



PRESS RELEASE

'Sudoku' solution will oust passwords

A grid of numbers looking a bit like a Sudoku game – and a mentally held pattern or shape - will solve all our password woes according to its two British inventors.

Shayype™ is several times more secure than passwords, gives users new hacker-resistant login codes every time, and is much easier to remember than passwords.

Now Jonathan Craymer and Jon Beal are appealing to both the public and businesses to help them finish building the software, so it can be tested on real people, and then to get it to market.

Mr Craymer said: "Passwords are a huge problem which should have been fixed years ago. Now we're hoping our little two-man start-up has done something the tech giants failed to do - coming up with a simple replacement for passwords. But Shayype is far more than this. There are all kinds of ways it will help protect us all in the digital age, as more and more we can't see or don't know the people we're dealing with. Ordinary people will be given back far more control over things like identity and privacy."

For more information about Shayype's crowdfunding campaign visit <https://www.leocrowd.com/projects/730/Shayype:-Redesigning-Passwords>.

Stop press: Leading business-to-business insurance quotation site 3XD of Preston, Lancashire – which had been concerned for some time about customer safety issues related to fixed passwords - believes doing away with passwords altogether using Shayype may be the way forward, and will be the first 'fintech' company to trial Shayype.

Release date: Immediate

For further details contact Jonathan Craymer at Shayype (jcraymer@shayype.com), and David Johnstone at LEOcrowd (david@leocrowd.com).

About Shayype

In 2015 Shayype's development was kick-started by a grant from the UK Government's Smart Cities Demonstrator programme, administered locally by development agency Opportunity Peterborough. A GB patent has recently been granted, covering a key part of the way Shayype stores users' secrets. By employing simple graphical patterns or shapes (eg 'ticks', L-shapes etc) - which are set up just once at the outset and never change - users read off 'new' login codes from small grids of squares containing random numbers, in effect providing new login codes every time without the need for extra hardware to be carried. The company was incorporated in Peterborough in 2013 by Jonathan Craymer (chairman) and Jon Beal (chief technical officer). Jonathan has spent the last 12 years developing innovative information assurance solutions, while Jon is a specialist in electronic engineering, software design and web-site creation who has completed projects for Philips, IBM, BT and others.

About LEOcrowd

LEOCrowd is a global reward-based crowdfunding platform based in London that connects Project Creators with Project Backers from across the world, whose purpose is to 'set entrepreneurial spirits free'. With its existing global footprint, its acceptance of Digital Currency as a payment method and the education and support provided, it aims to become one of the world's largest business incubators. LEOcrowd is fast becoming a collaborative hub for entrepreneurs, start-up businesses and those with ideas to launch to the world. For more information visit www.leocrowd.com

Cloud-pin Limited, Eco Innovation Centre, Peterscourt, City Road, Peterborough, Cambridgeshire, PE1 1SA, UK
T +44 (0)843 320 9869 F +44 (0)843 320 5347 E info@shayype.com W www.shayype.com Registered Office
1 Ramsay Court, Kingfisher Way, Hinchingsbrooke Business Park, Huntingdon, Cambs PE29 6FY. Company
Registration Number 8624252. Registered in England and Wales.