



CyberFortressTM



**The Rise of Cyber Risk
- are you protected?**

Today's Speaker : Huw Edwards

Co-Founder & CEO of CyberFortress

Ran Portfolio Analytics at Bridgewater Associates
(\$160bn Hedge Fund)

Owner of Jungle Disk, a cybersecurity software
company

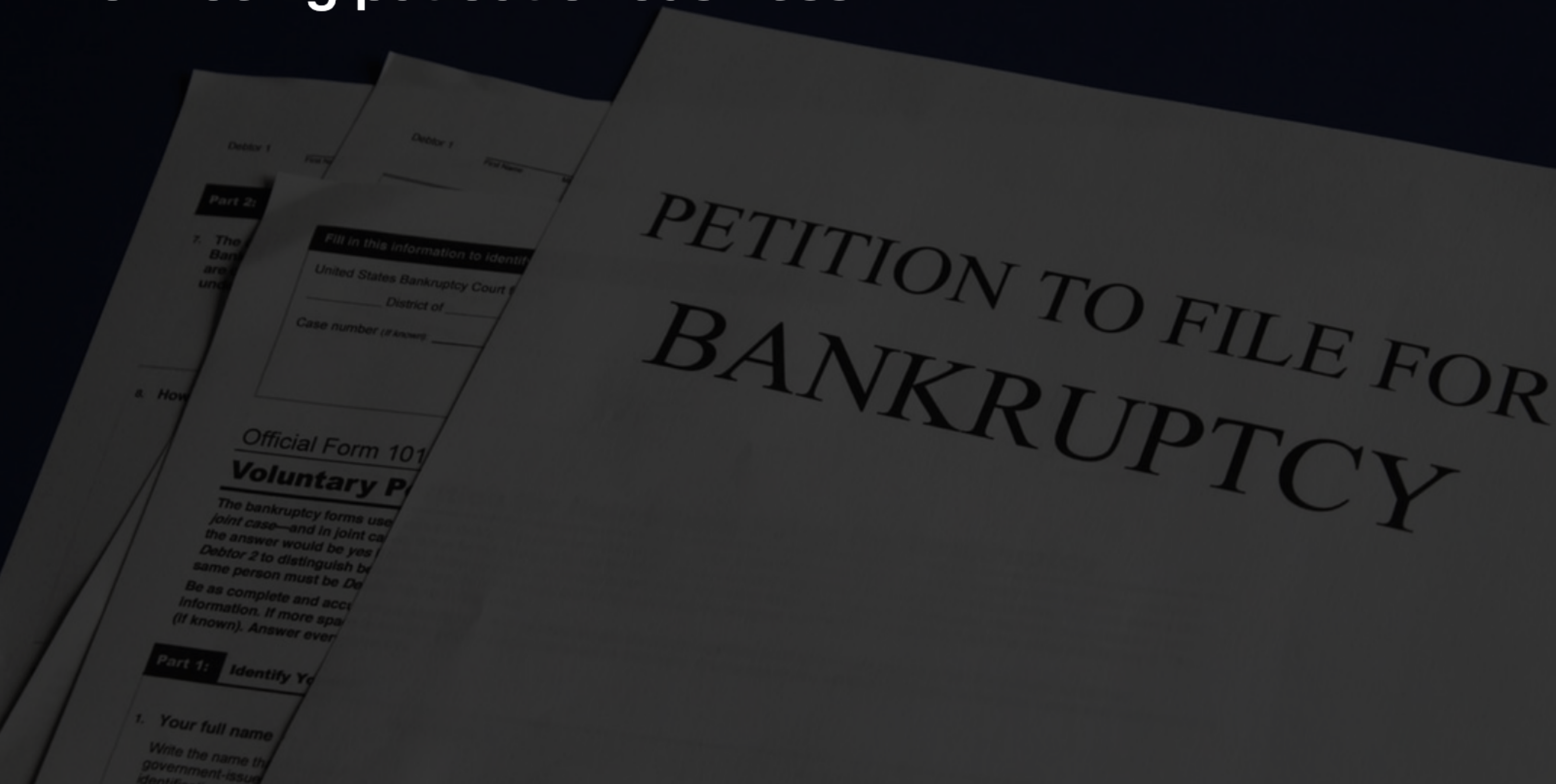
Corporate derivative structuring at Goldman Sachs

