



Nokod Security

Securing your Low-code \ No-code Applications

Founding Team



Yair Finzi
Co-founder & CEO

Cyber security entrepreneur with 15 years of experience.

Former founder and CEO of SecuredTouch (acquired by Ping Identity)



Amichai Shulman
Co-founder & CTO

Experienced Cyber security inventor, entrepreneur and senior executive with 25 years of experience.

Former founder & CTO of Imperva (acquired by Thoma Bravo)



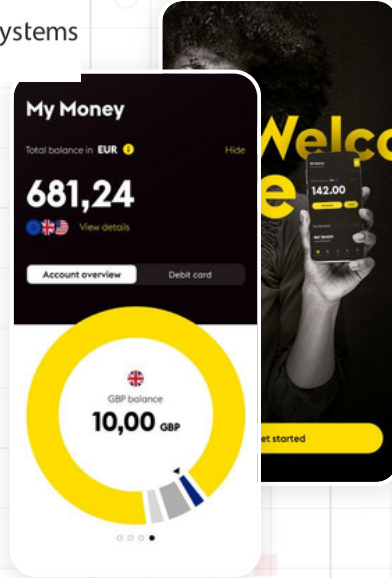
Yuval Peled
VP Engineering

Engineering manager with a deep expertise in backend and cloud technologies.

Former Engineering Group Lead in Ping Identity

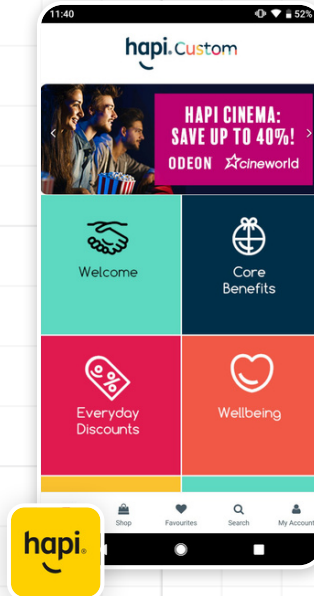
3 examples (out of 100M) for no-code built apps

 outsystems



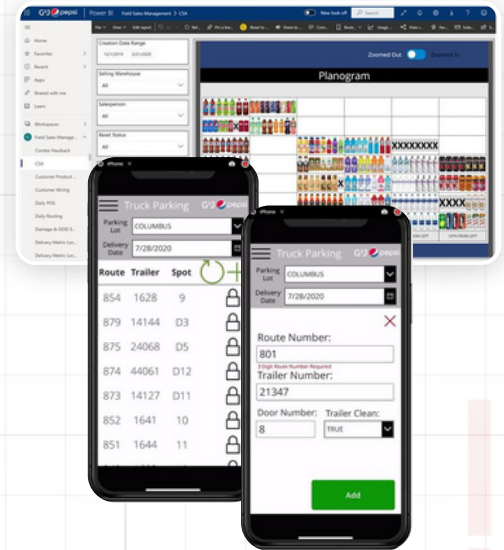
**Western Union Digital EU
Banking App**

 outsystems



**B2B application for
employee benefits**

 Power Apps



**PepsiCo Vending
Machines web app, and
truck parking app**

Who else uses low-code apps?



BlackRock

Humana.



T Mobile



SIEMENS



The Low-code \ No-code trend

- Low-code \ no-code (LCNC) is a software development approach that requires little (“low-code”) to zero (“no-code”) coding to build business applications
- **According to Gartner, 65% of applications will be based on low-code by 2024**
- Most large organizations have adopted multiple low-code tools
- Many enterprise platforms (e.g. Office365, Salesforce.com, ServiceNow) offer LCNC out-of-the-box

Threats and Attacks

CPO
MAGAZINE

HOME NEWS INSIGHTS RESOURCES



By Design: How Default Permissions on Microsoft Power Apps Exposed Millions

UpGuard Team
Published Aug 23, 2021

TECH MONITOR

ctions | 🔍 | Technology ▾ | Leadership ▾ | Policy ▾ | Government Computing | Events | The future of dig

