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**STYTCH**

# **User infrastructure for modern applications**

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# The founding story



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Co-Founder / CTO



## Investors



# Agenda

**01**

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The future of authentication

**02**

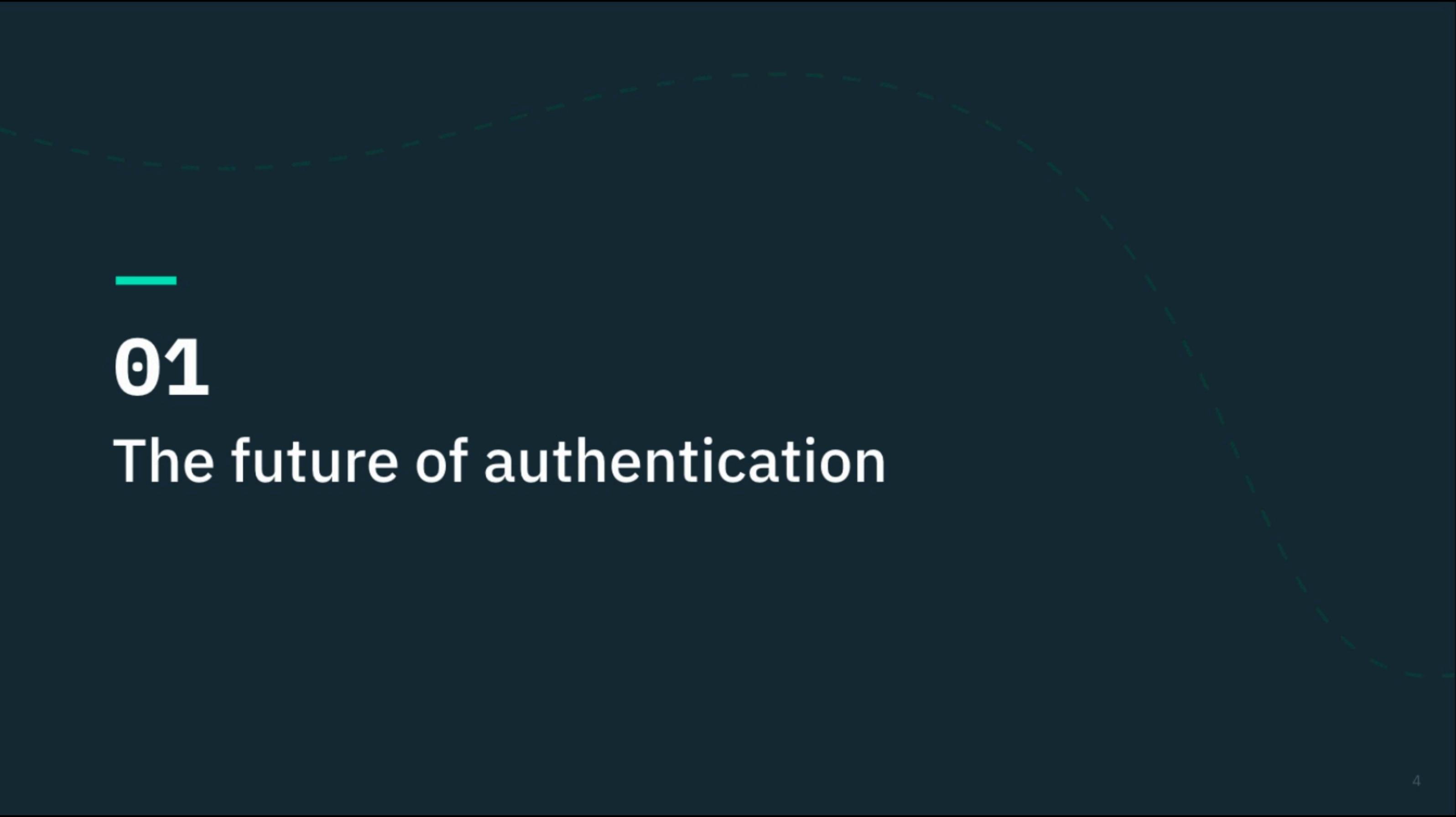
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The Stytch product

