

# INVESTOR BRIEF

## Vision

DeepTrust Labs is building the trust layer of the AI era: person-to-person authentication enabling trust between people again.

## The Problem

Synthetic impersonation, under criminal control, can fool anyone. Voice, face, and presence are now easily faked. There is no default way to know who is real.

## The Solution

DeepTrust provides secure, human-first authentication via a simple handshake - online, offline, and in-person.

## Product Snapshot

- Lightweight PWA for secure key exchange
- Offline validation modes
- Revoke/resync capabilities
- Built for scalability and simplicity

## Market Opportunity

This is a new category: Human Identity Infrastructure. The demand for real human validation will only grow. Regulatory and enterprise sectors will drive adoption.

## Business Model

- Free core tier for personal use
- Paid enterprise features, validation, and consulting
- Licensing and certification revenue streams

## Roadmap

- Q2 2025: MVP Launch (manual key exchange)
- Q3: Validation layer and onboarding flows
- Q4: First enterprise pilot and regulatory partnerships

## Founder

Bobby Simpson - Founder and Visionary

## Contact

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## The Ask

We are raising \$1,000,000 on a \$20M valuation cap using a SAFE (Simple Agreement for Future Equity).

## SAFE Details

SAFE investors convert into equity when we raise our next priced round. If our valuation grows, early investors are rewarded with more equity. If we raise below the cap, they convert at the lower price.

## Example outcomes

- Raise at \$20M -> SAFE converts at \$10M (2x equity advantage)
- Raise at \$10M -> SAFE converts at \$10M (equal terms)
- Raise at \$7M -> SAFE converts at \$7M (better terms for the investor)

Let us build the future of trust -- together.