



Prodentity, LLC

Company Overview: Prodentity delivers identity management and security software that meets business needs for a comprehensive solution uniquely communicating who has access to what assets, under what conditions.

Problem: The existing method of authentication that has ruled the computing world has been: give me a correct means of identification and you can have access (and implied authority)—with no consideration for how much we can trust this authentication. With the enterprise's new content-centric perspective, this approach is far too broad, and can in fact be dangerous. To simplify better controls, identity management has become a focal point as networks and computer systems become more and more reliant on information sharing and on each other. In a practical sense, production of an identity and access permissions for each employee is time consuming to define and almost impossible to construct.

Solution: Prodentity's product, Digital Network Authorization (DNA), makes it easier to dynamically allocate the need to share. DNA integrates with existing identity management and security solutions, extending their use as part of a complete strategy for identity governance.

Business Model: Prodentity's unique software technology will be marketed through both large and small partners offering a comprehensive identity management and security solution.

Marketing Opportunity: The identity management segment of the global IT market alone is growing at an annual rate of 22 percent, reaching almost \$13 billion by 2014. In the key markets of government, health care organizations, financial institutions, and utilities—security and privacy needs generate a set of requirements that DNA can fulfill.

Competitive Advantage: DNA's patent pending trust aspect of identity, security and privacy will become central throughout enterprises with these needs—especially where cross domain communications are necessary.

The challenge for companies is that they must adapt to the new realities of the enterprise security environment, while carrying the burden of their existing model, struggling to address the responsibility to share.

Management Team: CEO Mr. Gerard Gagliano's and CTO Mr. Richard Feezel's experience have jointly brought success to companies such as National Semiconductor, EarthLink, the Department of Energy's Yucca Mountain Project and governments around the world.

Funding Request: An investment of \$1.2 million in the first year, \$4.6 million over three years, will be used to develop sales, marketing, technical support staff and common plug-ins.



GERARD A. GAGLIANO

Investors: Founder
Year Founded: 2009
Employees: 2

Prodentity, LLC
137 Camino Rayo del Sol
Corrales, NM 87048
505-792-3331
www.prodentity.com

In Attendance:
Gerard A. Gagliano,
Founder & CEO
Richard M. Feezel, CTO

Revenue Forecast:

2010:	\$.4M
2011:	\$.5M
2012:	\$ 2.5M
2013:	\$ 22.7M
2014:	\$ 54.3M