**03**

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The Stytch vision



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**01**

# The future of authentication

# Today's authentication flows are broken...



## Time-intensive

On average, multiple engineers spend 8+ weeks annually on building, maintaining, and updating authentication



## Error-prone

Storing passwords increases attack surface and cyber-insurance cost



## Conversion sinks

Clunky auth flows invite friction points for consumers to drop-off at sign-up or login

# ...and consumers are frustrated



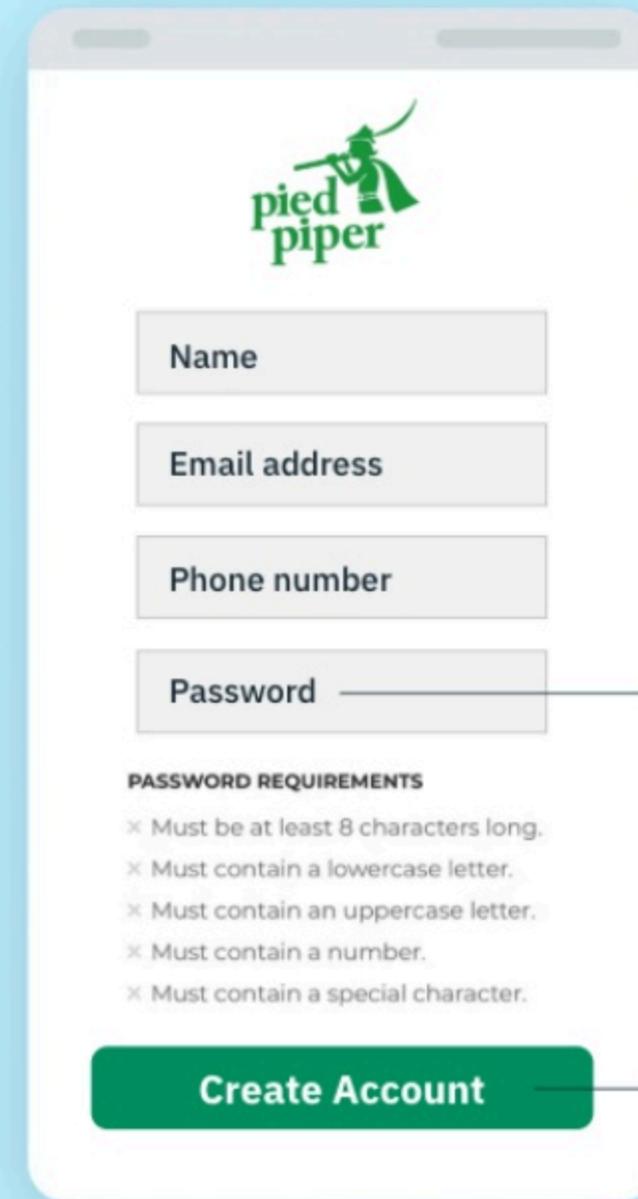
Sign-ups cause unnecessary friction



Frustrating authentication flows result in poor UX



Security theater that doesn't help protect their accounts



The image shows a mobile app sign-up form for 'pied piper'. The form includes the following fields: Name, Email address, Phone number, and Password. Below the Password field, there are 'PASSWORD REQUIREMENTS' listed as follows:

- × Must be at least 8 characters long.
- × Must contain a lowercase letter.
- × Must contain an uppercase letter.
- × Must contain a number.
- × Must contain a special character.

At the bottom of the form is a green button labeled 'Create Account'.

