Agenda

Start Time	Title	Presenter
9:30AM - 9:40AM	Introducing the Innovator and Entrepreneur Seminar	Cecilia Mariner
9:40AM - 10:25AM	How to Find the Money	Gene Teare, Enrique Salem, David Blumberg, Adi Sharabani
10:30AM - 11:10AM	How to Rise Above the Noise	Kris Lovejoy, Malcolm Harkins, Mike Volpe
11:15AM - 11:45AM	How to Get the CISO's Attention	James Routh
11:50AM - 12:15PM	How to be an Entrepreneur	Mark Kraynak, Barmak Meftah

RSA®Conference2018

San Francisco | April 16–20 | Moscone Center

NOW MATTERS

SESSION ID: SEM-M05

HOW TO FIND THE MONEY

MODERATOR: **Gené Teare**
Head of Content, Crunchbase
@geneteare

PANELISTS: **David Blumberg**
Founder and Managing Partner
Blumberg Capital
@davidblumberg

Enrique Salem
Managing Director
Bain Capital Ventures
@EnriqueSalem

Adi Sharabani
SVP Modern OS Security
Symantec
@adisharabani

Agenda

Start Time	Title	Presenter
10:30AM - 11:10AM	How to Rise Above the Noise	Kris Lovejoy, Malcolm Harkins, Mike Volpe
11:15AM - 11:45AM	How to Get the CISO's Attention	James Routh
11:50AM - 12:15PM	How to be an Entrepreneur	Mark Kraynak, Barmak Meftah

RSA®Conference2018

San Francisco | April 16 – 20 | Moscone Center

NOW MATTERS

SESSION ID: SEM-M05

HOW TO RISE ABOVE THE NOISE

MODERATOR: **Kris Lovejoy**
CEO
BluVector, Inc.

PANELISTS: **Malcolm Harkins**
Chief Security & Trust Officer,
Cylance

Mike Volpe
CMO,
Cybereason

Agenda

Start Time	Title	Presenter
11:15AM - 11:45AM	How to Get the CISO's Attention	James Routh
11:50AM - 12:15PM	How to be an Entrepreneur	Mark Kraynak, Barmak Meftah

RSA Conference 2018

San Francisco | April 16–20 | Moscone Center

SESSION ID: SEM-M05

HOW TO GET THE CISO'S ATTENTION

Jim Routh

CSO
Aetna
@jmrouth1

Why Early Stage Companies?

- I want to keep my day job

- I think of 3 things everyday that I can do to avoid getting fired for a major breach

This is Ellen

RSA Conference2018

- Mature Security Firms with market share lead must:
    1. Serve the requirements of the broadest part of the enterprise market
    2. Meet investor, shareholder expectations for growth
    3. Be enterprise ready at scale

Enterprise security requirements

Product development

RSA Conference 2018
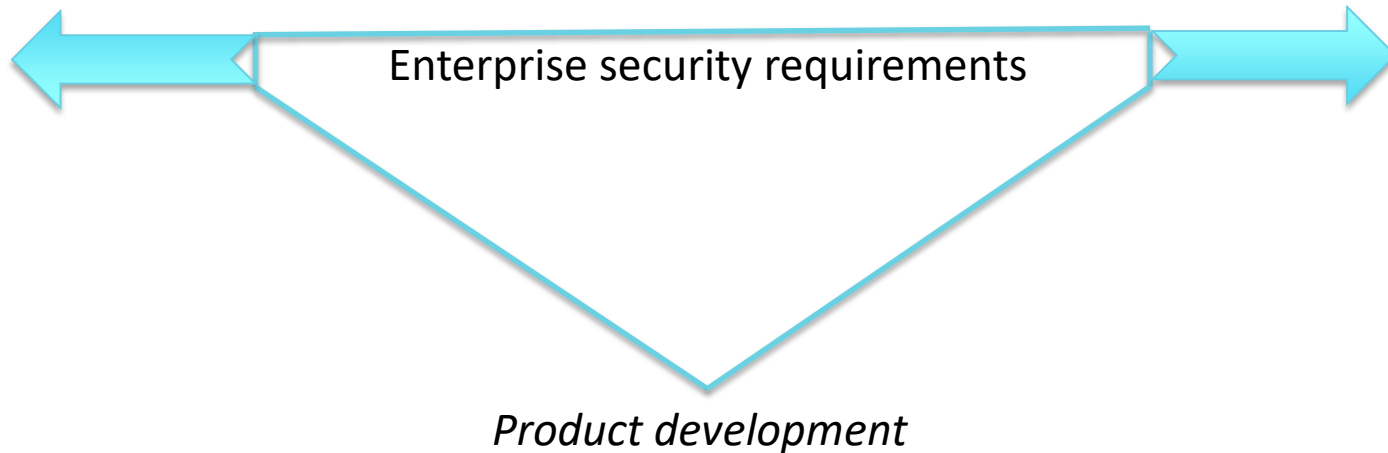
- Early Stage Security Firms must:
    1. Hunt for use cases
    2. Do whatever it takes to make the first account successful
    3. Use the success to grow accounts and use cases

Identification

Proof of Concept

    Engineering Adjustments

Proof of Concept 2

    Engineering Adjustments

Deployment

RSA Conference2018

The Implications of ESCs?

