



Welcome to

The Future of Data Ownership

Discover where your personal data is and manage your digital footprint.
You decide where your data should or shouldn't be, and we'll make it happen.



A strong management team backed by top tier investors



GAL GOLAN
CO-FOUNDER & CTO



GAL RINGEL
CO-FOUNDER & CEO



KOBI NISSAN
CO-FOUNDER & CPO



SABAN VENTURES



16 employees. Raised \$3 M in total.

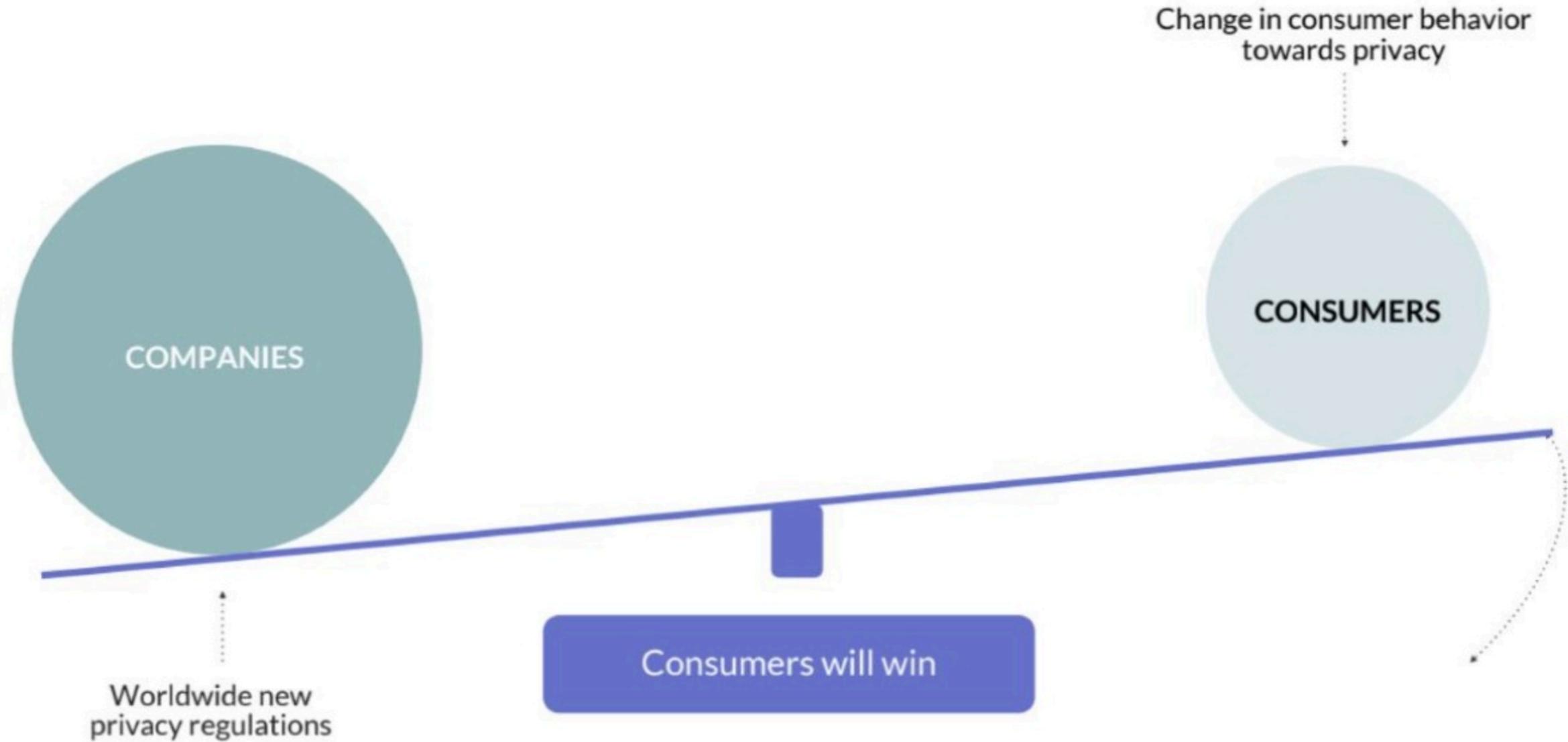
Our investors and partners:



SABAN VENTURES



A substantial shift in the balance of personal data is happening

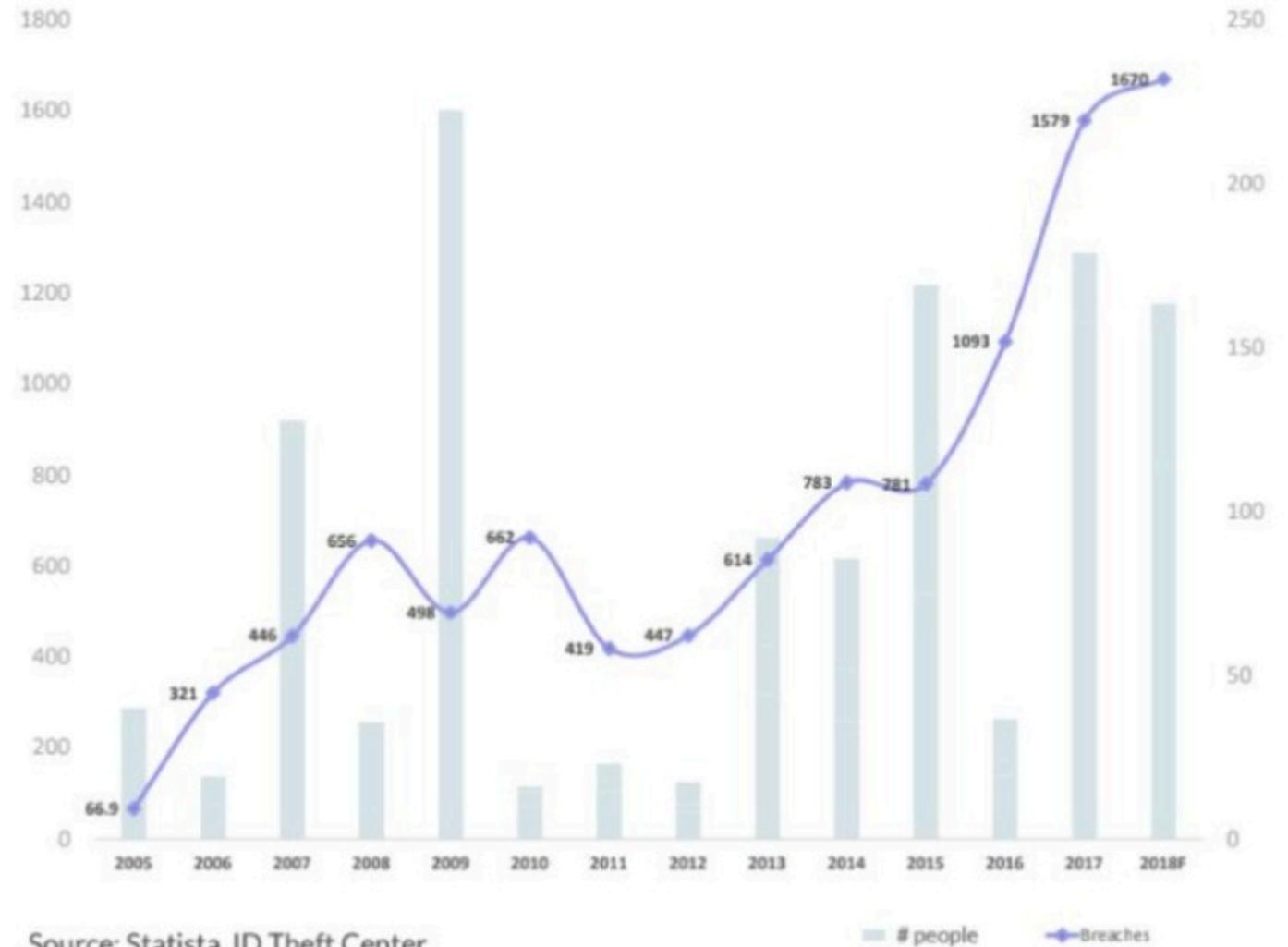


It's not a matter of IF but WHEN: Consumers must be proactive to protect their data