Passwords frustrate users, cause drop-off, and create additional security overhead and risk for apps

21% of users forget their passwords within 2 weeks of creating them. 78% report forgetting a password in the past 90 days

# Passwords have a hidden cost...

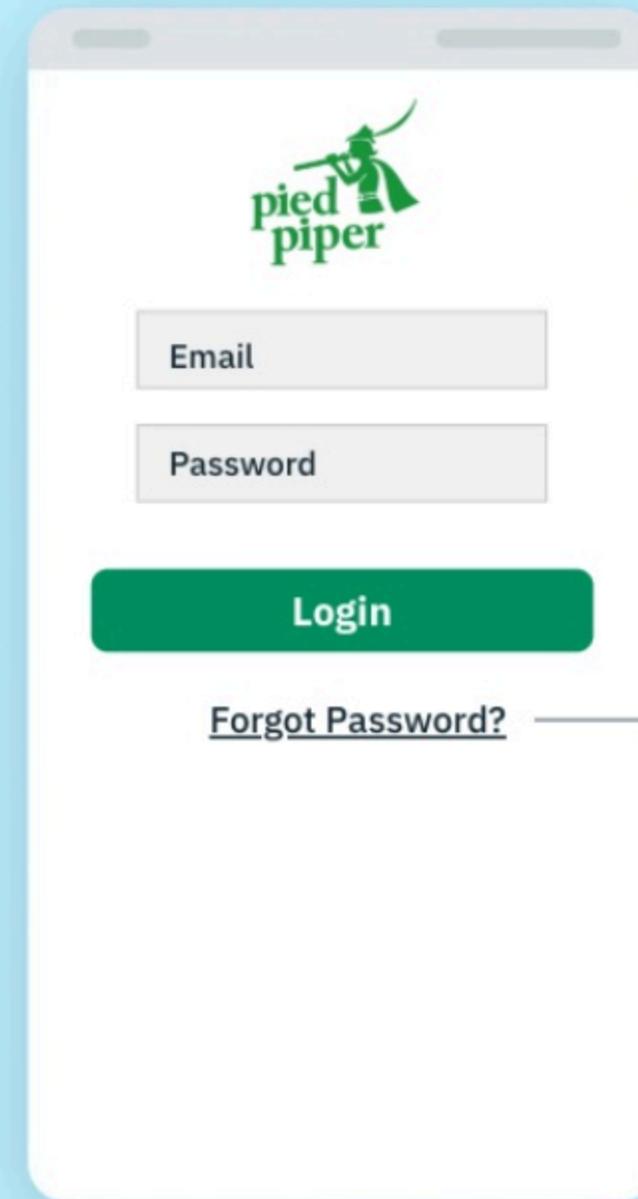
# 1/3

of online purchases are abandoned at checkout because consumers cannot remember their passwords

# 75%

of customers that initiate a password reset flow abandon the digital interaction

Sources: [“When customers forget their passwords, business suffers.”](#); [“The \\$300 million button.”](#)



