PRIVACYCHAMPION

privacy compliance tool with efficiency in mind

Privacy Champion DOO

Problem

Data subject access requests (DSARs) are requests made by individual users (data subjects) to companies holding their data. Users usually want **to delete or access their data**. These users do not have a standardized way to request data access and are **not fully aware of their rights**.
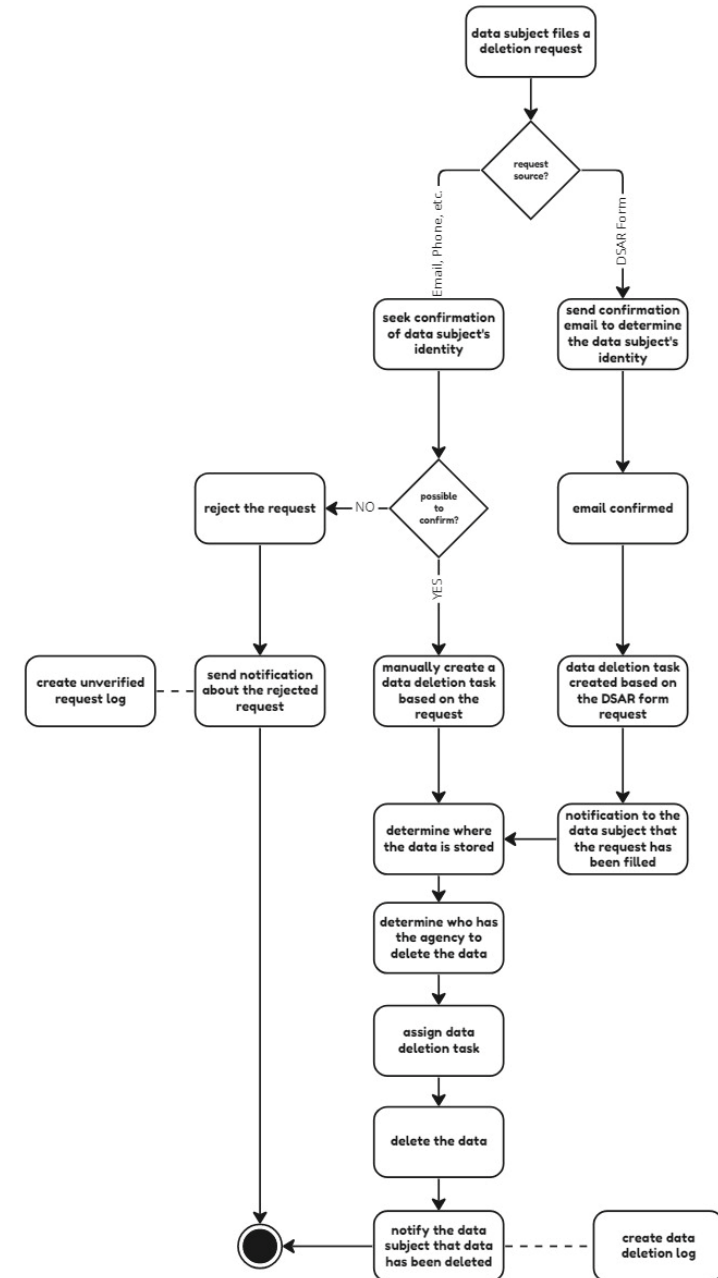
Companies that store users' data **do not have the proper tooling to address DSARs** efficiently, which increases the cost of processing these requests.