COMPANIES ARE FAILING TO PROTECT OUR DATA AND PRIVACY

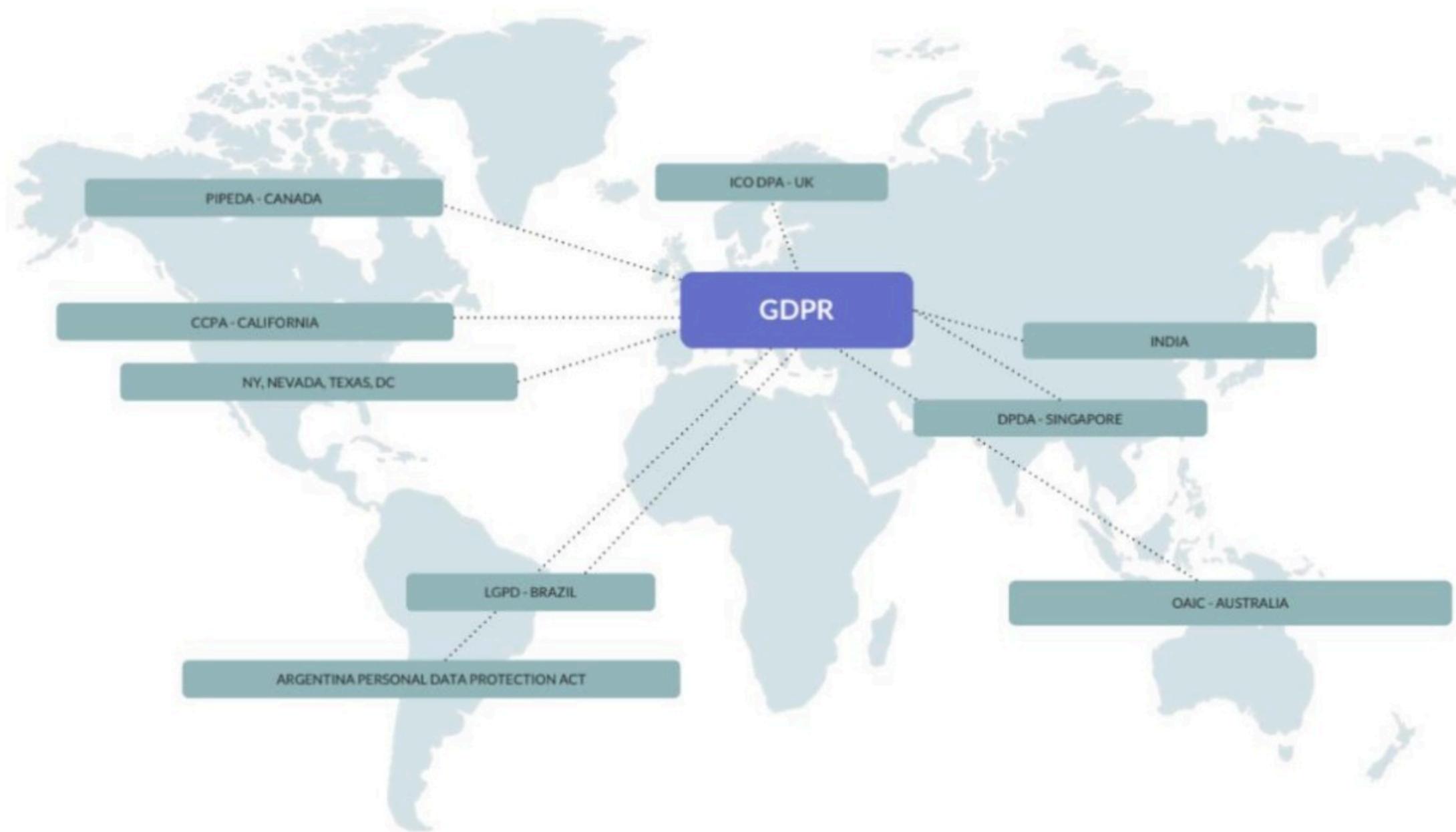


OF US CITIZENS AFFECTED BY A SERIOUS DATA BREACH



"A breach is defined as an event in which an individual's name plus Social Security Number (SSN), driver's license number, medical record, or a financial record/credit/debit card was exposed. Over 1B such records were exposed in the US alone with over 160M SSNs exposed." (ibid)

