



Global Cyber Security Awareness Platform for General Consumers, Executives, Cyber Professionals and Enterprises providing the Latest News and Alerts on Potential Malware Threats



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“Awareness is the starting point, because until you know that there is a threat, you will not act to mitigate it. Cyware informs people of threats in the moment, as things happen, so they can do what they need to do to protect themselves.” - Dr. Anuj Goel

CEOCFO: Dr. Goel, would you tell us about Cyware?

Dr. Goel: Cyware’s mission is to create a level of global cyber security awareness that is currently missing. On a daily basis we see new technologies and products coming out in the market for endpoint security, cloud security and mobile security, but the big challenge is that most people are lacking in the basic information about protecting their information and their company’s digital assets. And that is exactly where Cyware plays an important role - by filling that awareness gap for everyone.

For cyber security professionals, we are offering a level of global awareness that goes beyond geographic location. Cyber professionals living here in the US need to have awareness about what is happening beyond our borders - in Eastern Asia, the Middle East and other regions where threats are emerging. The Cyware platform offers a global view of threats and alerts.

Cybersecurity expert James Scott has said, “We need a cybersecurity renaissance in this country that promotes cyber hygiene and a security centric corporate culture.” Let me add that awareness through information would be the key to that renaissance.

CEOCFO: How are you able to help with the basics of what to click on or not to click on?

Dr. Goel: People have started to realize how important cyber security is, and we are supplying the information they need to stay on top of things on a daily basis. Believe it or not, Cyware tracks everything that is published each day on every cyber related topic across the world. We have developed a proprietary algorithm using IBM Watson, the most popular artificial intelligence platform on the planet. With the help of IBM Watson, we are able to crawl the internet, the world wide web, to discover cyber security articles being published by the most popular newspapers and magazines in the world, from the New York Times, LA Times, and Washington Post to Japan Times, Australia Times - well respected media publications from every country in the world.

Everyday there are hundreds and thousands of cybersecurity related articles published over the internet. Our algorithm is able to scan through all these articles as soon as they are published, and each day, based on pre-defined criteria, it is able to select the best sixty articles. This is the value add that Cyware brings to anyone who wants to stay up to date on happenings in the Cyber world but does not have time to seek out the right material. Cyware removes the noise and presents a small number of articles that are easier to consume on a daily basis.

For example, you might have heard about the recent Democratic National Committee (DNC) breach. When such incidents occur, countless media publications and bloggers start writing about it. Cyware's algorithm cuts down the noise by removing duplicate content to bring primary sources of trending as well as non-trending but important stories about cyber breaches, incidents, malware, and vulnerabilities to the attention of our users.

CEOCFO: *How do you help users search for a topic when they may not be aware of the proper wording?*

Dr. Goel: Although we are not there yet, our users see Cyware becoming the Google for cyber security news and updates. Google is a very powerful search engine, and nobody in today's world can compete with them. However, since we are focusing on just cyber security, we are able to index and distribute cyber security updates in a more targeted way that Google cannot. If you search for any cyber related keyword on Cyware.com, it locates articles from Cyware's massive database of quality cyber articles and presents them in a consumable format that no other search platform in the world can provide.

Not only do we help users to solve problems after the fact, but we help them to respond proactively. For example, Apple does not do this very often, but recently they released a critical update for all iPhone users. The moment it came out, Cyware was among the first ones to alert its users, advising them to download and install it as soon as possible without any exceptions. In this way, we are spreading cyber awareness and helping secure the world.

CEOCFO: *How have you garnered trust in the industry?*

Dr. Goel: There is a saying that, "Trust takes years to build, seconds to break and forever to repair." With the quality and speed of delivering Cyware content to our users, we are slowly but steadily garnering trust in the industry. We bring our users important cyber news and alert them before other media publications do, so they are able to respond proactively. People have started to like as well as trust Cyware, because they are getting information faster from us than from any other source that they follow.

Staying on top of cyber security is not as easy as simply reading The New York Times in the morning, because you cannot get all the world's cyber security news from just one source. Cyware is becoming the platform of choice for users, because we provide news and updates from multiple trusted sources. We work to get the best of the best from all sources. That is why users have begun to trust Cyware instead of relying on any other publication for cyber security news and updates.

CEOCFO: *What are some of the niche features you offer in a mobile environment?*

Dr. Goel: We have kept our website (Cyware.com) and app interface very clean for users to enjoy the news reading experience. Not only do we filter the noise to provide the best sixty cyber security articles every day, we also create a synopsis of each article published on our platform. We call this feature, "On-the-Go." Sometimes people do not have time to read fifty or sixty articles per day, so we give them a summary, allowing them to understand the article better before they click to read the whole thing.

Our users catch up on cyber news every morning while picking up their coffee or during their elevator rides. This saves time, gives them what they need and allows them to bookmark stories for reading later, or sharing with their friends and colleagues. We heard from one user who saw an actionable article on Cyware and shared it with the Information Security Officer (ISO) of their company, who within seconds reached out to his colleague at the Security Operations Center (SOC), and they were able to stop a major incident.

CEOCFO: *What is your business model?*

Dr. Goel: For individual consumers, our app and platform is free. It will continue to be free forever, and that is because our goal is to spread cyber security awareness throughout the world. Cyware is for general users to senior executives, all the way to cyber security and IT professionals whose job is to be aware of threats and new vulnerabilities. We also have an enterprise version of our app, which is being used by companies for situational awareness to alert or notify their employees about any cyber or physical security issues within their own environment, as well as external events. Our enterprise version also allows company employees to report cyber and physical security related incidents ("see something, say something") to the company command center for real-time actioning of human reported incidents. We receive revenues from these companies, while keeping the platform free for any individual users.

CEOCFO: *Why is Cyware so important?*

Mr. Goel: Cyware is important for a few reasons. First of all, overall user awareness is still low when it comes to cyber security, even though every day we see new attacks, particularly as the open environment and increased interconnectivity

of the Internet of Things (IoT) becomes more mainstream. Users need to learn about the threats coming their way, there's no two ways about it!

There is a saying, "When it comes to cybersecurity, enterprises have only two modes, complacency and panic." We want to put an end to this and make individuals and enterprises proactive about their cyber security through awareness.

The Cyware app can let people know how hackers are using new threat methods to hack into their bank accounts, health data, and communication channels. For enterprises, Cyware informs senior management about threats so that actions can be taken by their security teams.

Awareness is the starting point, because until you know that there is a threat, you will not act to mitigate it. Cyware informs people of threats in the moment, as things happen, so they can do what they need to do to protect themselves.

