



Revolutionary CamHatch Webcam Cover suitable for almost all Laptops, Tablets and Most Telephones providing Privacy and Security



From left to right: Evert Sanders (CSO), Wesley Lorrez (Inventor), Jamal Warner (CMO), Raïs Lall Mohamed (CFO).

Interview with:
Raïs Lall Mohamed CFO, Evert Sanders CSO
and Jamal Warner CMO

CamHatch
www.camhatch.nl

Conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

Contact:
Raïs Lall Mohamed
+31 6 24 96 75 00
info@camhatch.nl

CEOCFO: Mr. Lall Mohamed, what is the story behind CamHatch?

Mr. Lall Mohamed: The story behind CamHatch began a couple of years ago when we noticed that a great many webcams of students, friends and family members were having their privacy invaded. That got us thinking, because back then we already knew about the dangers of not having your webcam covered. That is when we decided to find a solution to

tackle this problem. We noticed that some friends and family members had tape on their laptops to cover their webcams, but the biggest problem we had with tape pasted over the webcam was: one it looked very ugly, and two it was not that practical. When you would need your webcam for using something like Skype or facetime with friends or family, it is really a hassle to remove the tape and then put it back on each time you want to use your webcam. That is when and why we decided to create the CamHatch webcam cover.

CEOCFO: Would you tell us about your CamHatch webcam cover?

Mr. Sanders: The cover is minimalistic and very small in order to be attached to most devices in our high-tech age. The cover is suitable for almost all laptops, tablets and most telephones (the CamHatch is not compatible with the newest models of bezel-less smartphones). You can simply attach the CamHatch to your device and open it when you want to use your camera, and then close it whenever you want your privacy.

CEOCFO: How is it attached to the device?

Mr. Sanders: The CamHatch comes with its own adhesive, which is exposed after pulling back a label, the adhesive lasts at least 3 years. We attached it to some devices 3 years ago and our CamHatch is still there. Whenever you decide to remove a CamHatch from your device, not traces are left behind. The glue is completely removed.

CEOCFO: How do you gain attention for something that seems so simple, but can be so important?

Mr. Sanders: Beyond our environment, people suffer from the consequences of not covering their webcam. For example, they can be blackmailed with compilations of video materials of themselves. This results in media attention, which provides us with an opportunity to reach out to these victims and help them with our solution. When appropriate we ask them to help others by making their friends and family members aware of our solution. That is one way that we are

creating awareness. We also raise awareness by directing attention towards the dangers of not covering your webcam for both regular consumers and businesses. On the business side we inform them about the risks concerning information security, you can think of webcams peeking into conference rooms where confidential information is being discussed.

CEOCFO: *Is there competition? Are there other companies that have developed something similar?*

Mr. Lall Mohamed: The most commonly known is the C-Slide camera cover, which is mostly used by marketers who want to promote their own business, because this slide allows you to put your logo on the cover. This means you can imprint your logo on the camera cover and hand it out as a gift to clients or prospective clients. They are a competitor, but they focus on their camera cover as a promotional gift, while we focus on being a minimalistic cover with an elegant design. Therefore, our cover is way smaller. However, we do provide certain customization options, but this can only be realized with high quantity orders because of the setup costs.

CEOCFO: *How are you selling CamHatches? Are you selling your camera covers today?*

Mr. Lall Mohamed: Yes, we have been selling the CamHatch for a couple of months through our own web shop and through small physical retail stores. What we have done is we have been piloting and gathering feedback from customers to further improve the product and packaging. We are currently now at the point where we have gathered enough feedback to have more than just a working prototype. The product itself is finished and that is why we decided to launch a Kickstarter campaign, because now, we need to do funding in order to produce a larger batch of CamHatch products that have a price that is competitive. This will enable us to have the CamHatch at a decent price and help people all around the world protect their privacy with the CamHatch webcam cover.