There's a strong and spreading privacy regulatory tailwind on our side



A large flock of flamingos is gathered in a shallow, muddy wetland. The birds are mostly white with long, thin necks and long, thin legs. Some are standing in the water, while others are in flight in the background. The sky is a clear, pale blue. The overall scene is a natural, serene landscape.

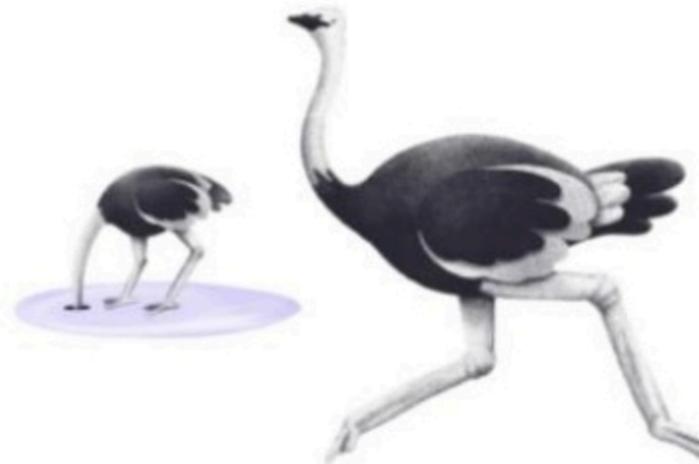
**HOW MANY COMPANIES
HOLD YOUR PERSONAL
DATA?**



Mine®

Mine is a smart data assistant, enabling digital users to discover and manage their personal data online.

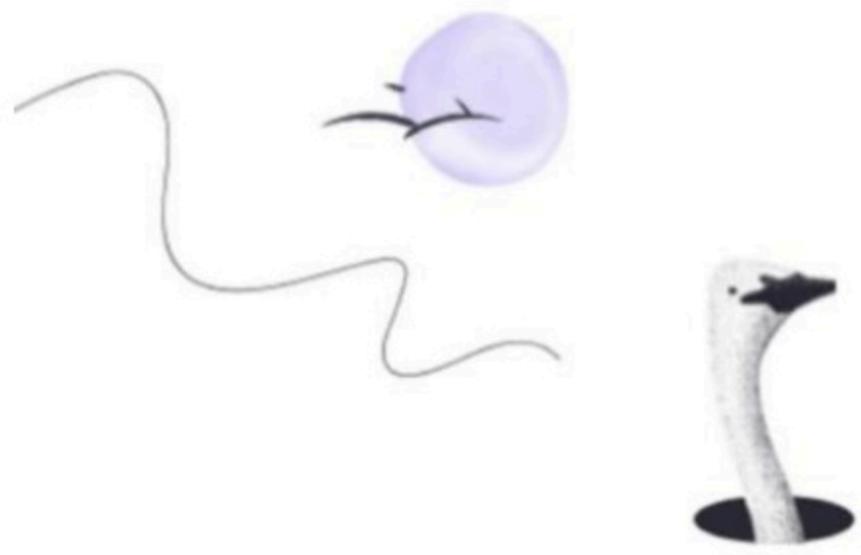
Our mission is to help people worldwide to reduce their unnecessary online exposure and minimize potential risks. **Keep your data, only where you need it.**



Product overview #1 – How am I doing?

Take a closer look

Easily understand your data's exposure level, how many companies hold your personal data, and what type of data they hold about you.



