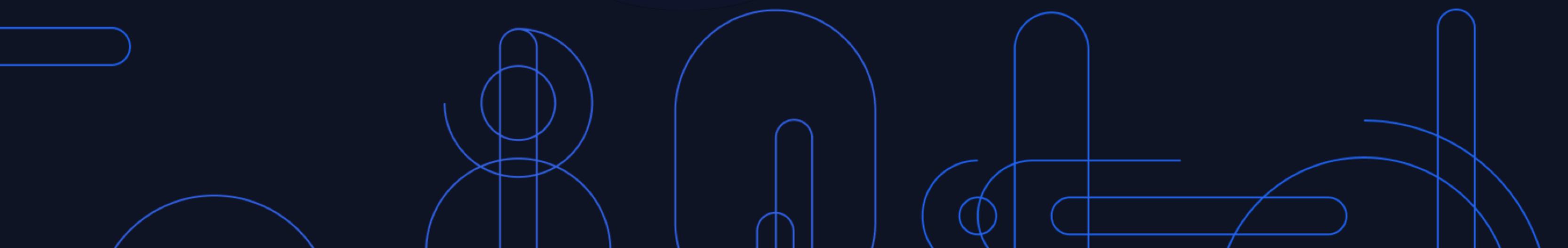
MISTAKE



“If you didn’t fail, you were not trying enough”

Charles Elachi, CEO
NASA Jet Propulsion Lab

bv



DON'T DIE STUPID.®

