

Executive Summary

Sendatrix’s patented Coordinative Transactional Processing (CTP™) technology completely eliminates the potential for data theft, delivering the only zero-breach protection solution. Our plug-and-play system lets clients select any SQL table, choose sensitive fields, and protect data via all records, selected records, or our groundbreaking Multiple Buffered Triggered Insert Protection (MBTIP) for transactional environments. CTP™ creates a competition-free market under our patent, offering preventative security that saves clients millions annually by preventing breaches. With \$183 billion in global data breach costs in 2024 (IBM Security, 2024), CTP™ targets enterprise clients with MBTIP, consulting, and premium generator licensing, and online markets with off-the-shelf (OTS) software and codeset subscriptions. We invite investors to drive \$730,000 in revenue by August 22, 2025.

Why CTP™ is Needed Now

Data breaches cost businesses \$183 billion in 2024, exposing 2.6 billion records (IBM Security, 2024). Traditional solutions—firewalls, encryption, incident response—fail against modern hacks. CTP™ renders breaches impossible by design, protecting data at its core. With cyberattacks rising 30% yearly and only 10–20% of breaches reported (Verizon DBIR, 2024), unreported losses cripple businesses. CTP™’s simplicity and total protection make it the exciting future for enterprises and online markets.

How CTP™ Works

CTP™’s protection engine, patented under US Patent 9405927, protects sensitive data (e.g., credit card numbers) by splitting it across three modules, using codesets for secure transport, and linking disconnected data at a central module, ensuring zero external access. Clients select tables and fields via a plug-and-play interface, choosing:

- All Records: Protects entire tables instantly.
- Selected Records: Targets specific rows for precision.
- Triggered Inserts: Secures new data via SQL triggers, powered by MBTIP.

Centralized codeset generation by Sendatrix eliminates client-side vulnerabilities and enables full transaction traceability with unique codes, ensuring breach-proof security and validation. MBTIP buffers simultaneous inserts (~999 records/codeset, 0.11% error rate), securing high-volume transactions (e.g., retail, finance). For select global enterprises, premium generator licensing allows local codeset creation under strict controls. This patented architecture guarantees a competition-free market for 5–10 years.

Business Model Overview

Plug-and-Play Data Protection

CTP™ delivers intuitive security: select an SQL table, pick sensitive fields, and choose protection mode (all records, selected, triggered inserts). The Codesets Management System simplifies setup to minutes, cutting installation time by 90% versus legacy systems. MBTIP ensures zero data loss in high-volume settings, handling ~999 records/codeset with 99.9% uptime.

Codesets: The Heart of CTP™

Clients subscribe to codesets (unique CTP™ transactions), generated by Sendatrix's proprietary system to guarantee uniqueness and eliminate client-side tampering—a core advantage of the patented process.

- Enterprise Market: High-volume clients (e.g., retail, finance) use MBTIP-driven codesets for transactional security, with scalability to 100,000+ transactions/month.
- Online/OTS Market: SMBs and developers access OTS software and codesets via a self-service portal, starting at 50 transactions/month.
- Base Pricing: \$2,000/month for 1,000 transactions (\$2/transaction).
- Additional Codesets: \$1,500 per 1,000 transactions (\$1.50/transaction).
- Premium Generator Licensing: For select global enterprises, a \$50,000/year license allows local codeset generation, with audited controls to ensure security.

MBTIP tests imported ~999 records/codeset to ETPKeysA.tps (e.g., InitByte=”), with 100% validity, proving reliability.

MBTIP Consulting and Setup

- Enterprise Market:
 - Consulting Fee: \$5,000 for system analysis and SQL integration.
 - Setup Fee: \$10,000 for custom API deployment, tailored to client databases.
 - Setup completes in under a week with zero downtime.
- Online/OTS Market:
 - Self-service setup via OTS software, no consulting/setup fees, included in codeset subscription.
 - Guided tutorials reduce setup to hours.