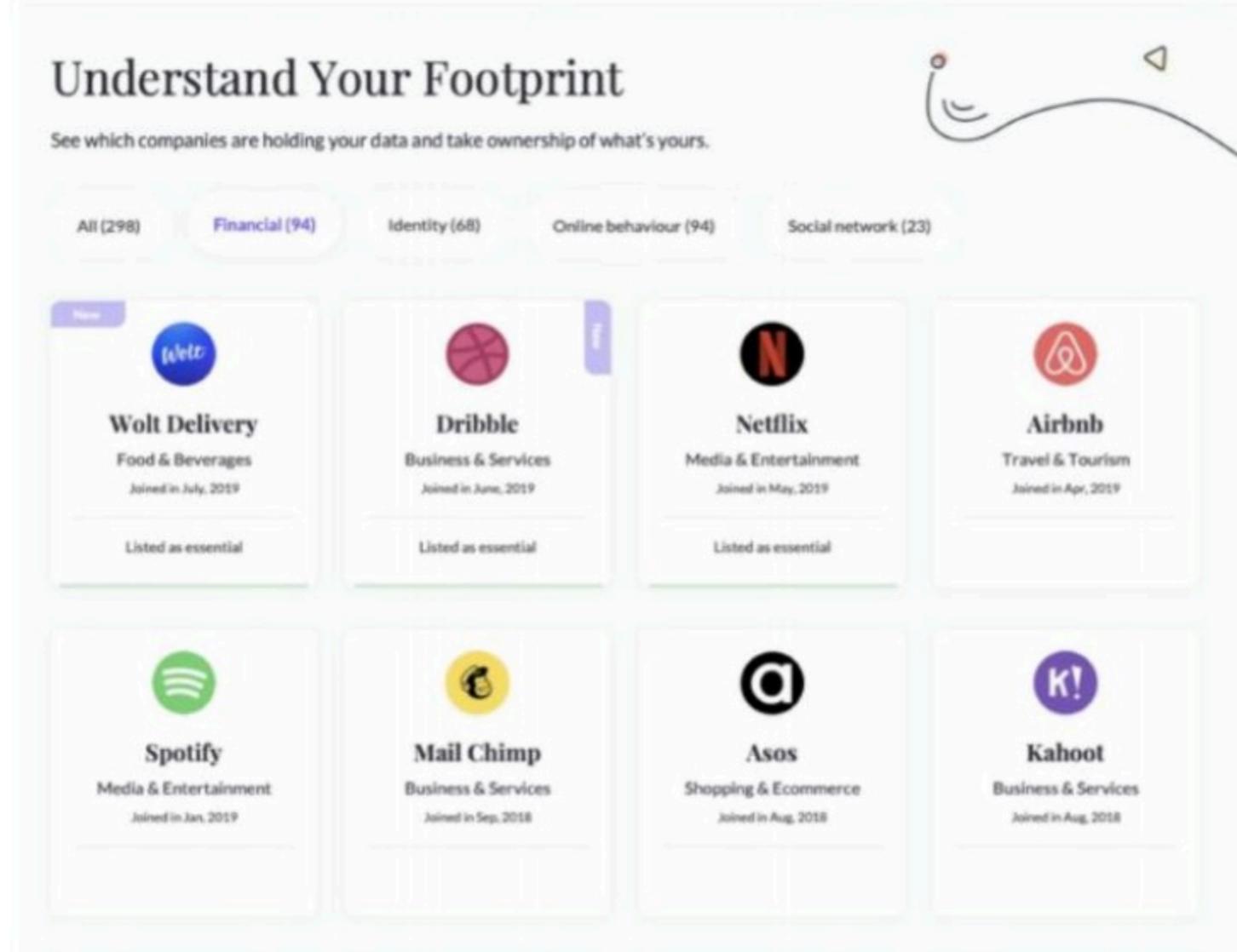
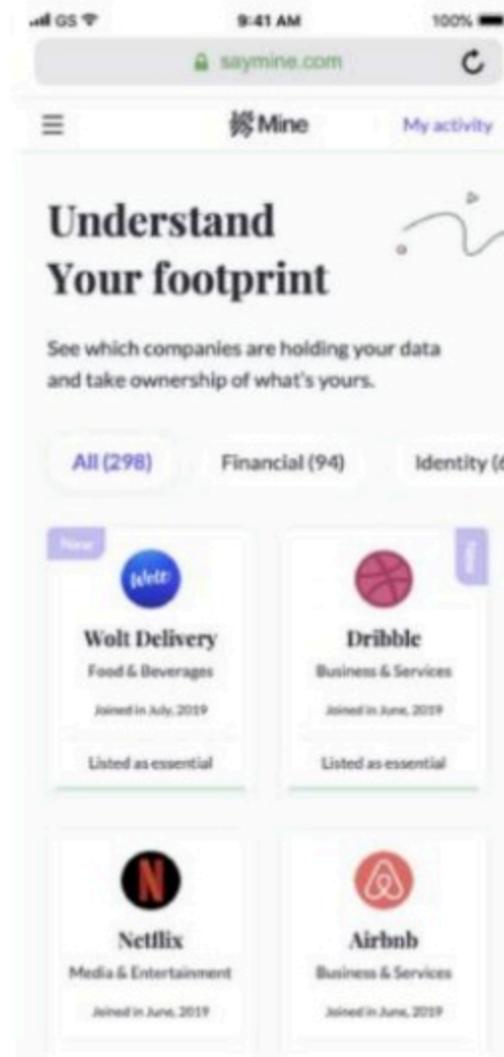
The screenshot shows the Mine app dashboard for a user named John Smith. The interface includes a navigation menu on the left with options: Overview (selected), My footprint, My reclaims, and Blog. The main content area features a 'Welcome John!' message, a large card showing '298 companies holding your data were found in your footprint' with a 'See what companies' button, and a progress indicator for 'Your data ownership progress' at 0%. A 'Your activity' section shows 5 new companies, 0 data reclaims, and 0 marked as needed. At the bottom, there are two promotional cards: 'Sharing is caring' with an 'Invite a friend' link, and 'Yours Truly' with a 'Mine Help Center' link.

