

yourself.online™

Control your privacy. Control your persona.

Your Online Guardian

Consumer service to take control of your online self

November 2020

AWARDS



SUPPORTED BY



yourself.online™
Control your privacy. Control your persona.

Emma, welcome to your online persona and privacy dashboard
Last Rescan: Tuesday 03 Nov 2020

Your Score

55
Your score: 55 / 100
At risk
Major issues found
[Share Your Score](#)

Steps to improve your score

- Review 3 Tweets for potentially da
- Review 3 Instagram posts for pote
- Review 6 Facebook photos for pot

Factors that affect your score

3 High risk Factors

Manage your online persona
Review your Social Networks, delete and archive content

Facebook Photos

We have found **6 photos** you need to review.
Last Scan on Tuesday 03 Nov 2020. Your authorization expires in **59 days**.

Facebook Posts

We have found **0 posts** you need to review.
Last Scan on Tuesday 03 Nov 2020. Your authorization expires in **59 days**.

Tweets

We have found **3 Tweets** you need to review.

Consumers's Online Lives are Stopping Them Getting Jobs, Credit and More

Consumers have amassed huge digital footprints, across multiple decades and life stages. The information they've shared on social media is being used to make decisions about them that affects their future; limiting access to jobs, credit, insurance and more¹. 70% of corporate employers now check a candidate's online profiles prior to hiring - and make assumptions based on data which is often years old.

Vision - The Online Guardian for Consumers

Individuals are overwhelmed by the online footprints they've created, and they don't know what to do. 2020, has only made this worse as they interact online for work and social life like never before. Our vision is to become the online guardian for consumers, and create a mass-market product that allows individuals to clean up the past, control the information they share going forwards and ultimately empower them to be more successful online.

Initial Product Live - First Step Towards Vision

Research and development began in July 2018 and the initial prototype launched in March 2019. Our initial paid product launched in April 2020 and represents the first step towards our vision. It scans across social media accounts, websites, data brokers and data breaches. This is then analyzed and presented in an easy-to-use dashboard with a *Persona Score* and risks highlighted. Customers then easily delete their photos and posts and are guided through changing their settings, putting them in control of their presence.

Huge Target Markets - Over 50M US Consumers

There are many sizable opportunities for yourself.online across professional, educational and financial consumer markets. We have established a foothold through direct consumer sales and partnerships. In July 2020 we launched a \$135,000 licensing partnership with IDShield, a leading Identity Protection Service with 1M+ members. As we build towards our vision, we will become the leading service in an evolving consumer online protection landscape.

We're The Team to Make This Happen

Two ex-Google employees, James Chance & Dimitrios Mistriotis founded yourself.online after witnessing first-hand how consumers' lives were being impacted by their online data. Our distributed team of 6 are joined by leading advisors and investors actively helping in strategy, marketing, product, and technical research.

Company Summary

- Headquarters: Austin, US
- Team: 6 Full & Part Time
- Raised To Date: \$312,500 convertible and \$45,000 prizes from business plan competitions
- Revenue ARR: \$136,000
- Business Model: B2C / B2B2C

Company Timeline

- May 2018: Company founded
- March 2019: Prototype live
- April 2019: Founders full time
- April 2020: Initial paid product
- May 2020: First revenue

Product Summary

- Web application & Chrome Extension
- Pricing: \$30 Upfront & \$5 / Monthly
- Channels: Direct to consumer and bulk licensing

Traction Highlights

- 2,700+ Paid customers
- Over 1.1M Photos, posts and tweets analyzed
- 40%+ of Customers take action from recommendations
- Rated 4.2 out of 5 from 120 customer surveys

¹WSJ Sep 2018, CareerBuilder Aug 2018, CER Research Aug 2018, Inc.com Oct 2017, Guardian UK Oct 2016, New York Times Feb 2015.