Undergraduate/Masters in Math from Oxford University

MBA from Harvard Business School

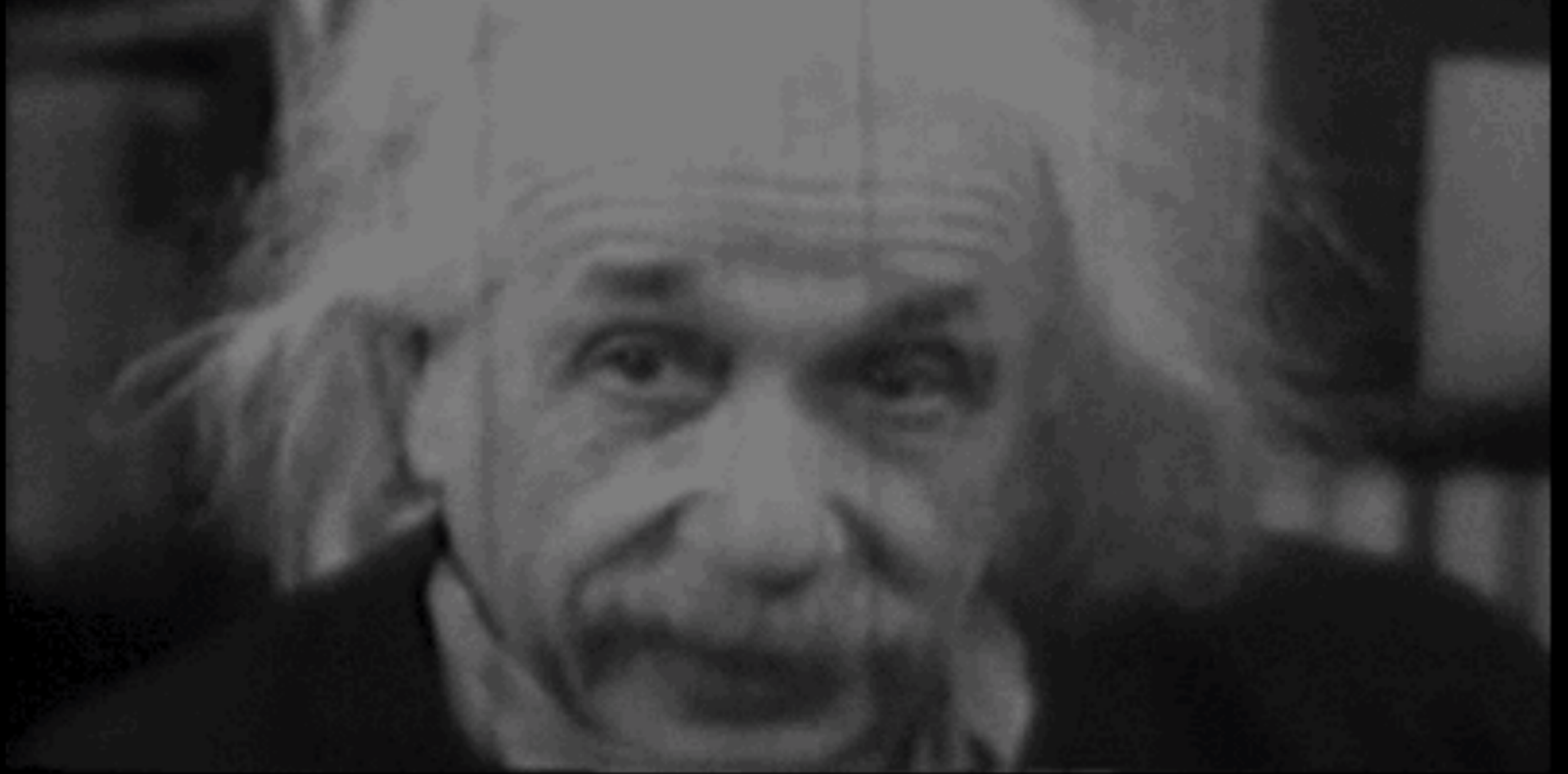


Small businesses are one hack away from being put out of business



**Municipalities are one hack away from
being severely crippled**

**Hackers are super duper smart
computer science PhD' geniuses,
right?**



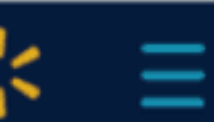


Wrong!





