The @ Company

A protocol for trust

Company Metrics

$100K+
Sales to Date

22
Employees

$3M
Capital Raised

8
Patents Pending

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OVERVIEW

The @ Company's mission is to help people reclaim their digital privacy through a unique identifier we've titled the @sign. The brainchild of two Silicon Valley innovators, the @sign empowers individuals to own and share personal information on their own terms.

PROBLEM

We live in a world where our digital footprints are owned by corporations. By surveilling our online activity, companies like Facebook and Google have access to a staggering amount of personal information — information that we do not choose to share.

Privacy laws such as the GDPR, CCPA, and 17 US state legislations are being put in place to protect people. But in spite of these preventative measures, companies struggle to comply and are plagued by data breaches to this day.

SOLUTION

The @ Company has created an open protocol that will give people full control of their digital selves. By adopting personalized @signs, they will have the freedom to share, withhold, or retract their information at will. Also, they will no longer be unwittingly entrusting their data to companies.

But this isn't just great for consumers, businesses implementing the @portocol gain automatic compliance, up-to-date customer information, and a much better customer experience.

OPPORTUNITY

Since the @sign values people's right to choose, it can fundamentally alter the experience of anyone

who uses the Internet. In particular, the @ protocol is an attractive option for app developers, allowing them to easily comply with the complexities of privacy regulation while safeguarding user data.

GO TO MARKET

This past April, we launched a registrar site where people can sign up for @signs. In October, our partners will launch three fun mobile apps that are fully integrated with the @ protocol, then announce one app every month onwards. In anticipation of the launch, **100s** @signs have already been purchased. We plan to encourage more people to register and inspire a network effect by creating viral apps that are fun, innovative, privacy compliant, and secure.

TEAM

The @ Company was founded in 2019 by Barbara Tallent, Colin Constable, and Kevin Nickels, three visionaries with 30+ years of executive and technical expertise each. The team has since been joined by Denise Daniels, Ph.D., board chair Kim Perdikou, and startup specialist Venkat Raju. We've also been blessed with 8 talented developers and 18 bright interns.

COMPETITION

In order to understand who our competitors are, we must also understand who we're taking money from. Implementing the @ protocol – which limits the extent to which companies can collect user data without permission – will force advertisers to develop new marketing methods. Because of this, companies reliant on consumer data to drive ad campaigns will likely be resistant to calls for increased privacy.

WHY NOW

At least 3.5 billion people across the world have had their information stolen. Even worse, organizations like the California DMV make millions from selling customer data. Companies and our society need a better way to ensure its citizens' privacy, and it needs it now. The revolution is already happening.

FINANCIAL PROJECTIONS

	2020	2021	2022
Revenue	$143,293	$3,603,384	$14,740,962
Expenses	$2,546,551	$8,093,915	$12,864,084
Profit	-$2,635,094	-$5,550,559	-$1,996,718