



ORGANIZED BY   INTERNATIONAL ANNUAL CONFERENCE
LES USA-CANADA 30 APRIL-2 MAY

Special Edition: Start-up Forum

featuring

Qohash Case Study

QOHASH

High-growth technology business forum

01 May 2023

HTB Forum Overview 2023



HTB Forum Growth Financing

16. Mar. 2023

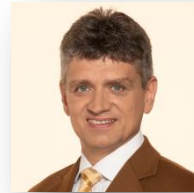


Chair
Willem Bulthuis

Founder & CEO
Corporate Ventures Advisory

HTB Forum Build-to-Sell

29. Jun. 2023



Chair
Juergen Graner

CEO
Globalator

HTB Forum IP Strategy & Management

30. Nov. 2023



Chair
Alexander J. Wurzer

Director IP Management
CEIPI

HTB Forum Special Edition Guideline



IP Strategy & Management

Growth Financing

Build-to-Sell

HTB Forum Special Edition Panel Members

Expert panel chair



Juergen Graner
CEO
Globalator

Austria - UK - USA

Live case study speaker

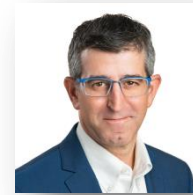


Jean Le Bouthillier
Founder & CEO
Qohash

Toronto, Canada

QOHASH

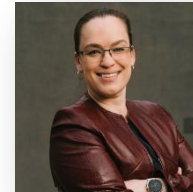
Expert panel representative North America



Dana R. Colarulli
Executive Director
LESI

Washington DC, USA

Expert panel representative Europe



Sonja London
General Counsel and Licensing Executive
TactoTek

Helsinki, Finland

Expert panel representative Asia



Bienvenido Marquez III
Partner
Quisumbing Torres

Manila, Philippines

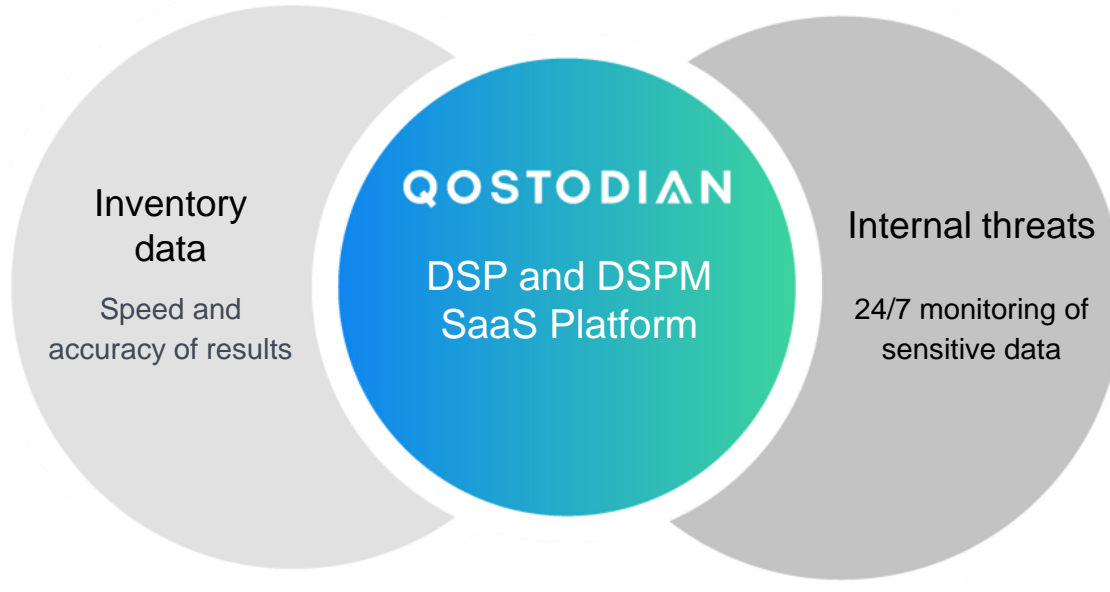
Company Overview

- Founded in January 2018
- Founders with a background in defence sector
- Headquartered in Quebec city, CA (US subsidiary)
- 50 employees (80% in Canada, 20% in the US)
- Offices in Quebec, Montreal, Toronto, New York
- Series A with \$20M raised
- Clients in Canada and US
- Focused on financial services firms
- Revenues <\$20M with 8X growth last year