WiFi Pineapple NANO: Android Setup



All Departments ▾

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Gone Phishing

Phishing-as-a-Service

Turn-key phishing kits & full-service subscriptions make cybercrime easy for the masses

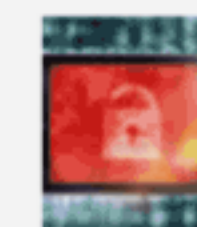


Patrick Nohe

Patrick started his career as a beat reporter and columnist for the Miami Herald before moving into the cybersecurity industry a few years ago. Patrick covers encryption, hashing, browser UI/UX and general cyber security in a way that's relatable for everyone.



Recent Posts



Let's Encrypt to Revoke 3 Million SSL Certificates on March 4

🕒 March 3, 2020



DoH! Firefox Engage More Secure DNS Over HTTPS Protocol - Here's What That Means for You

🕒 March 2, 2020

🏠 > Phishing-as-a-Service: Turn-key Phishing Kits

★★★★★ (4 votes, average: 4.75 out of 5)



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July 9, 2019



Phishing-as-a-Service: Turn-key Phishing Kits

Cyren reports finding over 5,334 unique phishing kits just this year





Kidnap & Ransom

Where do I get a Bitcoin?





YOUR FILES ARE ENCRYPTED
Your photos, documents and other important
files have been encrypted with unique key,
generated for this computer.

NEXT



**Ransomware:
to pay or not to pay?**



A tale of two cities



Out Of Service

round tickets



COMING SOON!
THE Way to Pay on Muni

Out Of Service

round tickets



Out Of Service

round tickets



COMING SOON!
THE Way to Pay on Muni

SWITCH!

The image shows a row of six digital flight information displays (FID) at an airport. Each display is titled 'Departures' and shows a list of flights with columns for flight number, destination, time, and gate. The displays are arranged in a perspective view, receding into the distance. The background shows the airport ceiling and other parts of the terminal.

Flight	Destination	Time	Gate
AA100	Atlanta	10:00	10
AA101	Atlanta	10:15	11
AA102	Atlanta	10:30	12
AA103	Atlanta	10:45	13
AA104	Atlanta	11:00	14
AA105	Atlanta	11:15	15
AA106	Atlanta	11:30	16
AA107	Atlanta	11:45	17
AA108	Atlanta	12:00	18
AA109	Atlanta	12:15	19
AA110	Atlanta	12:30	20
AA111	Atlanta	12:45	21
AA112	Atlanta	13:00	22
AA113	Atlanta	13:15	23
AA114	Atlanta	13:30	24
AA115	Atlanta	13:45	25
AA116	Atlanta	14:00	26
AA117	Atlanta	14:15	27
AA118	Atlanta	14:30	28
AA119	Atlanta	14:45	29
AA120	Atlanta	15:00	30
AA121	Atlanta	15:15	31
AA122	Atlanta	15:30	32
AA123	Atlanta	15:45	33
AA124	Atlanta	16:00	34
AA125	Atlanta	16:15	35
AA126	Atlanta	16:30	36
AA127	Atlanta	16:45	37
AA128	Atlanta	17:00	38
AA129	Atlanta	17:15	39
AA130	Atlanta	17:30	40
AA131	Atlanta	17:45	41
AA132	Atlanta	18:00	42
AA133	Atlanta	18:15	43
AA134	Atlanta	18:30	44
AA135	Atlanta	18:45	45
AA136	Atlanta	19:00	46
AA137	Atlanta	19:15	47
AA138	Atlanta	19:30	48
AA139	Atlanta	19:45	49
AA140	Atlanta	20:00	50

STORY • DEVELOPING STORY • DF HARTSFIELD-JACKSON INT'L AIRPORT

FOX 5

10:09 69°

WI-FI, FLIGHT INFORMATION BACK ONLINE AFTER RANSOMWARE ATTACK

DEVELOPING
STORYNorth Security
Checkpoint
Control de Seguridad NorteMain Security
Checkpoint
Control de Seguridad
Restrooms

Recent hacking candidates with widespread impact:

- Medical Billing and EMR
- Small business MSPs
- Remote monitoring and management tools with privileged access

WHAT?