- CISOs must:
    1. Get technical
    2. Avoid delegation
    3. Provide feedback early and often

- ESCs- early stage companies must:
    1. Work with the CISO
    2. Get technical
    3. Share progress on the thinking behind the approach to solve the problem

RSAConference2018

The CISO Shopping List

- Every CISO develops a mental shopping list of interests
    1. Influenced by threat landscape trends
    2. Influenced by articles read
    3. Influenced by other CISOs

- The list is refined over time and subject to change

Shopping List
1. Upgrade endpoint protection
2. Identify authentication controls that enhance the consumer experience
3. Identify a data protection solution
4. Do a red team review
5. Identify a new threat intelligence source
6. Implement a dev/sec/ops tool

RSA Conference2018

The Drivers for the Shopping List

- Shifts in threat actor tactics

- Evolving leading practices

- Changes to the business strategic direction

RSAConference2018

Jim's Shopping Lists

2016
Shopping List

1. Authentication control risk engine that takes unlimited attribute input
2. Framework for changing authentication controls across channels
3. Phishing type 3 control using cloud and ML
4. Dev/Sec/Ops container security capability

2017
Shopping List

1. Homomorphic encryption hybrid model
2. SOC orchestration capability
3. ML enhanced endpoint protection
4. Cloud configuration scanning tool
5. ML enhanced DLP capability

RSA Conference2018

2018
Shopping List

1. Phishing type 4 control
2. ML enabled eGRC capability with data ingestion (NIFI like) capability and algorithm manipulation for reporting
3. ML tool to improve effectiveness of a SOC analyst
4. Data science curriculum for security professionals

Rationale

1. *Phishing emails coming from compromised email accounts are rising rapidly*
2. *eGRC today is 100% keyboard entered, we run 590 control standards on a platform designed for 100*
3. *SOC resources are capital intensive- instead of hiring more SOC analysts, I want to give better tools to the SOC analysts we have*
4. *We developed our own curriculum, I'm seeking one to offer different levels of courses with eLearning capability with content updated regularly*

Procurement Techniques

Traditional Vendor Criteria

- Market share leader

- Customer testimonials

- Enterprise scalability

- Financial resilience

- Liability insurance protection

Early Stage Vendor Criteria

- Intellectual and technical skill of founder- Ability to attract IT talent

- Willingness to pivot

- Appetite for engineering a use case

- Game-changing potential

RSA Conference2018

Finding Early Stage Companies

Traditional Vendor Search

- Magic quadrant analysis

- Customer references

- Articles, conferences

- VARs

Early Stage Vendor Search

- Angel investors

- Venture firms

- R&D trips- Silicon Valley, Tel Aviv

- Phone solicitations

RSA Conference2018

Cultivate the Investor Community

From: Karim Faris
Sent: Monday, June 15, 2015 10:48:02 PM
To: Karim Faris
Cc: Routh, James M
Subject: Re:
ok, i suggest 8:30-11:00am on 8/5. we can catch up for the first 30min, followed by four 30min slots for each of the companies, they'd come by to present and demo.   would that work?   we can tune the block size and timing depending on your schedule

Karim
--
Karim Faris | karim@gv.com
Google Ventures | www.gv.com
1489 Charleston Road | Mountain View, CA 94043
W. 415-830-5555 | F. 650-469-0687
On Jun 14, 2015, at 5:58 PM, Karim Faris <karim@gv.com> wrote:
we should be able to make it work although folks may be at blackhat. let me round the troops up and let you know asap.   here are a couple of more companies that may also be of interest:
•www.fullstory.com : ability to record all sessions to aetna.com in high fidelity for user analytics, customers support, security use cases, etc.
•www.egnyte.com: secure hybrid cloud storage- 'glue' between aetna on premise stores (netapp, emc, etc.) and cloud store of choice, all under IT control.

Re: I'm coming for a visit
Jim Routh
June 14, 2015, 2:17 PM
I use Synack but the others look good. Please make arrangements for a visit Wednesday morning. Will that work?

