



## Gryphon Brings Innovation to Home Digital Security

**GRYPHON®****The Idea:**

Transform how parents keep their families safe online

**The Entrepreneurs:**

John Wu and Arup Bhattacharya

**The Founding:**

San Diego, California, USA, 2016

“Joining the Batchery was a great experience for us and really helped crystalize our business plan and go-to-market strategy. Everyone at the Batchery was very helpful in getting us off the ground.”

**John Wu,**  
Co-Founder, Gryphon

**The Story**

Gryphon builds a powerful cloud-managed network protection platform, driven by machine learning. This platform makes home and small business networks more secure, even providing parental control via a phone app.

Gryphon understands the silent but real threat which continues to grow in homes and businesses, increasing our vulnerability to cyber-attacks that can violate privacy, create an environment for identity theft, and expose children to inappropriate Internet content.

The Gryphon platform involves a high-performance WiFi router system, a simple App, and machine learning that improves with time and usage. With a simple setup (no additional software to be installed on the end devices), the protection works at the network layer to block unwanted content, malware, and intrusions for all connected devices. Gryphon also licenses its software platform to 3rd party hardware.

The Gryphon co-founders have more than two decades of experience in networking technology and security, leading the team that invented the revolutionary MiFi mobile hotspot technology. While understanding the benefits and convenience of being connected, Gryphon also has a deep understanding of the associated threats.

Gryphon believes every customer's data is their property, and that they should have total control of how it is stored, accessed, and used. In short, Gryphon is committed to protecting the home, WiFi, and privacy of its customers

### Why the Batchery

Gryphon joined the Batchery when the company was in its fledgling stage—the idea was present, but the technology had yet to be fleshed out to construct an actual product. Gryphon needed help with a number of key aspects of the business. Engaging with investor advisors was crucial to vetting the idea and getting it off the ground.

What makes the Batchery special—and helped Gryphon achieve success—is the network of networks, which proves an ecosystem of industry partners, services providers, Investor Advisors, and fellow startups embarking on the same journey. All of these Batchery networks have a stake in a startup's success and will help ensure startups get it right.

### Benefits of the Batchery

- Building a strong business plan
- Creating the most compelling “pitch”
- Connecting with investors
- Market fit for the product
- Legitimacy by being part of an incubator
- Easy access to marketing and business development resources

### Gryphon Results

From 2018 to 2019, the Batchery helped Gryphon revenues to multiply by nearly 2.5 times. It is expected that revenues will continue to multiply at a rate of 2 to 3 times per year, while services revenues also grow. The Gryphon Guardian is now the most affordable advanced security and parental control system on the market, and can be used as a standalone unit, or combined with another Guardian for seamless mesh WiFi coverage.

Gryphon joined pre-revenue, and now sells online at a \$3 million ARR, after having their first product in the market for a year and a half, with placement in Amazon, New Egg, Walmart, and Best Buy. A second product was recently launched by Gryphon—a smaller, less expensive mesh router. This new technology will help Gryphon achieve a much broader consumer base.

The Batchery is proud to maximize a startup like Gryphon's success by combining Silicon Valley innovation with a Berkeley attitude. The Batchery seeks to take companies like Gryphon to the next level, making sure the business is thriving, then identifying and removing obstacles to the company's long-term success. We are drawn to founders who demonstrate leadership in how they engage with the program and with the community—our founders are persistent, curious, coachable, and fully committed to success.

### Investor Results

When Gryphon joined the Batchery, it was valued at \$3.5 million; the current valuation for Gryphon is \$20 million. Batchery holds a two percent warrant, so in two years, Gryphon's value to the Batchery has increased from \$70,000 to \$400,000.

“I am always pleased to work with, and ultimately invest in, those companies that are led by smart, coachable, and ambitious founders. John Wu, from Gryphon, is all that and more. John and his team deliver results and keep investors informed of their progress. Every investor wants more founders like John in their portfolios.”

**Jeff Wallace**  
Batchery Investor Advisor