WHERE?

WHO?

WHEN?

WHY?

HOW?





[PASSWORD]

[MULTIFACTOR
AUTHENTICATION]



[LOGGED IN]





1.

Files are chosen
for backup.



2.

Files are
archived and
encrypted.



3.

Data is transferred
securely over the web
to a backup server.

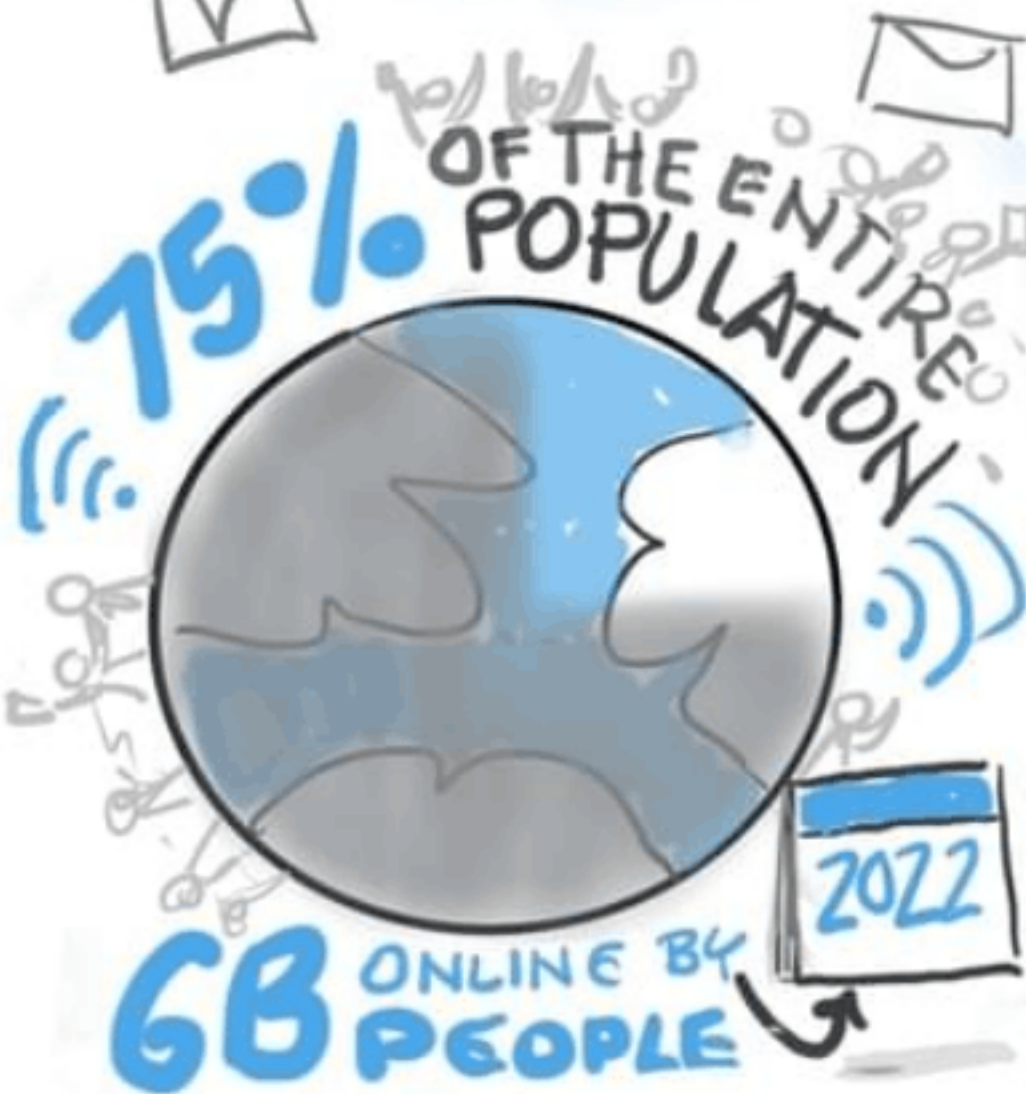


4.

