

Company Profile:

[Okta, Inc.](#) provides identity solutions for enterprises, small and medium-sized businesses, universities, non-profits, and government agencies in the United States and internationally. The company offers Okta Identity Cloud, a platform that offers a suite of products to manage and secure identities, such as Universal Directory, a cloud-based system of record to store and secure user, application, and device profiles for an organization; Single Sign-On that enables users to access their applications in the cloud or on-premise from various devices with a single entry of their user credentials; Adaptive Multi-Factor Authentication, a product that provides an additional layer of security for Web and mobile applications, and data of organization; Lifecycle Management, which enables IT organizations or developers to manage a user's identity throughout its lifecycle; API Access Management that enables organizations to secure APIs; and Mobility Management, which simplifies and automates mobile device administration and provisioning across phones, tablets, and laptops. It also offers customer support and training, and professional services. Okta, Inc. sells its products directly to customers through sales force, as well as through channel partners. The company was formerly known as Saasure, Inc. Okta, Inc. was founded in 2009 and is headquartered in San Francisco, California.

Key Statistics

Market Cap	15.52B
Enterprise Value	15.24B
Revenue [TTM]	534.21M
Net Income [TTM]	-189M
Dividend Yield	0.00%
Historical Volatility	36.54%
Beta [3 year]	1.25

The Story:

At the crossroads of Identity Management, Cybersecurity and Blockchain Technology is where you'll find Okta – an enviable position. [Click here](#) to read their white paper on these matters.

Today, if someone wants your sensitive data online – they will likely get to it eventually, no matter what you do. In the physical world we have universally accepted forms of identity verification like a passport. This ID can give us access to flights, bank accounts or alcoholic beverages. But for most of the digital world, we lack anything like this and must create passwords for each application with which we interact. But this might be about to change.

Okta is the leading independent provider of identity and access management ("IAM") services. The "Okta Identity Cloud" enables organizations to both secure and manage their extended enterprise and transform their customers' experiences. With over 5,500 pre-built integrations to applications and infrastructure providers, Okta customers can easily and securely adopt the technologies they need to fulfill their missions. Over 4,700 organizations, including 20th Century Fox, JetBlue, Nordstrom, Slack, Teach for America and Twilio trust Okta to securely connect their people and technology.

Okta benefits from the "network effect" – it gets better as it gets bigger. And it is getting bigger, rapidly.

Exit Strategy:

This is a long-term investment. We will use a trailing stop to exit the position. As of this writing our stop is set at 35% - if the share price closes 35% below its high since our entry this will trigger our stop and we will sell the next day. We will also sell if the story changes.