TECHNOLOGY > CYBERSECURITY | March 2, 2020 | updated 27 Jul 2022 9:51am

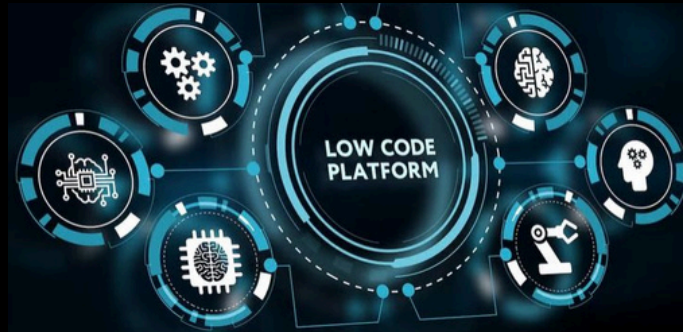
Microsoft's Response Team Finds SIX Advanced Threat Actors in Network of "Large Multinational"

"DART also identified five additional, distinct attacker campaigns persisting in the environment"

The new low-code \ no-code security challenges

1. Inflation of LCNC apps
2. The democratization and decentralization of apps creation
3. Security processes of engineering-made apps rarely exist
4. No proper security code testing or analysis
5. Apps can go directly to the production environment
6. Hard to monitor and protect the new app life-cycle

Threats and Attacks



Articles / Analysis

Forrester: Low-Code, Citizen Development Will Lead to Major Data Breach in 2023



Nancy Liu | Editor

November 3, 2022 6:01 AM

Share this article:



Threats and Attack Vectors

Malicious Apps introduced through

- Account takeover
- 3rd party no-code apps and components
- Phishing

Vulnerable Apps that result in

- Data exposure
- Authorization bypass
- Injection attacks

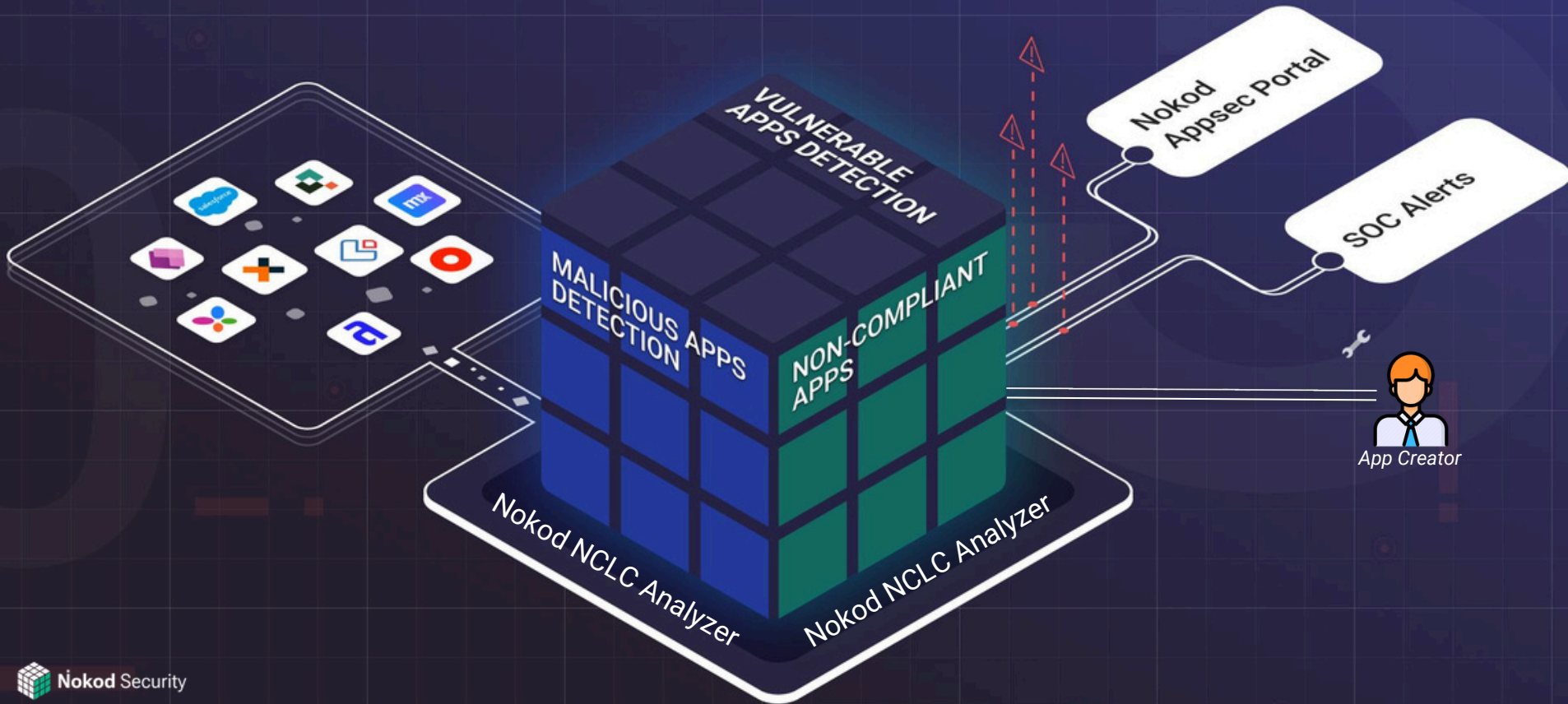
Non-compliant Apps that can imply

- Collection and storage of PII
- Lack of access logs

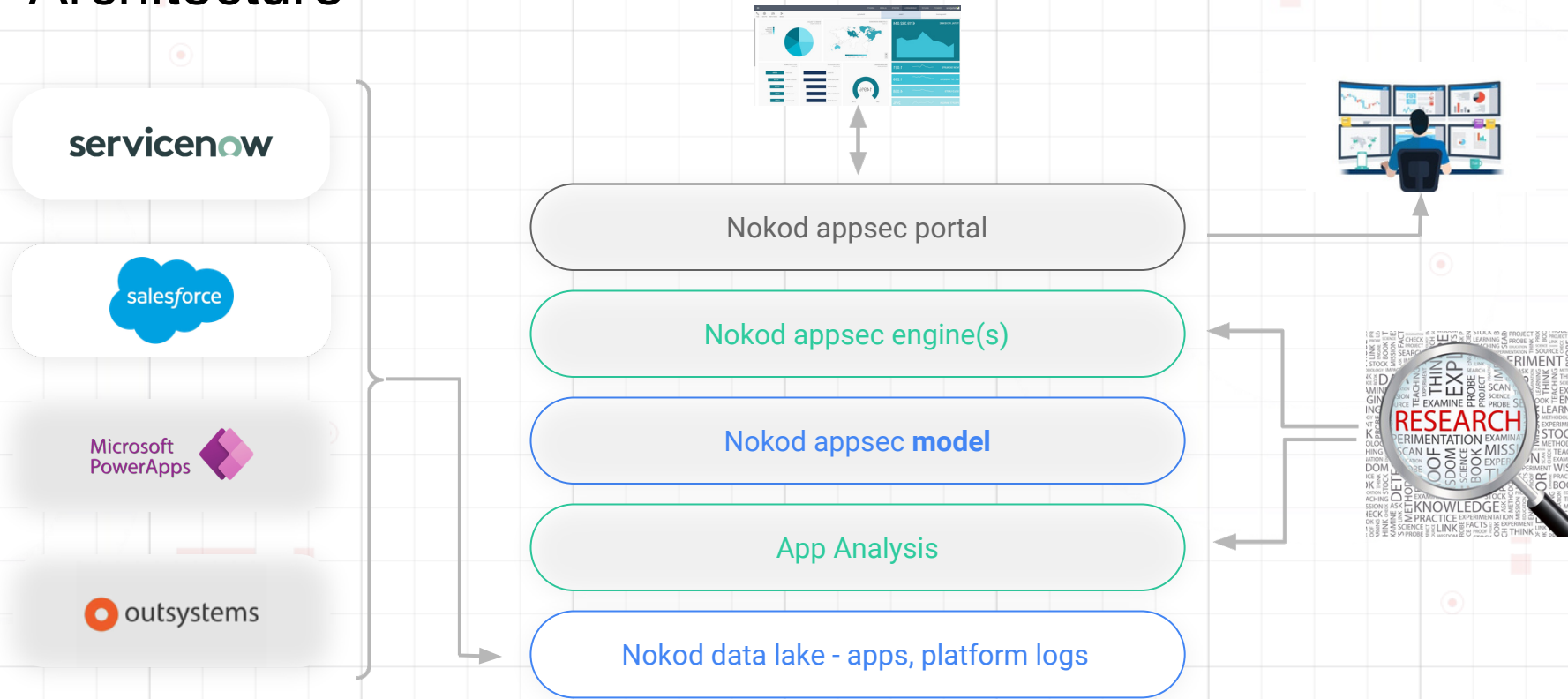
Mission

Empower organizations with tools and intelligence
for preventing cyber attacks and data breaches
through low-code \ no-code applications