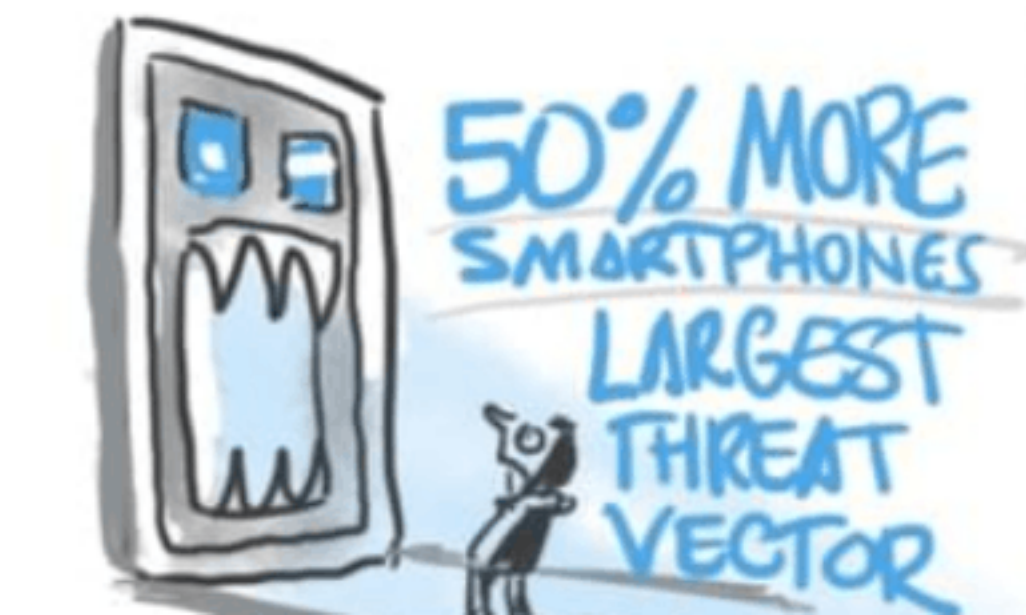
Data stored safely
and can be restored
at any time.



Online Backup Process



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Problem

For e-commerce,
downtime = lost \$\$\$

Problem

Slow claims limit usefulness of current insurance options



Solution

Revenue Interruption policy with claim payout < 24 hours

Digital means vulnerable.

Are you vulnerable to a cyber attack that could shut down your business?