75% of users that select this button abandon the digital interaction

...and drive inefficiencies and cyber risk

**5 Hours**

IT team time spent per week on average on password-related issues alone



**Save Engineering Time**

**13x**

a password is reused on average by an user



**Reduce Risk**

**92%**

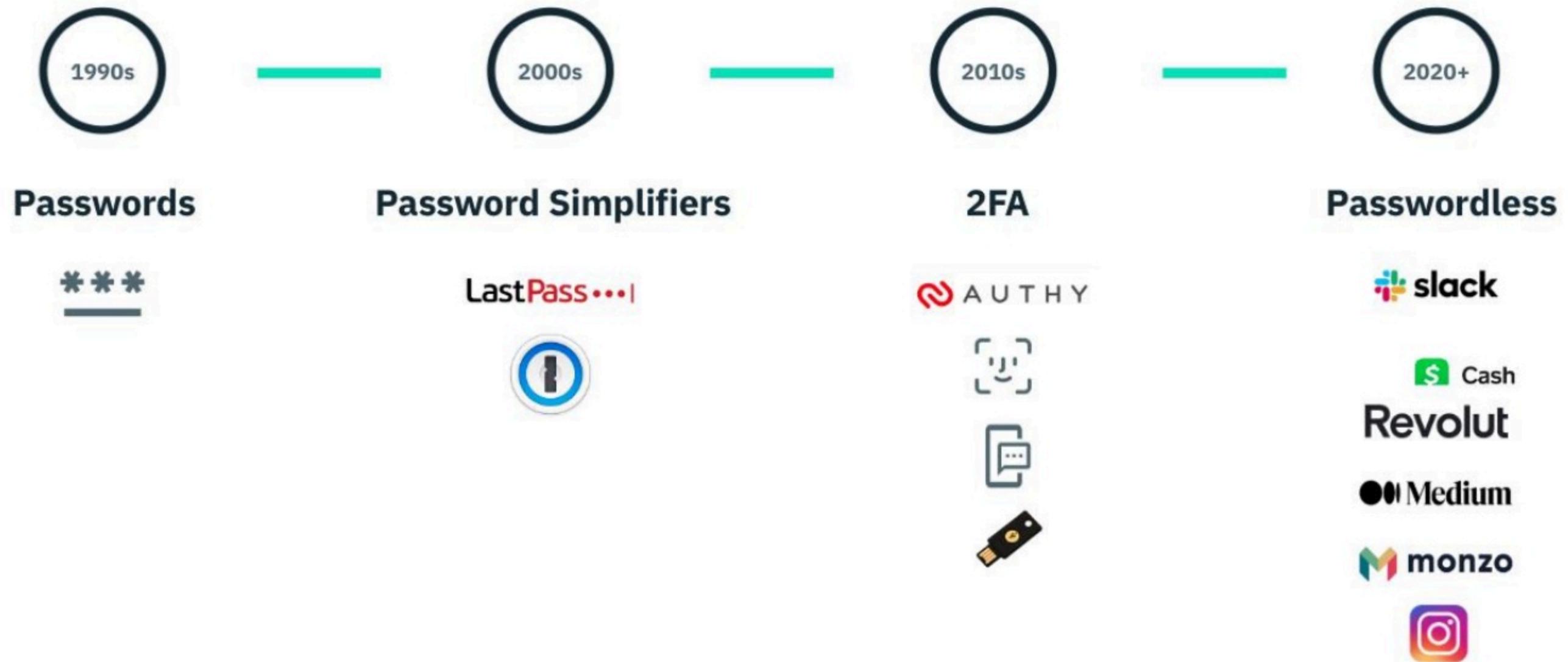
Percentage of businesses that believe passwordless authentication is the future of their organization