Product overview #2 – My digital footprint

Discover Your Digital Footprint

Identify all the companies you've interacted with through your email to find services that have most likely collected your data.

We're only processing email subject lines, excluding the email content and the user sensitive data



Product overview – Tailored journey to each user

Weekly tasks and recommendations to improve one's digital exposure score



Welcome Kobi!

Companies: 318 | Completed: 71 | 2

Attention required!
You have 30 companies waiting for your response.

Complete requests

Facts about your data

Your activity Last 7 days

9% actions taken

20 New companies | 1 Data reclaims | 5 Needed services

Sharing is caring
Make your friends' digital life safer by giving them control over their data. [Invite a friend](#)

Yours Truly
Ask us any question & we'll help make your Mine experience better. [Mine Help Center](#)

Welcome back, Kobi!

Companies: 275 | Completed: 74 | 4

It's time to improve your score
Decide which companies you need and reclaim the ones you don't.

Take action

Facts about your data

Your activity Last 7 days

16% actions taken

10 New companies | 0 Data reclaims | 0 Needed services

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Yours Truly
Ask us any question & we'll help make your Mine experience better. [Mine Help Center](#)

Welcome Kobi!

Companies: 318 | Completed: 74 | 2

You've made good progress today!
Mine will notify you as there's a new action for you to take. [Learn more about data ownership on our blog.](#)