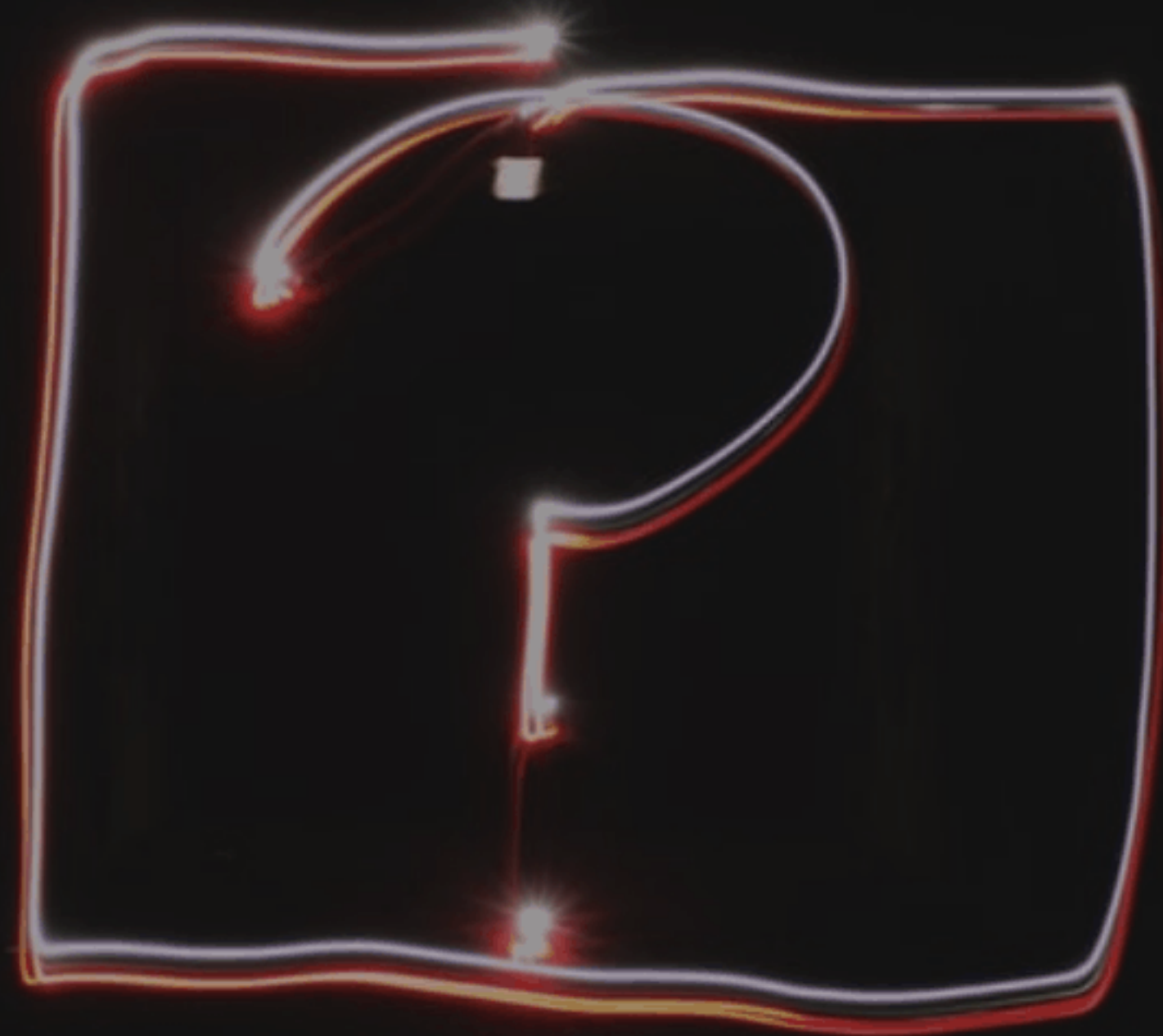
Find out in seconds.

Enter your business email below for a downtime risk assessment

☒ Yes, I'd like to receive future CyberFortress updates.