Small-sized companies will have 70 DSARs per month on average, and will use up to 1 hour of processing time for each. **That is an investment of 70 hours per month on DSAR processing** as additional labor.
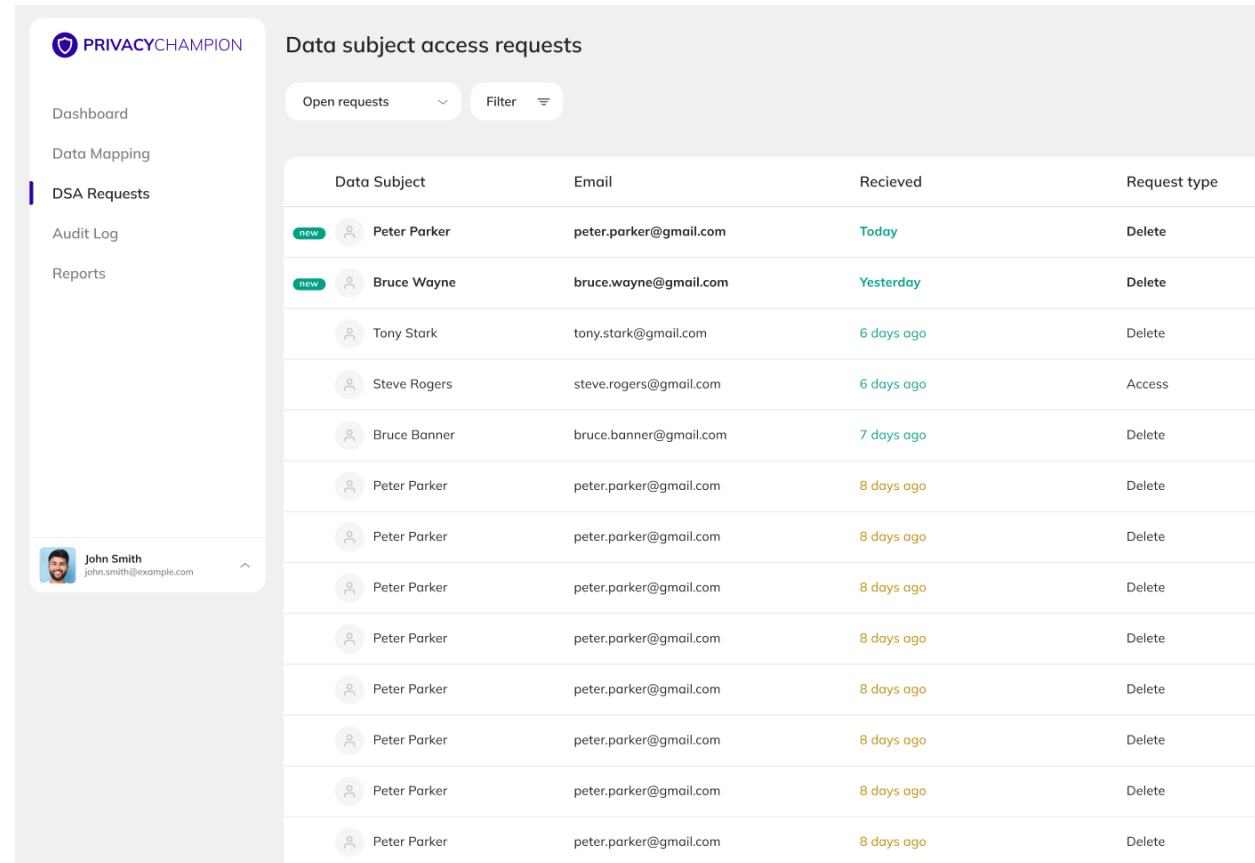
Solution

- Our solution, Privacy Champion, creates automated workflows for consent and privacy request management, data mapping, Records of Processing Activities (ROPA), and various risk assessments

- The main purpose of our product is to minimize DSAR processing effort to just one click. We want to enable users to easily submit their requests and to help businesses save time while fulfilling their privacy and compliance obligations

- Saves up to 87% of time spent fulfilling DSARs

- Makes fulfilment of DSAR possible in a one-stop-shop way

- Makes audits easy and streamlined, with documentation systematically mapped and tracked, reducing chances of receiving a fine

- Allows data subjects to quickly and effortlessly fulfil their data protection rights

The Difference

- Cheaper, leaner and quicker to apply and manage

- Free and user-friendly for data subjects (individuals)

- Streamlined and a one-stop shop for fulfilling DASRs

- Privacy Champion is going to be a web application accessed from the web browser that customers can access from any device.