Revenue Model

Sendatrix targets two markets with high-margin revenue streams. Below is a table of subscription tiers, showing transaction ranges, pricing, and target markets:

- Enterprise Market (MBTIP + Consulting):

Table 1: CTP™ Subscription Tiers

Tier	Transactions/Month	Price/Month	Annual Recurring	Target Market
Very Small	50	\$100	\$1,200	OTS (Freelancers)
Small	500	\$1,000	\$12,000	OTS (SMBs)
Medium	1,000	\$2,000	\$24,000	OTS/Enterprise (Startups)
Large	5,000	\$7,500	\$90,000	Enterprise (Retail)
Larger	10,000	\$15,000	\$180,000	Enterprise (Finance)
Enterprise	25,000	\$37,500	\$450,000	Enterprise (Banks)
District	100,000+	\$100,000+	\$1,200,000+	Enterprise (Global, Licensed Generator)

- Initial Revenue: \$15,000/client (consulting + setup, one-time).
- Recurring Revenue: \$90,000–\$450,000/year/client (5,000–25,000 transactions).
- Premium Licensing: \$50,000/year/client for generator access (District tier).
- Target: 10 enterprise clients (5 Large/Larger, 5 Enterprise/District) by August 22, 2025, yielding \$360,000 recurring + \$150,000 initial + \$50,000 licensing revenue.
- Online/OTS Market (Codeset Subscriptions):
 - Recurring Revenue: \$1,200–\$24,000/year/client (50–1,000 transactions).
 - Target: 20 OTS clients (10 Very Small/Small, 10 Medium) by August 22, 2025, yielding \$120,000 recurring revenue.
- Total Target: 30 clients (10 enterprise, 20 OTS) for \$530,000 recurring + \$150,000 initial + \$50,000 licensing = \$730,000 by August 22, 2025.

With \$183 billion in 2024 breach costs, CTP™ saves clients ~\$100,000/year per 1,000 transactions, driving adoption.

MBTIP Success

Multiple Buffered Triggered Insert Protection (MBTIP) revolutionizes transactional security for enterprises. In 2025 tests, MBTIP:

- Imported ~999 records/codeset to ETPKeysA.tps with zero validity issues.
- Handled simultaneous inserts with ~0.11% error rate, ensuring 99.9% uptime.
- Reduced management effort by 80% via the Codesets Management System.

Clients in retail and finance called it “game-changing” for high-volume environments.

Why Invest in Sendatrix?

- Only Complete Solution: CTP™ eliminates breaches, unlike reactive competitors (e.g., Norton, CrowdStrike).

- Plug-and-Play Power: Setup takes hours for OTS clients, under a week for enterprises, with MBTIP ensuring reliability.
- Competition-Free Market: Our patent locks a preventative security market for 5–10 years.
- Massive Savings: CTP™ slashes breach-related losses, delivering unparalleled cost reductions with \$183 billion in 2024 losses driving demand (IBM, 2024).
- Proven Revenue Power: Reviewers call CTP™ a “money making machine” for its high-margin, scalable model.
- Inevitable Future: With 30% yearly hacking growth, CTP™ sets the standard for enterprises and online markets.

Strategic Plan

- Enterprise: Deploy CTP™ in 2 high-risk regions by Q3 2025, targeting MBTIP-validated industries (e.g., retail, finance) with 5 clients per region. Offer premium generator licensing for District-tier clients.
- Online/OTS: Launch self-service portal by Q2 2025, onboarding 20 SMBs/developers via digital marketing.
- Secure long-term contracts for 30 clients (10 enterprise, 20 OTS), ensuring \$730,000 total revenue by August 22, 2025.
- Provide localized support for 99.9% uptime, scaling to 10 regions by 2026.

Conclusion

Sendatrix’s CTP™ delivers the only zero-breach cybersecurity solution, protected by US Patent 9405927 and validated by MBTIP’s flawless performance. With a dual-market model targeting enterprises and online clients, CTP™ tackles \$183 billion in 2024 breach costs (IBM, 2024) while driving \$730,000 in revenue by August 22, 2025. Investors gain a stake in a competition-free, high-margin market poised for dominance. Partner with Sendatrix to capture this \$183 billion opportunity and deliver unmatched returns.