Get Assessment





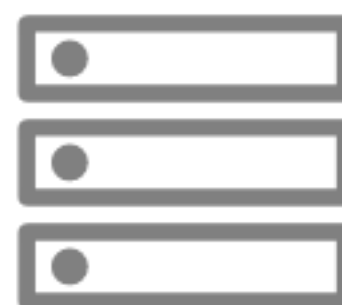
huw@cyberfortress.com

Our Competitive Advantage



First to Market

for e-commerce revenue
interruption insurance



Proprietary Claims Data

collecting downtime data on
100k+ e-commerce domains



Underwriting Model

machine learning trained
on our claims data



Alternative Distribution

e-commerce platforms
and hosting providers



Formulaic Claim Payout

leveraging our
derivative experience



Culture

equitable and capable of
attracting great talent

Underlying magic

Risk model built on facts, not customer-provided answers



Technology and
platform fingerprinting



Evidence of good
security practices

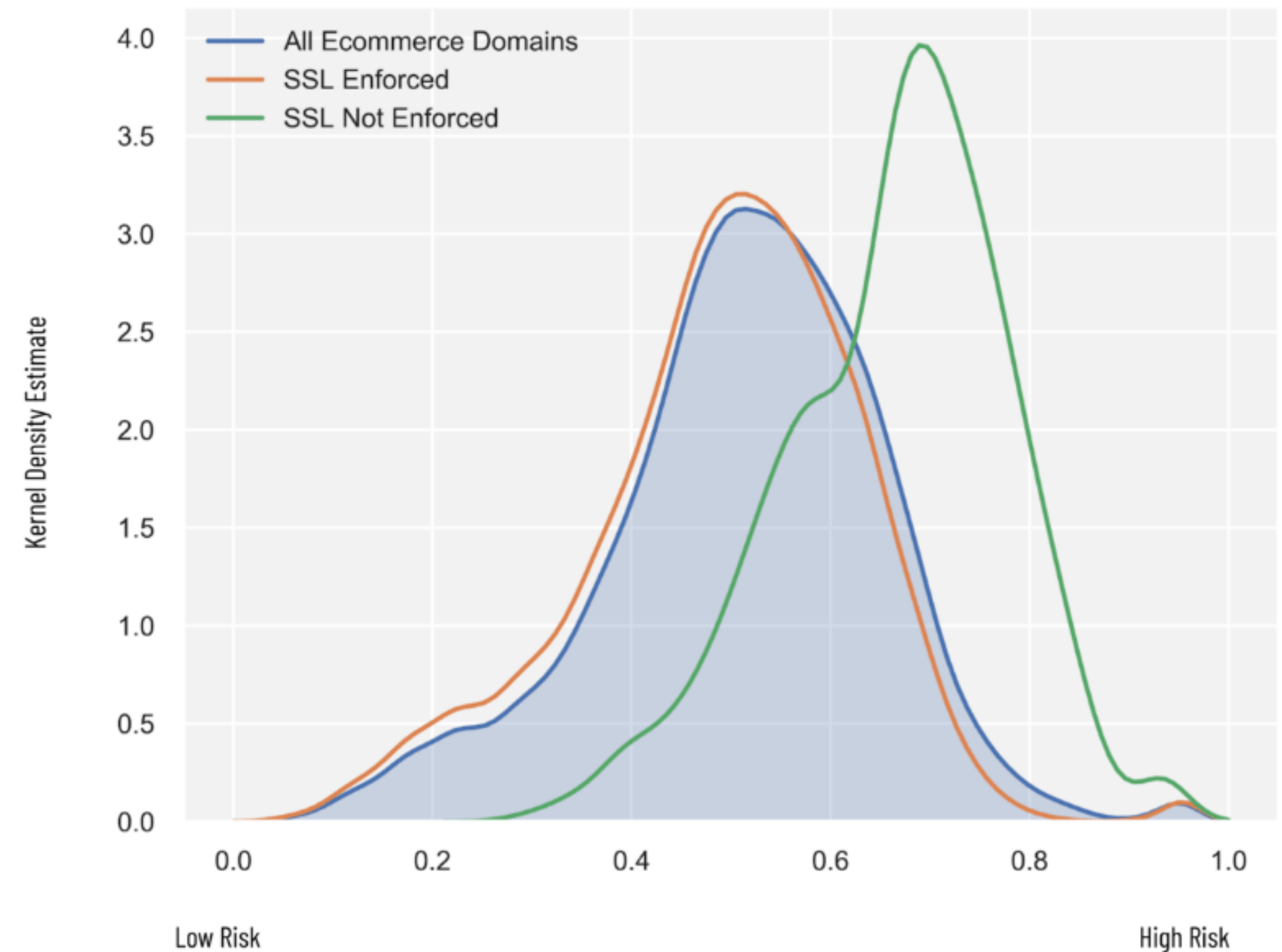


Evidence of downtime:
continuous data collection

1,000+
features per domain

100,000+
e-commerce sites

Model Predictions Distribution



Patent pending, filed 4/2018: "Vulnerability profiling based on time series analysis of data streams."

Business Model

we are organized as a Managing General Agency (MGA)

25%
commision

on premium written; risk of
loss is borne by our
reinsurer partner

Monthly
auto-renewing policy

aligns with customer
needs while mitigating
changing cyber risk

<24hr
payment of claims

Claims are triggered by
downtime and paid out
based on specified formula