“In the end, this will allow us to protect the privacy of people, families and businesses all over the world.”- Raïs Lall Mohamed CFO

CEOCFO: *How do you make your CamHatch strong enough so that it will not break with extensive opening and closing of the laptop?*

Mr. Sanders: We are using ABS plastic and testing it over and over again. The dimensions of the CamHatch enables us to provide quality and durability over a long period of time. We could use steel or other kinds of plastic to use as materials for the cover, however, through testing we found that these material do not last that long if you were to slide them open and closed time and time again. That is why we ended up with ABS plastic for our material, which has proven to work very well because of the covers that we have installed more than 3 years ago which are still fully functioning after continuous use.

CEOCFO: *What does your team understand about bringing a product to market and what have you learned along the way to help you become successful?*

Mr. Sanders: The team behind CamHatch consists of 3 business students and doing our business degrees we learned about marketing. Our experiences have taught us how to bring the product to the market and how to position the product. In addition, we were able to win some prizes along the way. This has certainly added to our success.

Mr. Lall Mohamed: The great thing about being friends and being students together is that the knowledge that we gained during our classes was something that we could put to immediate use with CamHatch. The great thing is that even from all of the things we have learned in the past, we are still learning new things every day, and we are always looking for new ways to test our product and gain new knowledge to further improve our marketing and our business in general.

Mr. Sanders: Being vulnerable and open minded is key in learning and making progress.

CEOCFO: *Where are you with Kickstarter and where are you with funding?*

Mr. Sanders: Our Kickstarter goal was set at 20,000 Euros. We are currently at 16,344 Euros, so we are almost there with less than 4,000 to go. We hope to finish the campaign and get that funding amount. Then we will be able to take further steps towards mass production and offer a more affordable price.

CEOCFO: *How do you decide what price point is acceptable?*

Mr. Sanders: We have done testing and customer interviews. We ask them about the price, as well as the quality of our product. We find our product to be the most amazing webcam cover to ever be created, but it is important to have the right price point.

CEOCFO: *Do you see packaging more than one, as most people have more than one device?*

Mr. Lall Mohamed: We currently offer a single CamHatch per package. However, since the Kickstarter has been introduced, we also offer discounts to different order sizes, where customers can buy multiple CamHatches per package;

up to 20 in a package. This will enable them to protect their friends, family, or even employees in a small business. Moreover, this would still be on the B2C side, but we are also doing our B2B sales, where we actually sell CamHatches in larger quantities for a low price than what we sell B2C. Here we help business all across the world to protect their employees, their data and sensitive information by covering webcams and having the devices that they give to their employees protected.

CEOCFO: *Often people forget the simple things when developing a security strategy. Do you see at some point partnering with companies that offer security services as something they might want to give to their customers?*

Mr. Lall Mohamed: Yes, we are always looking for new ways on how we can protect even more people and more businesses. Indeed, internet security firms are one of the industries that we are looking into and are considering working with partners to increase our visibility.

Mr. Sanders: Also for them, it could be a great addition to the product that they already sell. For example, if they sell a software privacy security package, they could add the CamHatch to that as additional protection in the event they are hacked.

CEOCFO: *Put it together for our readers, certainly potential users of CamHatch, as well as potential investors. Why pay attention to CamHatch today?*

Mr. Lall Mohamed: With the Kickstarter campaign, CamHatch is at a point in time where we need the funding more than ever. The funding will be used to kick start the campaign and to produce a large quantity of products. In addition, we will use the funding to make CamHatch visible all over the world, and sell it to consumers as well as businesses for a competitive price. In the end, this will allow us to protect the privacy of people, families and businesses all over the world.

Mr. Sanders: Now is the time, because four years ago people were hardly aware of the dangers and those that were, were often deemed paranoid by others. Right now we see a trend towards more awareness of the dangers of not covering their webcams. Therefore, you are seeing more-and-more people taking care of their privacy, their online privacy and the privacy of their children. This is the right time to get into that industry.