- It is a streamlined solution, specialized in handling DASRs, which makes its implementation and use easier and quicker for employees

- Privacy Champion title will be awarded to the top 5% of customers who respond the quickest and most effective to DASRs. They will be featured on our website, and awarded a "badge of honor" they can use
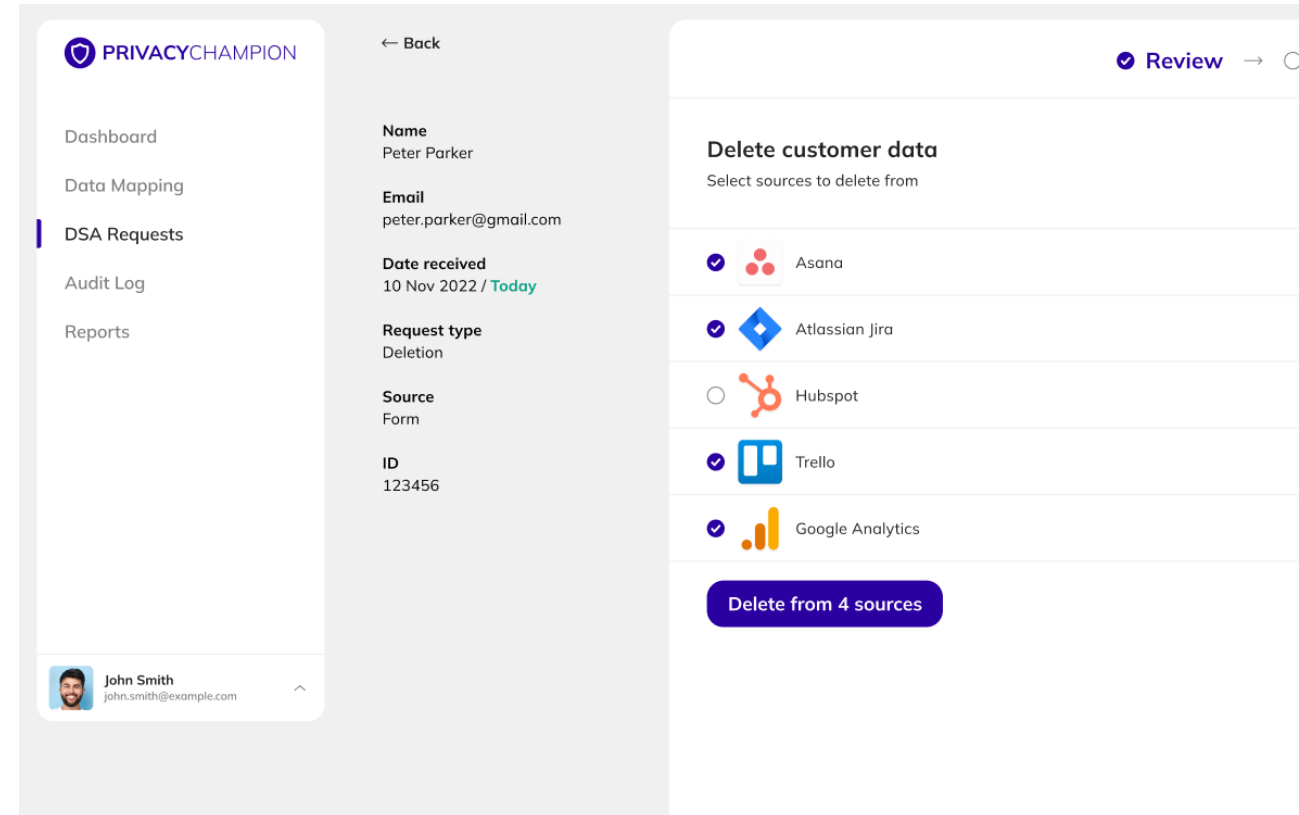

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Dashboard

Data Mapping

DSA Requests

Audit Log

Reports

John Smith
john.smith@example.com

Data subject access requests

Open requests | Filter

Data Subject	Email	Recieved	Request type
new Peter Parker	peter.parker@gmail.com	Today	Delete
new Bruce Wayne	bruce.wayne@gmail.com	Yesterday	Delete
Tony Stark	tony.stark@gmail.com	6 days ago	Delete
Steve Rogers	steve.rogers@gmail.com	6 days ago	Access
Bruce Banner	bruce.banner@gmail.com	7 days ago	Delete
Peter Parker	peter.parker@gmail.com	8 days ago	Delete
Peter Parker	peter.parker@gmail.com	8 days ago	Delete
Peter Parker	peter.parker@gmail.com	8 days ago	Delete
Peter Parker	peter.parker@gmail.com	8 days ago	Delete
Peter Parker	peter.parker@gmail.com	8 days ago	Delete
Peter Parker	peter.parker@gmail.com	8 days ago	Delete
Peter Parker	peter.parker@gmail.com	8 days ago	Delete
Peter Parker	peter.parker@gmail.com	8 days ago	Delete

Target users and markets

- The European data protection-as-a-Service market was valued at USD 1.51 billion in 2020. It is expected to reach USD 3.81 billion by 2026, registering a CAGR of 17.41% during the forecast period (2021 - 2026).