Go to blog

Facts about your data

Your activity Last 7 days

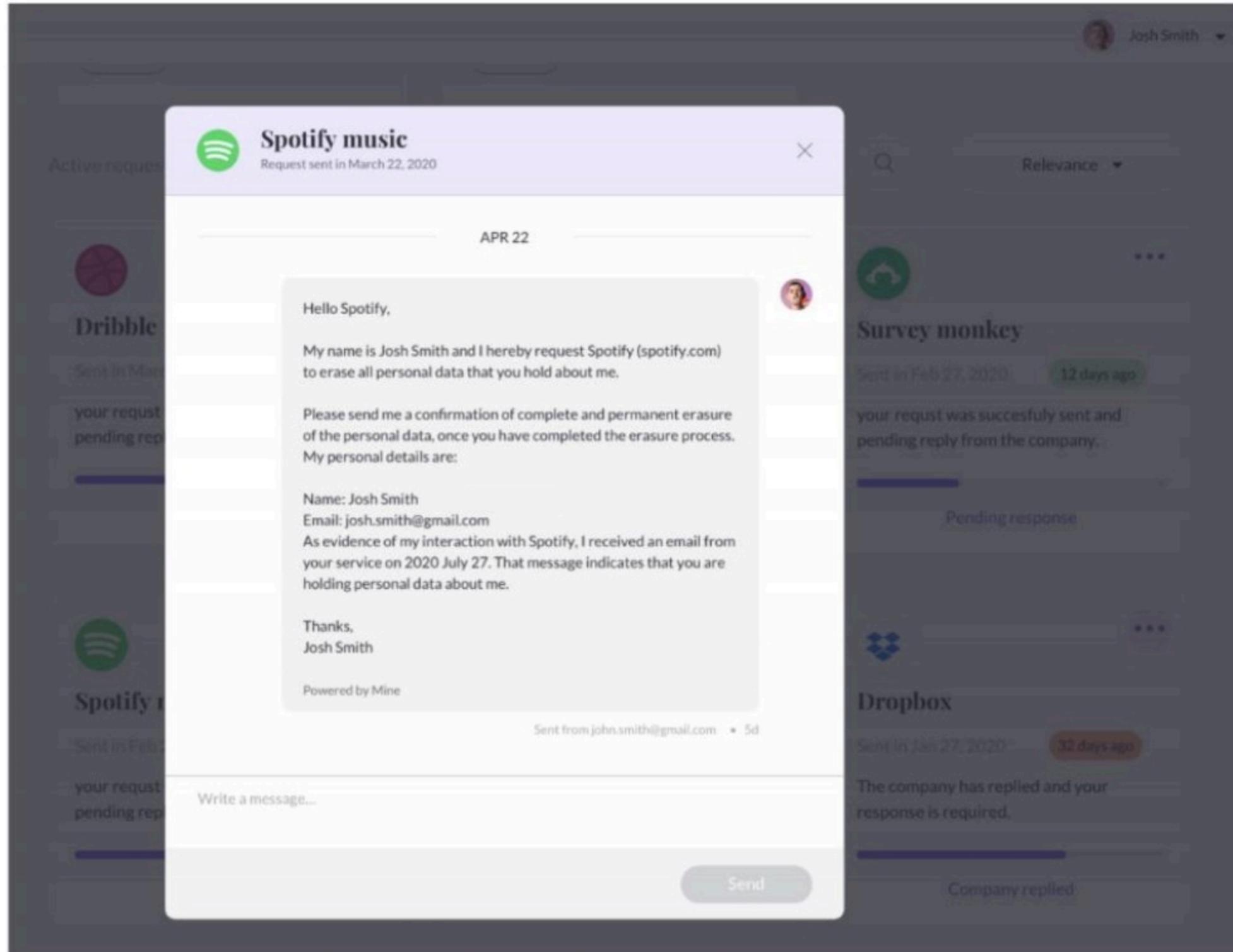
18% actions taken

20 New companies | 10 Data reclaims | 2 Needed services

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Yours Truly
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Product overview #3 – User-Company in-app communication



Product overview # 4- Additional risk-context per company



Spotify

Media & Entertainment
Joined in Jun, 2018

spotify.com

6
Users already reclaimed

 You use this service
Frequently

Type of data you share

- Financial
- Identity
- Behaviour
- Email Address
- Credit/Debit Card
- Physical Address

Industry's breach potential: Medium

Risk of data exposure

Based on data you share and breach potential

5

[I need it](#) [Reclaim](#)

Our tech and product moat

Calculating the individual risk profile and exposure level based on proprietary machine learning and NLP algorithms.