**Provide Best-in-Class CX**

Source: LastPass Report 2020

# The future is passwordless



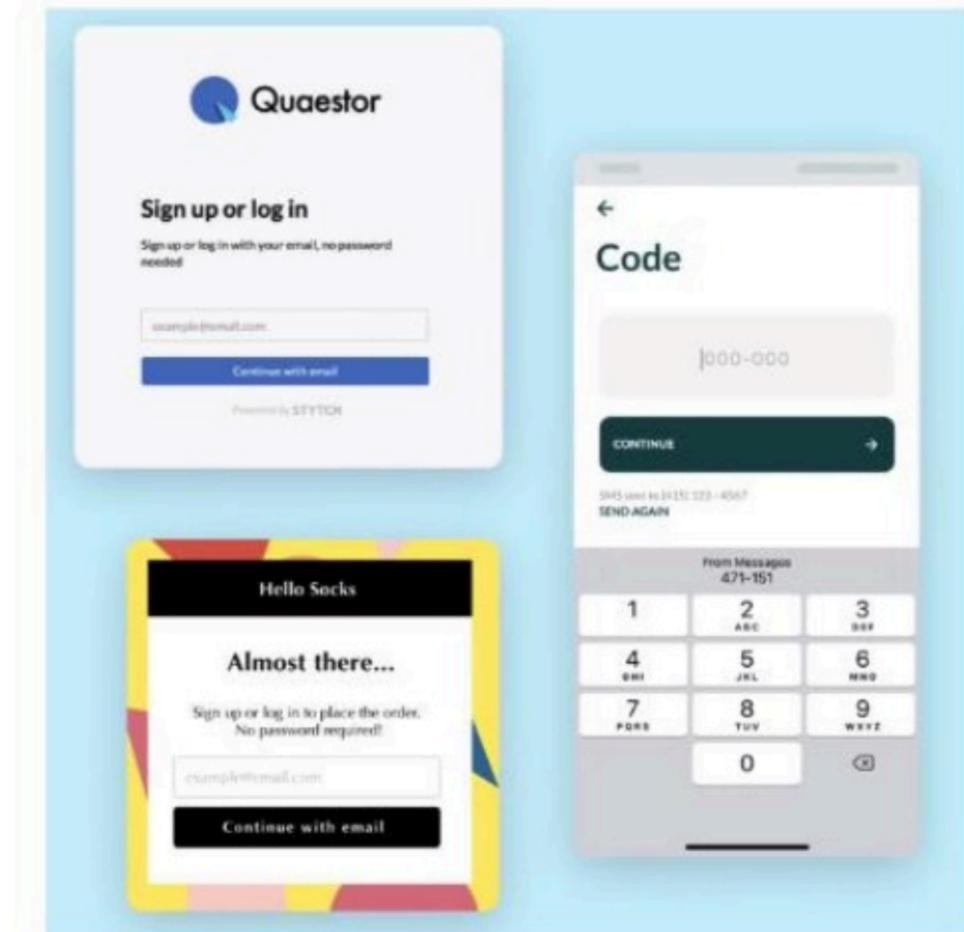


**02**

# The Stytch product

# Flexible + composable integration options

## Prebuilt Sign-up and Login Flows



## Direct API for Full Customization

```
curl -X POST
https://api.stytch.com/v1/magic_links/send_by_email
\
  -H 'Content-Type: application/json' \
  -u 'project-live-c60c0abe-c25a-4472-a9ed-
320c6667d317:secret-live-80JASucyk7z_G8Z-
7dVwZVGXL5NT_qGAQ2I=' \
  -d '{
    "email": "sandbox@stytch.com",
    "login_magic_link_url":
"https://www.stytch.com/login",
    "signup_magic_link_url":
"https://www.stytch.com/signup",
    "expiration_minutes": 60
  }'
```

- SDKs for Web (javascript + react) and Mobile (native iOS + Android, react native)

- Client libraries for Node, Python, Ruby, and Go

# We are evolving our product suite to meet all authentication needs



## Email magic links

- Optimized for desktop and mobile
- Remove passwords entirely or streamline your “forgot password” flow
- One-click user invitations + account creation



## SMS one-time passcodes

- Optimized for mobile
- Redundancy to improve deliverability



## WhatsApp passcodes

- A global solution for passwordless mobile auth



## Email passcodes

- Sign up and log in users with a simple and secure one-time passcode.



## Session management

- A single point solution for all authorization needs



## OAuth logins

- OpenID and OAuth support



## WebAuthn

- Biometrics for desktop and mobile web
- Hardware keys (e.g. Yubikey)



## Embeddable magic links

- Create seamless user experiences by weaving authentication into all of your user interactions



## Authenticator app passcodes

- Provide an extra level of security for critical services
- Requiring a user to prove possession of their device

# Coming in 2022



## Native biometrics

- Fingerprint and facial recognition
- Seamless login option on native iOS and Android apps



## Login with Ethereum

- Support login with any Ethereum wallet such as MetaMask



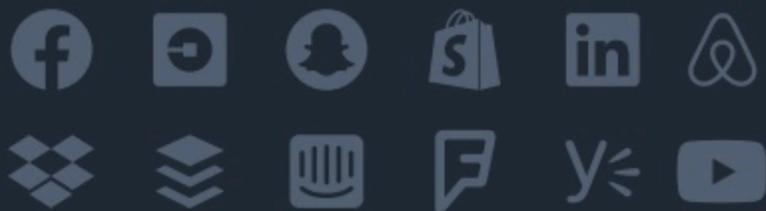
## Push authentication

- Reduces web drop off



## PIN creation verification

- Easier to recall
- More mobile friendly than passwords



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