



Data Monitoring for Mobile Devices

SecFix

PROBLEM

Mobile devices are being targeted by hackers at an unprecedented rate

- 1 in 36 mobile devices had high risk apps installed and in 2018 (Symantec)
- An average of 10,573 malicious mobile apps were blocked per day (Symantec)
- The average time to identify a breach in 2019 was 206 days (IBM)



SOLUTION

MoDA

A system that monitors mobile device data flow for outliers

ML powered

Insights Oriented

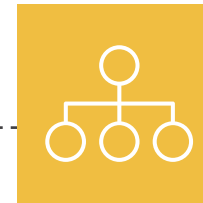
- Checks for irregularities in mobile data flow
- Flags devices for review if anomaly detected
- Can shut down devices remotely if malware is detected
- Provides Insights
 - What data is being sent
 - What data is being sent
 - When is data being sent

TARGET

7 Million Businesses and 30 million households in the US alone



Medium Sized Businesses

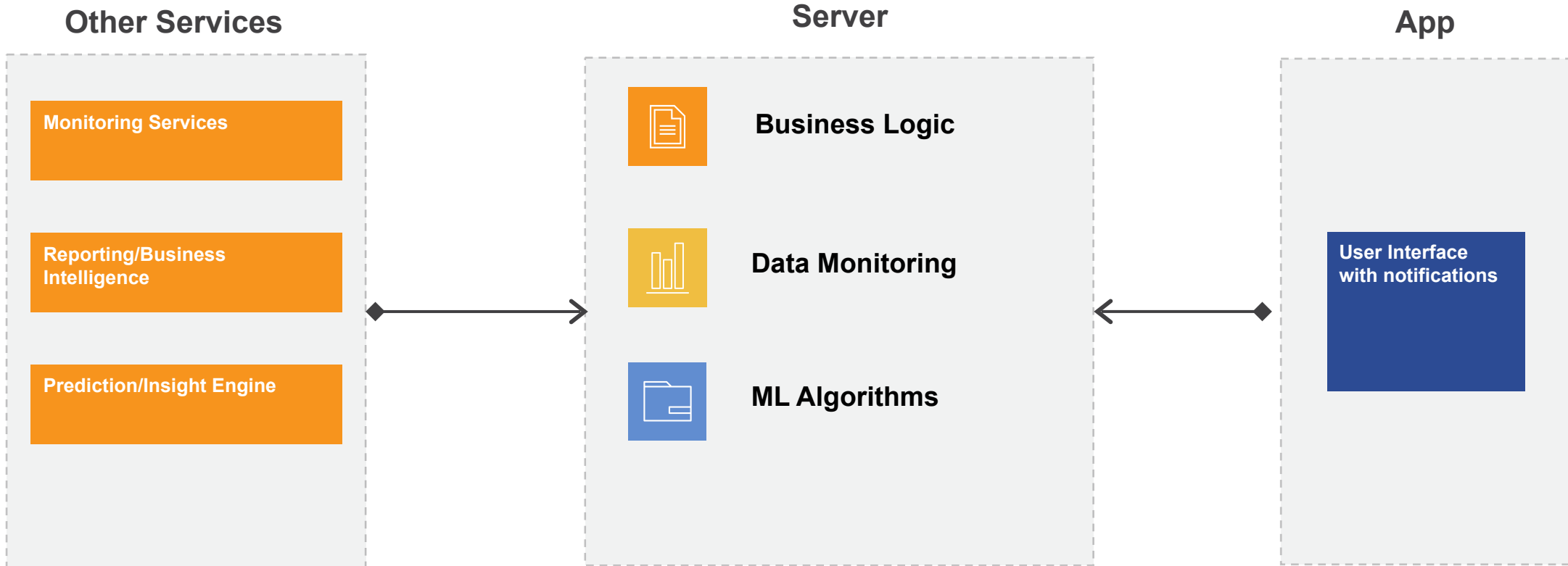


Enterprises



Telecommunication Network companies

SOLUTION'S ARCHITECTURE



BUSINESS MODEL

Key Partners



- Mobile Phone manufacturers

Key Activities



- Easy to use app
- Easy IT support

Key Resources



- Intellectual property
- Finances

Value Proposition



- Finding breaches early
- Peace of mind
- Data security

Customer Relationship



- Personal Assistance
- Automated Services

Channels



- Store fronts
- Advertising
- Partner Channels

Customer Segments

- Medium Size businesses
- Enterprise businesses
- Telecommunication Industry

Cost Structure



- Cost of developing the infrastructure (App design, network design)
- Cost of maintenance
- Marketing and other administrative cost

Revenue Streams

Monthly Subscriptions

BENEFITS OF THE APPROACH



Finding attacks Early



Additional Security Feature



Reduction in information loss



Reduces cost of breach

TEAM



**Udo
Edima
31**

**Masters - Queen's
University**

Simple!

APPENDIX

Statistics

Cyber Security Statistics - <https://www.varonis.com/blog/cybersecurity-statistics/>

Small business information - <https://smallbusiness.chron.com/percentage-small-large-businesses-america-59860.html>