



Enabling Control of Online Shareable Information



Nathan Hecht
CEO & Founder

About DSTRUX

DSTRUX enables you to keep total control over the stuff you share online. This is accomplished by empowering senders to set self-destruct timers on any item they wish to share. While viewing these items the recipients are unable to print, save or even screen capture them. When a DSTRUX file is forwarded the original sender can track everyone that receives it and designates which of these secondary recipients may view it. Thus you are now able to control and track your digital belongings throughout the web.

Additionally, DSTRUX allows you to leave zero digital footprints. End to end encryption is applied to all files, and they are shredded, erased, and written over as soon as they self-destruct.

Our Vision: Today DSTRUX gives people control over the files they share online, but that is just the tip of the iceberg. The ultimate mission is to give everyone absolute power over their digital footprint. In the months to come DSTRUX will roll out solutions that allow people to stay in command of the actual emails and other online communications.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

CEOCFO: Mr. Hecht, what is the concept behind DSTRUX?

Mr. Hecht: The concept is to control the information that you share on the web. Today when you click send or share by email or social media, essentially you relinquish control of whatever it is that you are sharing once you send it. You have no control where that information goes after the first person receives it or after you post it to the web. The DSTRUX service offers a way to actually see where that stuff goes and disallows people to view that information as it travels through the web. That is the basic underlying concept of DSTRUX.

CEOCFO: That sounds like something people have been trying to achieve for many years. How are you able to do so technologically?

Mr. Hecht: It is basically the cloud that allows us to do it. It is actually a good point that you make that people have been trying to achieve this for a long time. The timing is right because cloud servers and the software that we are able to apply to those servers allows us the ability to control information in a way that we have never been able to do before. You can choose how to control that. Large corporations, governments and so on use it in one way, and in most cases it is for their own benefit and DSTRUX chooses to use it for the benefit of the consumer or the business that is using our service so that the information remains with them.

CEOCFO: How does it work?

Mr. Hecht: You go to the service, either on the DSTRUX mobile app or the website, and you attach any form of file or picture and set a timeframe for how long you want that to exist and who you want to share it with. You can share it with one person or multiple people and then you click send.

That timeframe that you set can be changed on the fly at any time, so if you decide that you gave the person one day to view it and now you decide you want to change that to a month, it is very easy to do. In addition to that, every time that file is forwarded or shared with an additional person, a chain is built. The initial sender sees that chain and sees who the people are and where it has been shared.

The important thing to note here is that there is no step where you need to give permission beforehand. In other words, it is not like the sender needs to approve every individual person because that would be a little bit cumbersome.

CEOCFO: What is the technology that allows you to wipe out the information?

Mr. Hecht: There are a few things that happen. I have to be just a little bit vague in this area obviously because we have a ton of proprietary technology to protect and defend. Essentially, the information that is shared on DSTRUX as a general

rule is encrypted from the moment it enters our system. Not only is it encrypted, but it is also transmitted via SSL and secure tunnels. Once the information expires or is deleted, that file is shredded off our servers. Shredded is a bit of an uncommon term for people who are less tech savvy, but if you can imagine actually taking a piece of paper and putting it through a shredder in the physical world, depending on the power of that shredder and how many times it shreds it, needless to say it renders the information pretty much useless if you are using a very good shredder. We shred our information 25 times, and then write over it with numbers so that essentially once the information is removed, it is pretty much gone forever and unrecoverable. We have no interest in what is shared on our systems. It is very unlike the big transmitters of data on the web today who scan information and the user knows it. As a matter of fact, in many cases that is the way you are theoretically paying for your service by allowing them access to the information. In our case, we have no access to your information, not in a temporary timeframe and not in a longer timeframe whatsoever up until the point when that information is of course completely gone from our servers.

CEOCFO: *Do people believe? How do you address skeptics who think it really cannot be done and think you somehow must have this hidden agenda?*

Mr. Hecht: Trust is something that I believe has to be earned in general, and there are some skeptics out there, but we talk to them and we engage them. We take a two-pronged approach to that. The first is that it is quite a system. See for yourself. See at least the effort that we are putting in to achieve what we ultimately want to achieve. I think more important than where we currently are as a very early stage startup releasing our product; I think it is important in general that people understand this is a big undertaking. It is complicated, as you mentioned it has been tried before, and there are many different types of people who are working on different variations of similar technologies around the globe. The approach that we take is a layered approach. Security works in layers, and we introduce the first layer, another layer above it, and then another layer above it and so on and so forth. To be very clear, I am by no means saying that our system is completely fool proof. For people who need 100 percent absolute security on the web, we are not there yet. This is a long-term endeavor, but we are combining the concept of control together with security to come to a product that is beautiful, easy to use, and that people need to use or want to use in their daily lives.