- SaaS data security platform (Qostodian)
- 24/7 discovery and tracking of regulated sensitive data
 - Gartner's 80% blindspot: unstructured data
 - Covers workstation, cloud data sources
- Foundation for data governance
 - Deploy, Discover, Detect, Decide
 - Comply with data privacy regulations
- Integrate with other systems
- Software solution only (no services)

Data Security Platform

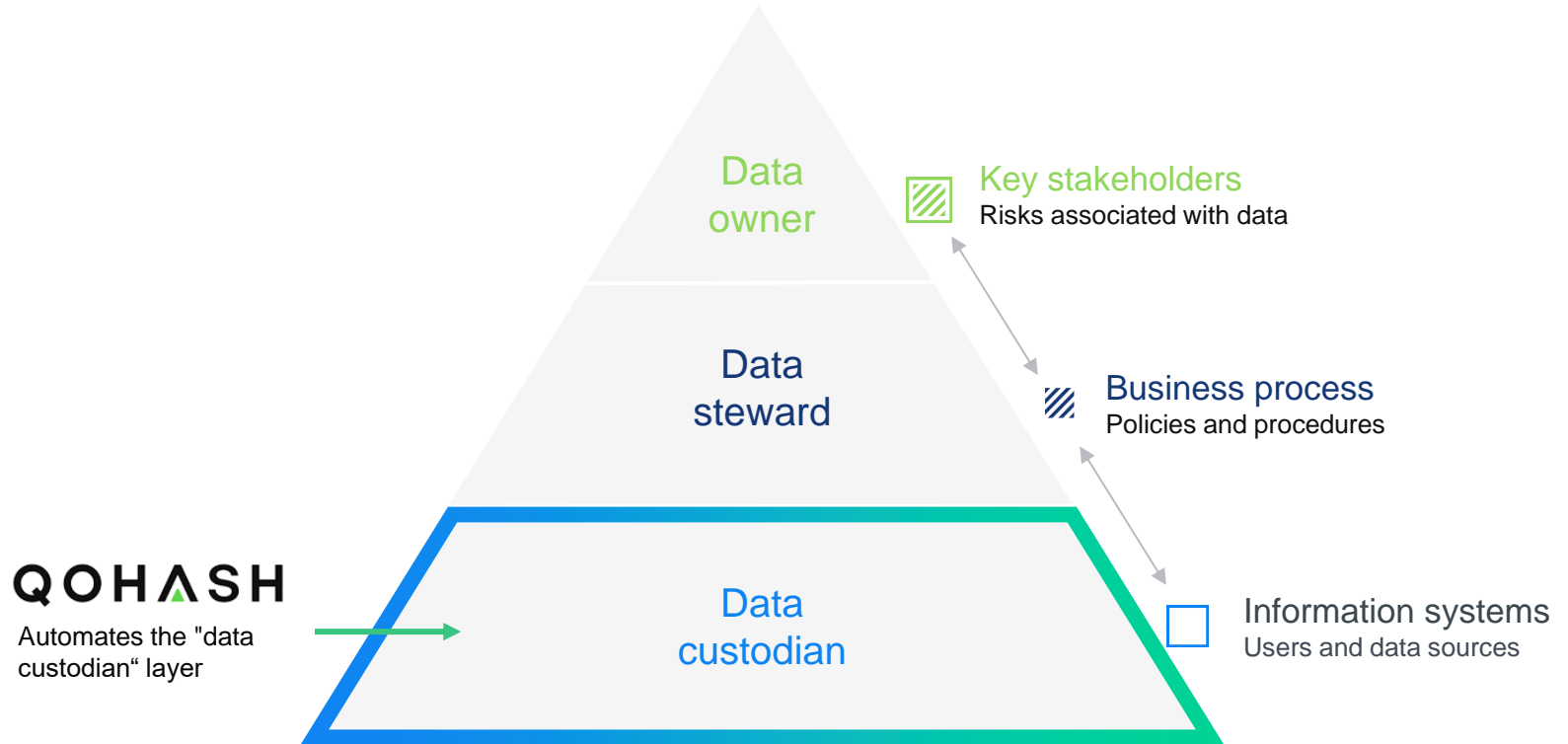
QOHASH



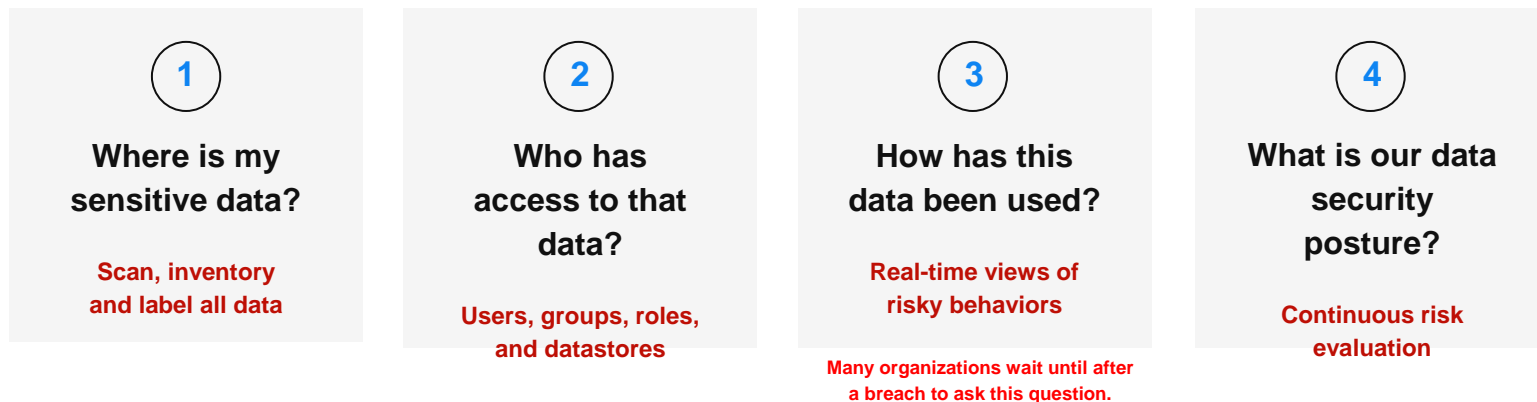
Gartner

"By 2024, 30% of organizations will have adopted an integrated data security platform."

Data Governance Foundation



Modern DSP Approach



Gartner

“DSPM serves as the foundation for a data risk assessment that assesses the effectiveness of data security governance policies.”

Timeline

- Jan 2018: Company founded by Jean Le Bouthillier
- Mar 2019: Seed funding led by Panache ventures
- Jan 2020: Initial product launch – First commercial availability
- Jan 2021: Series A funding led by FINTOP Capital
- Aug 2021: Expansion to US market
- Sep 2021: Launch of Qostodian Recon solution
- Aug 2022: Launch of channel partner strategy
- Mar 2023: Launch of Microsoft 365 integration
- **2024: Series B funding round (\$50M+)**

■ Technology Intellectual Assets

- Core technology: SaaS data security platform
- Key innovations: Granular data tracking at scale
- Patent portfolio: 4 patents pending (Can / US / Europe)

■ Brand Intellectual Assets

- Four trademark registered (Canada and US)
