

What are we looking for?

Basically, we are interested in products and services that are designed to enable secure, encrypted communications, private browsing, and secure file-sharing. Here is a list of some areas we're particularly interested in. But you shouldn't start a project just because it's on our list, which is far from being exhaustive and is here only to help stimulate you to think about ideas. Remember: Most good ideas should be ones that surprise us, not ones we're expecting.

Passwords and online accounts

As users are forced to work with increasingly complex passwords, they often rely on password managers for help remembering them all. But then password managers themselves become a security problem. Two-factor authentication introduces usability problems, such as needing to enter another item and needing to have the mobile device on you. However, the entire system of online accounts is broken.

Can Johnny encrypt, 16 years later?

In 1999, researchers studied the leading free encryption technology GNU Privacy Guard (a free and open-source implementation of the OpenPGP standard for e-mail encryption).

<http://www.gaudior.net/alma/johnny.pdf> And there was a Johnny 2 study in 2005 on S/MIME and Outlook Express. <http://groups.csail.mit.edu/uid/projects/secure-email/soups05.pdf>

Usability problems are still limiting the wide adoption of privacy and security solutions. Privacy and security should be for anyone and anything, anywhere and anytime.

- E-mail is broken. It's not secure and it's unusable by design.
- Skype changed the world and now it's only getting worse every day.
- The messaging space is teeming with providers that are **throwing cookies at users, running geolocation, and even pixel tracking, but at the same time guaranteeing "privacy."**

Anonymity

"Man is least himself when he talks in his own person. Give him a mask, and he will tell you the truth."
(Oscar Wilde)

Online anonymity is important because it's the only kind we can save in a world where cameras and facial recognition software keep getting cheaper, better, and more ubiquitous. Traffic cameras, dashboard cameras, police body cameras, drone cameras — every time you pop up in any of those, your identity, location, and activity will be identified, indexed, and stored.

What are the good things that can come of online anonymity? Anonymity isn't extraneous to free speech; it's a crucial component. That doesn't mean every app or forum has to support anonymity. But there have to be ones that do.

Notice and choice

The Internet of Things (IoT) is starting to become reality. Many devices collect detailed information about users, yet have only limited abilities when it comes to informing users about data practices, i.e. what data is collected for what purposes or with what entities it is shared. However, a number of aspects of IoT devices make it difficult to provide "notice and choice" in the manner typical for other domains, including the lack of a screen, constant data collection, the collection of data from individuals other than the device owner, etc.

The internet itself is rife with "third party trackers." We need algorithmic and policy methods for detecting and preventing non-consensual tracking.

Decentralized Cloud Storage

Waiting for decentralized cloud storage that is based on block chain technology and peer-to-peer protocols to provide the most secure, private, and encrypted cloud storage.