

RootRise Security Posture

What We Have, How to Present It, What's Next

■ What We Have Today

■ Role-Based Access Control

RBAC

Different users see only what they should

■ Essential

■ Data Encryption

At Rest & In Transit

Data protected in storage and transfer

■ Essential

■ GDPR Compliance

EU Gold Standard

World's most stringent privacy regulation

■ Strong Signal

■ Verdict: Good foundation for your stage. You have the essentials.

■ What Enterprise Clients Will Ask About

They'll Ask	Why It Matters	Status
SOC 2 Type II	Industry-standard security audit	Roadmap: Year 1
ISO 27001	International security standard	Roadmap: Long-term
Data Residency	Where is SME data stored?	Need to clarify
Penetration Testing	Has anyone tried to hack you?	Roadmap: Post-funding
Audit Logs	Who accessed what and when?	Should have

✓ How to Present It

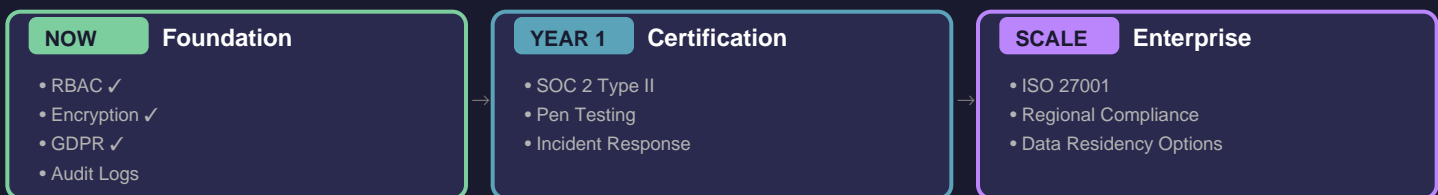
■ DO: Be Confident

"We built security into the foundation from day one — RBAC, encryption, GDPR compliance. We chose GDPR as our baseline because it's the most stringent global standard."

■ DON'T: Apologize

Never say: "We only have basic security right now..." Investors expect stage-appropriate security. You have it.

■ Security Roadmap (Show This to Investors)



■ Response Scripts for Rouba

"What about security?" → "RBAC, encryption, GDPR from day one. SOC 2 on our Year 1 roadmap."

"Are you SOC 2 certified?" → "Year 1 roadmap. We've architected for it — certification follows."

"Where's the data stored?" → "Flexible hosting — EU default, MENA options for Gulf clients."

"What if there's a breach?" → "Incident response plan and audit logging already in place."

■ THE SMART FRAMING

Investors know you're a startup. They don't expect SOC 2 before revenue. They want to see: (1) You've thought about it, (2) You have a plan, (3) You're prioritizing correctly. Security scales with the business.