Also id like to switch to regular email mail: routhj@aetna.com

On 06/14/15 01:51PM, Karim Faris wrote:

Hey Jim, would be great to see you. yes have a bunch that will be of interest and can arrange for an efficient set of meetings. Off the top of my head:

Www.cliqr.com
Www.duosecurity.com
Www.threatstream.com
Www.synack.com

Early Stage Vendor Search

- Build relationships and share your shopping list

- Be open to talking to start-up founders

- Offer them advice and feedback

RSA Conference 2018

STEEP Sessions

- **Security Technology Exploratory Evaluation Process**
    - 90 minute educational weekly sessions
    - Different firm each week
    - No sales, no investor information
    - Focus on the problem statement and architecture
    - Participant feedback required

RSA Conference2018

Apply Portfolio Management and Tech Risk
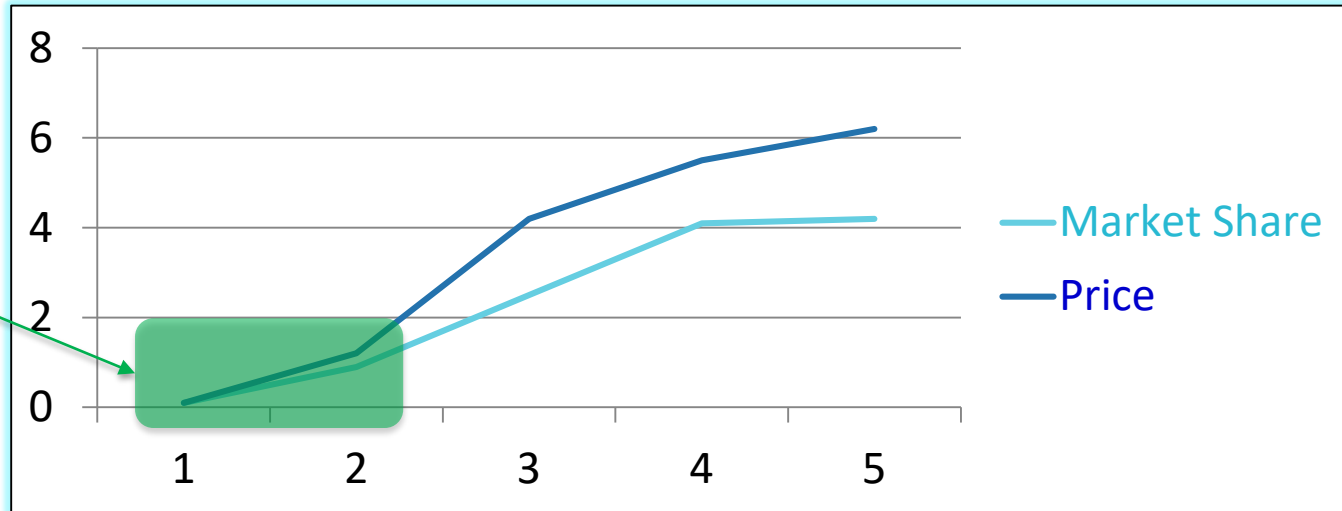
- Product/Service market value increases with maturity and price follows
- Select technology early and apply rigorous testing while sharing feedback with the vendor
- Be prepared to engineer the solution

RSA Conference2018

Apply a Modified Procurement Process

Mutual Non-Disclosure Agreement

Contracting Process POC

R&D Visits

Agreement

STEEP Session

SCARF

90 Day POC

- Identifying trends
- And early stage companies
- Game-changers

- Protects both firms
- Facilitates IP sharing

- 20-60 participants
- Education on emerging capabilities
- No sales people, no selling
- Problem statement and the architecture
- Technical depth

- License agreement for a POC Project

- Proof of Concept Project with iterative testing

RSAConference2018

Sales Techniques

These work

1. Identifying the problem to be solved in *specific terms*
2. Sharing information about the architecture
3. Sharing technical architecture information in a PDF via email
4. Seeking design partner input
5. Asking co-founder to reach out vs. sales professional

These Don't

1. Asking for a CISO's time... *"Can you give me 15 minutes?"*
2. Establishing a personal rapport without explaining the value proposition or potential use case
3. Making assumptions of enterprise need based on the market

RSAConference2018

RSAConference2018

Q&A

routhj@aetna.com

https://www.linkedin.com/in/jmrouth/

Agenda

Start Time	Title	Presenter
11:50AM - 12:15PM	How to be an Entrepreneur	Mark Kraynak, Barmak Meftah

RSAConference2018

San Francisco | April 16–20 | Moscone Center

SESSION ID: SEM-M05

HOW TO BE AN ENTREPRENEUR

MODERATOR: **Mark Kraynak**
Venture Partner,
Aspect Ventures

PANELISTS: **Barmak Meftah**
President & CEO,
AlienVault