- Almost all businesses providing B2C services or retail store some level of users personal data. Primary target sectors are: retail, service industry, online shops.

- For the MVP, we target small and medium businesses that store their users' data and thus need to comply with privacy laws and regulations.

- Serbia's largest growing economic sector consists of SME-s dealing with online services, SaaS, online retail, or ICT. These types of companies all store client or employee data. As of 2021, assessments show ~ 7000 such SME-s in Serbia, who would form our initial addressable market.

- Next, we aim to expand to the European market (primarily UK and Germany) and then the US market.

Business model

- The service will be free for individuals to send DSARs to companies.

- Companies will be charged a tier-based subscription depending on the level of service they need.

- As a potential additional scaleup avenue we plan to enable API services for other businesses interested in providing similar services, or including this service in a larger offering.

Type of subscription	Entry Tier	Value Tier	Custom tier	API
Annual subscription	$1200	$2400	$3000 or more	$2500
Monthly subscription	$120	$240	$300 or more	$250

Financial Projections

Our commercial and sales goals in the 5 years from project end are following

Sales goals

- **Year 0:** 10 Entry tier
- **Year 1:** 50 Entry tier + 20 Value tier
- **Year 2:** 100 Entry tier + 50 Value tier
- **Year 3:** 220 Entry tier + 180 Value tier + 20 Custom
- **Year 4:** 450 Entry tier + 300 Value tier + 50 Custom + 5 API
- **Year 5:** 1000 Entry tier + 450 Value tier + 80 Custom + 15 API

5 year projection	2024	2025	2026	2027	2028
Revenue	12000	108000	240000	540000	1422500
Profit	-48000	28000	90000	410000	1000000

Project Timeline

ID	Deliverables	Q1	Q2	Q3	Q4
1.1	Definitive user flow created and mapped	███			
1.2	UX design created and mapped	███			
1.3	Marketing strategy created	███			
1.4	Business plan developed and adapted	███			
1.5	Website launch		███		
1.6	Server architecture setup		███		
2.1	DSAR submission and processing functionality developed		███		
3.1	Reporting and Auditing functionalities developed			███	
3.2	External tools integrated			███	
3.3	MVP optimised for testing			███	
4.1	Beta Test Kicked off				███
4.2	MVP launched to market				███
4.3	Early users onboarded				███
4.4	Beta and early user feedback collated and future roadmap created				███

We are here

Company

- 8+ years of experience in data protection legislation and compliance management

- 10+ years experience in agile software development

- 50+ small SMBs as clients

- Proven track record in implementation and management of privacy solutions

- Our team holds various privacy certificates: CIPP/E, CIPM, CIPT, CIPP/US, FIP

- Founders have extensive networks with potential clients and vendors

Team members

Uroš Zorić, *Project Lead* - experienced product manager, with a specialization in Agile software development. His entire career has been focused on making user-centered best-in-class products. He has previous experience in many companies, corporations and startups, where he worked with large teams, managed projects and shaped products for the market. More than 10 years of experience working with Agile software development teams.

Maša Komnenić, *Privacy Lead* - data privacy and security specialist with 8 years of experience in the field. Her services include DPO consultancy, data mapping, GAP analysis, Data Privacy Impact Assessment, policy framework drafting and reviewing, third-party assessments, security architecture consulting, privacy by design, GDPR training and auditing. IAPP Fellow of Information Privacy certified for US and European privacy laws. She also holds certificates in privacy management and privacy technologies.

Miloš Dodić, *Technical Lead* - DevOps engineer and full stack developer with significant experience in designing, deploying and maintaining high-scale environments on the public cloud. His expertise covers most of the development process, and will allow him to oversee the development process and interface with the development company.

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Contact

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