Solution



Architecture



TAM - top-down approach #1

1. Based on the **Appsec market size**

- Analysis of AlliedMarketResearch [\[1\]](#) reports \$5.97B in 2020, projecting growth of 18.7% CAGR till being \$33.9B by 2030
- Analysis of ResearchAndMarkets [\[2\]](#) reports \$7.35B in 2022, projecting growth of 18.5% CAGR till being \$33B by 2030

2. Averaging the two studies (\$9.35B at 2023), and assuming 65% ([Gartner](#)) of apps will be LCNC with similar proportion of the appsec effort = **\$6.07B at 2023**

TAM - top-down approach #2

1. Based on **the low-code \ no-code platforms market size**

- A new analysis (December 2022) by Gartner [\[1\]](#) projects \$26.9B in 2023, with CAGR of 19.6%
- Analysis of Acumen [\[2\]](#) reports \$16B in 2021 and projects growth of 28.8% CAGR till being \$159B by 2030

2. Averaging the two studies (\$26.72B at 2023), assuming 15% for security = **\$4B at 2023**

TAM - bottom-up approach

1. 350,000 large companies (250+ employees) worldwide [1] (conservatively using the 2021 figure)
Assuming 20% of those will use low-code \ no-code
2. Average annual deal size: *[Redacted- financial confidential]*
- 3.
4. **TAM at 2023 = *[Redacted- financial confidential]***

Go-To-Market

1. Geography - North America and EMEA
2. Channels - Direct Sales at the beginning
3. Target organizations:
 - Size - mid-market upwards
 - Using low-code \ no-code tools for app development
 - Have a dedicated appsec person \ team
4. Buyer - CISO, Director of Appsec
5. Buy-in \ Entry-point - Digital transformation manager \ Digital channel manager
6. Business model - subscription, correlated with number of protected apps



Competition - still a blue ocean!

*[Competitors analysis redacted-
strategic confidential]*



Validation - process

We have been meeting with CISOs and Digital Managers (top management) that are using or considering to use low-code \ no-code tools for app development. Some of the inputs:

“The appsec team just can’t follow the high pace of new low-code apps that are being created in the company” (CISO, Top 50 global bank)

“We are a heavy Outsystems user but I actually have no visibility for knowing whether we use other low-code platforms too” (Platform Director, Healthcare Fortune 50)

“Today, the security process for creating a new low-code app is based on a form that is actually always being approved” (CISO, European bank)

“The solution makes a lot of sense. As soon as a security incident caused by a low code app is public, everyone would like to buy it” (CISO, public Insurtech company)

Validation - takeaways

1.

2.

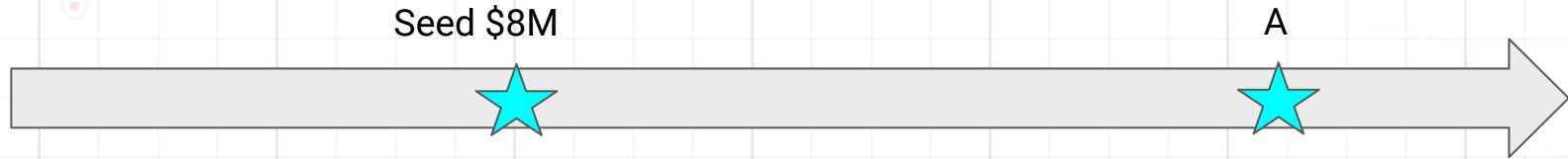
3.

[Redacted- confidential operational plan]

4.

5.

Timeline 2023-2025



	Month #1	Month #13	Month #24
Company Size	4 FTEs	15 FTEs	25 FTEs
Customers	<i>[Redacted- financial confidential]</i>		
Revenues (ARR)			
Product	MVP, 1-2 covered platforms, design partner-ready	<i>[Redacted- product confidential]</i>	

Thank you

For more information:

info@nokodsecurity.com

100+ Pitch decks for Startup

Explore 100+ founder tested pitch deck templates designed to help startups raise capital.



Careem

Uber



♥ babylist

shopify



barcoo

Square

capacity

alan

sky
mind

HealthJoy

airbnb

SendGrid