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CEOCFO: *What is the commercialization plan?*

Mr. Hecht: At the moment we are giving the product away for free up until the end of the year. We want people to test it, use it, talk to us about it, engage with other users and so on. We are implementing a revenue strategy at the beginning of 2015 that will most likely include some sort of a fee for premium services that the system will offer. The very basic service as it is right now will always remain free. In addition to that, there will be a business or enterprise version of the system that will be further advanced than the ordinary consumer implementation and there will be a for-service software as well.

CEOCFO: *What have you learned as you have developed the product that has either changed in the concept or changed in the technology?*

Mr. Hecht: First of all, it has just been constantly the idea of change. I think that as an entrepreneur you need to be very flexible and listen to the people who you are building this for, be flexible for what their needs are and learn from it. The product has been under development for a little less than 10 months now and we have always engaged in potential users and interested parties, talked to them and iterated as we moved. I think the product where it is today is something that we are very proud of. We will continue to get better, and we will continue to be flexible and listen and learn from our users as time goes by. Just to add to that, I do not know if it directly relates to your question, but I would just like to emphasize that this is a phenomenon in a way. The origination of the web in the mid to late '90s was basically anonymity, where everybody was on anonymous message boards and instant messaging such as ICQ and AOL Message. It later involved into social networks where everything was essentially public. We believe that we are now entering the third era of the web as it relates to consumers and their information, which is basically control. It is neither anonymity nor being completely open. It is sort of a good mix and a combination, or an evolution if you will, of knowing where your stuff is, controlling it a little more, and having the ability to do things with it that you did not have in any of the first two eras of the web.

CEOCFO: *Did you wake up one day and realize this was a problem you should try to address or did an idea of how to do it hit you and then you decided to work on it and get it going?*

Mr. Hecht: It has been a long time in the making. I have been in technology pretty much my whole adult life, and this is a problem that everybody is aware of to one degree or another. Children and teenagers who are on the web all the way through to the elderly who are sharing their private medical files on the web, is a significant problem. The web is an amazing place with so much potential, and it was just hard for me to believe that such an incredible invention cannot be fine-tuned to the point where we can use it in ways where people feel safe. It was a long time in the making, I was very aware of it as others were, and one day I just said it has to be done and will be done. It was a function of whether I will do

it together with a great team of people or someone else will, and I just took the leap and decided it was time and got it off the ground.

CEOCFO: *Who has been paying attention so far?*

Mr. Hecht: It is a good mix of consumers and small businesses, and we are getting an incredible response. Traction has been really good, so we are happy about that. Geographically, I think it is really interesting to see how it is not only a North American response, but we are also getting people from South America, Europe, and some parts of Asia as well who are using it and talking to us. The demographics are all so varied, and the hope is that we can bring attention via the media and the press to this new era. Frankly, I am not the only one out there and DSTRUX is not the only one out there. In different variations and different forms, I think it is really important to bring attention to this sector and this space. It is important for us to get access to capital to build our products out further and for the public to be aware of the options and for it to become mainstream.

CEOCFO: *What give you the confidence that your way of approaching the problem is the right way or a viable way?*

Mr. Hecht: First of all, I am a confident person. I spent a long time in assembling a team of people who are first class in every way. Every great company starts with their people, and in most cases finishes with their people, so that is really what gives me the confidence. When you work 24/7 with a group of people that loves what they are doing and are committed to it and have the experience and expertise necessary to actually get it done, that gives you the confidence that it is going to get done.

CEOCFO: *Why pay attention to DSTRUX today?*

Mr. Hecht: I think we are going to be a very big company with tremendous visibility. This is the beginning, as I mentioned before, of a global phenomenon. The potential here from the business side is very large. It is obviously early and there is risk, but for those who can see a little bit into the future and believe that even if we do not get it perfect on the first go around and even if it evolves as all businesses do, this is the beginning of something big. I think that smart investors should look at this, professional investors should look at this space and do thorough due diligence and find the companies that are primed for success. I believe that DSTRUX has the potential to by far be a leader in the space.

CEOCFO: *Final thoughts?*

Mr. Hecht: I would really appreciate if your user base would go to the website, www.dstrux.com, download their app on the iPhone and respond to us. Give us your feedback and share what you think with us so that the product can be better and better.

BIO: Nathan is the mastermind behind DSTRUX. His past projects and roles include Founder and CEO of Kurrenci.com, and Founder and CEO of Components Intl & CI Lumen Industries, the first LCD integration company to effectively deploy large scale airport and mall digital signage systems. Nathan enjoys spending his limited free time with his family.



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