- Awards and Recognition: CIX Top 20, Canadian Venture Top 10, etc.

■ Operational Excellence Intellectual Assets

- Team Expertise: Data security / large-scale distributed systems

- **Strategic acquisition by a leading industry player**
 - Qohash complements existing offering with its data-tracking technology
 - Trend of market consolidation and strategic acquisitions in cybersecurity

- **Steps to position for the Exit**
 - Strengthening core offering: Remediation capabilities & move coverage
 - Growth & scalability: Proven model with channel partners
 - Building strategic relationships: Developing partnerships with key industry players and potential acquirers

- **Alternatives**
 - Merger or IPO

Thank you

Stay tuned with the High-growth Technology Business Initiative on LinkedIn !

www.linkedin.com/company/htbinitiative



Flip Chart Notes

The following section is mostly useful for those that participated in the interactive discussions

IP Strategy & Man.

- FTO
- Competitive Analysis
- Patent global expansion
- Evaluate Licensing
- More trade secrets
- Trademark global expansion
→ clear strategy
- Global domain name strategy

Growth Financing

- regulation strategy
- strengthen technology portfolio (patents / trade secrets)
- choose your center of excellence
- independence from key employees
- manage brand reputation

Build-to-Sell

- focus on core market

- avoid poison pills

- create a center of excellence

- contract cleanup