Individual Risk Score

**Footprint Continuous
Discovery**

**Value Level Score
(VLS)**

**Privacy Policy
Analysis**

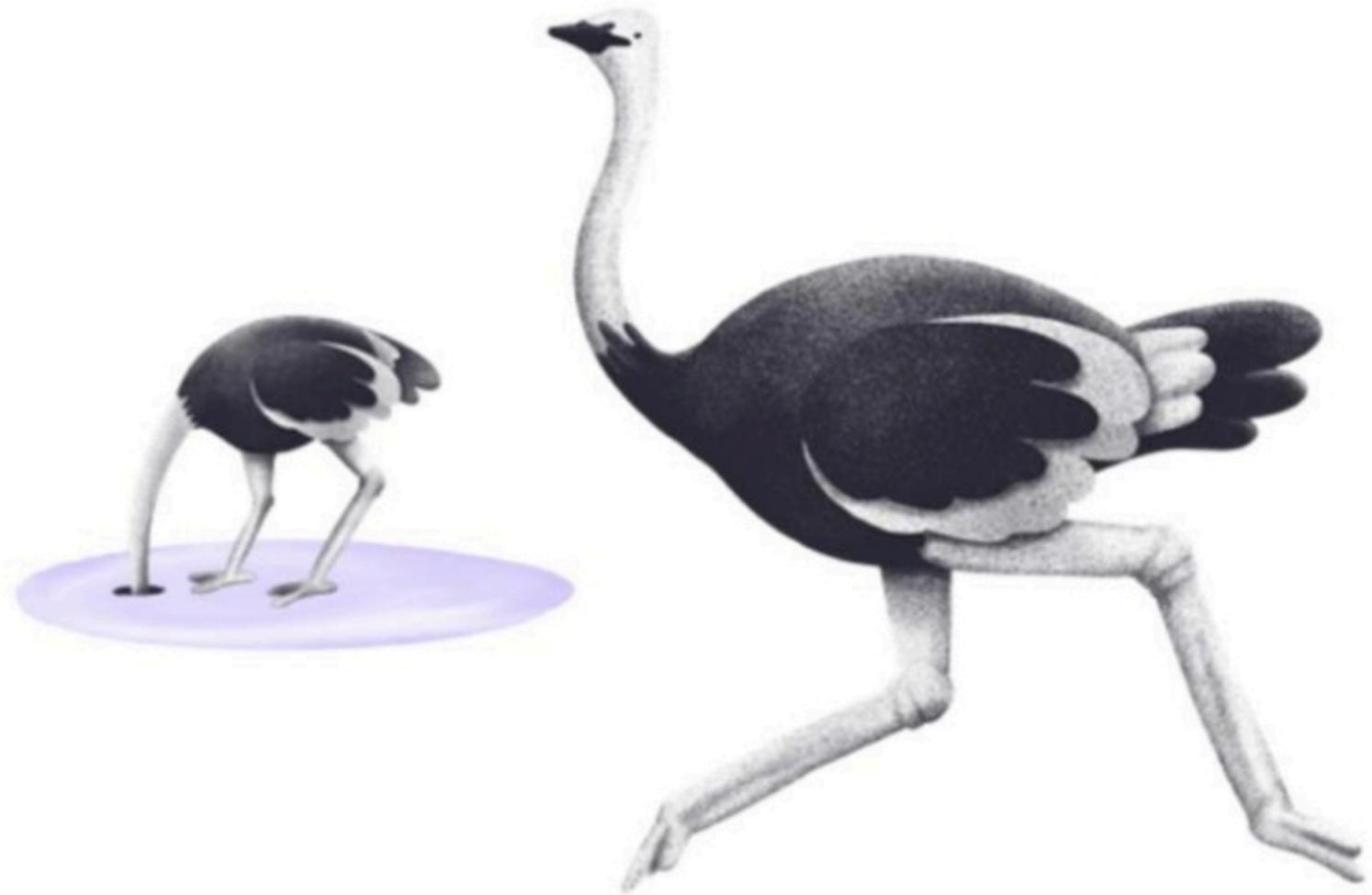
Fits the mainstream user, not only tech-savvy
or cybersecurity/privacy experts

No behavior change is needed on the user side -
fits daily life

**Give our
product a
try!**

<https://www.saymine.com>

("Get Started")



Marketing efforts since official launch (21st January 2020)

US	EUROPE	ISRAEL	PRODUCT HUNT
			

Our growth is based on Content Marketing, Thought Leadership, PR, Sharing unique data and insights with the media, Influencers, Speaking Opportunities, Growth Hacking and Distribution channels.