

Rainbow Secure – Making Logins Safe and Secure with Their Easy to Use Solution that Incorporates Unique Color and Style into Passwords and Existing Multi-Factor Authentication (MFA) Methods



Nehal Mehta
Founder/President

Rainbow Secure

Interview conducted by:
Lynn Fosse, Senior Editor
CEO CFO Magazine

CEO CFO: Ms. Mehta, what is the concept behind Rainbow Secure?

Ms. Mehta: Traditional login methods often expose critical user interactions to bad actors, creating significant security risks. At Rainbow Secure, our focus is twofold: enhancing security and ensuring user-friendliness. We achieve this by incorporating unique color and style elements into passwords and existing multi-factor authentication (MFA) methods such as SMS, email, and authentication apps. This innovation

strengthens security while providing a personalized and engaging user experience. Customizable login credentials make passwords more memorable and significantly harder for attackers to replicate. Also makes it harder to steal OTPs and replay. Additionally, Rainbow Secure employs adaptive security measures such as real-time threat detection and risk-based authentication to protect against phishing, bots, and credential theft.

CEO CFO: Why is that so hard to accomplish or have most companies not paid enough attention to making it easy for compliance?

Ms. Mehta: Companies often rely on adopting various technologies to address security issues reactively. For example, after a small breach, they may focus on password policies, enforcing long and complex passwords, frequent password changes, or checking if the user is legitimate or a robot. Companies even make users change their passwords if found on dark web. While these methods add layers of security, they also increase costs for companies and create frustration for users. At Rainbow Secure, we tackle this challenge by providing innovative, user-friendly solutions that enhance security without adding unnecessary complexity or cost.

CEO CFO: What types of companies are using Rainbow Secure?

Ms. Mehta: Most of Rainbow Secure's customers today are small and medium-sized businesses (SMBs), including healthcare providers, website developers, government agencies and vendors, non-profits, and startups. These organizations choose Rainbow Secure for its ability to address their specific security challenges, improve security experience of their users and customers, and ensure compliance and scalability. As we continue to grow, we are expanding our reach to larger enterprises and diverse industries.

CEO CFO: What is adaptive authentication and how does that come into play for you?

Ms. Mehta: Adaptive authentication works silently to enhance security with features like location fencing, user behavior analysis, and device registration. At Rainbow Secure, it dynamically verifies users by assessing login patterns and unusual activity. For example, if a user logs in from an unfamiliar location, time, or device, the system triggers additional verification to ensure security while keeping the experience smooth for legitimate users.

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CEOCFO: *Do organizations turn to you because they recognize you have a different approach or are they sometimes surprised when they find out what you can do to help them get it right?*

Ms. Mehta: Organizations often turn to us for a fresh approach to security, especially to combat credential phishing threats. With Rainbow Secure, even if credentials are compromised, our Color and Style Factor ensures they remain unusable by hackers. Many are impressed by how our innovative, user-friendly solutions address their security challenges and exceed expectations.

CEOCFO: *Would you explain the Color Style Factor and how someone can use it to protect themselves?*

Ms. Mehta: Rainbow Secure revolutionizes traditional systems by enabling users to customize their credentials with over 17 million background colors, 17 million font colors, and 100+ style options, including font name, size, bold, italics, and underline—applied to each character of a password. This customization also extends to multi-factor authentication (MFA) methods like SMS, email, and authentication apps. For example, an OTP like '123456' can be styled with unique font names, sizes, or colors, such as making '123' blue or bold and '456' green or italicized. Similarly, a password like 'Hello' can be transformed with font size 20 or a specific color, making it highly personalized and far more secure against brute force and phishing attacks. Users can interact at least once by selecting or designing their preferred colors and styles during the setup process, ensuring a secure and engaging experience.

This innovative approach stops 98% of attacks, including credential phishing, brute force, keylogger, credential stuffing, replay, and man-in-the-middle (MITM) attacks. It also mitigates risks from password sharing, bot attacks, and social engineering, as the added customization makes stolen credentials useless. By combining robust security with user interaction and 24/7 AI monitoring, Rainbow Secure delivers a highly personalized and interactive authentication process. This helps them to narrow down the hacking.

“Rainbow Secure combines robust security with a seamless user experience, offering customizable authentication solutions that reduce risks from phishing and brute force attacks while ensuring ease of use and compliance across industries” Nehal Mehta

CEOCFO: *When did you recognize this was possible and how have you developed this when others have not?*

Ms. Mehta: Early in my career, I recognized the limitations of traditional authentication methods in addressing evolving cyber threats, particularly credential security. This led to the creation of Rainbow Secure, where adding colors and styles to passwords made them more secure, personalized, and memorable.

To develop this solution, we reimagined authentication entirely, creating a unique, interactive experience that prevents attacks like phishing and brute force. With fully approved patents, support from Microsoft as a Microsoft startup, and guidance and validation from industry experts, we’ve shaped a secure, user-friendly solution that sets a new standard in authentication.

CEOCFO: *How is business at Rainbow Secure these days?*

Ms. Mehta: Business at Rainbow Secure is growing steadily, especially among SMBs in sectors like healthcare, government, and startups. Our innovative, customizable authentication solutions address unique security challenges, reflecting our commitment to delivering robust and user-friendly security.

CEOCFO: *Do you do much outreach?*

Ms. Mehta: Yes, we actively engage in outreach through webinars, events, and partnerships to educate businesses on the importance of secure authentication. Currently, 80% of our business comes from working with MSPs and MMSPs. We sell our packages to these partners, who then refer and implement them for their customers, allowing us to effectively expand our reach and impact across industries.

CEOCFO: *What has changed in your approach over time?*

Ms. Mehta: While working with SMBs has been rewarding, I see greater potential in partnering with enterprises, especially in industries like healthcare, pharma and banking. By integrating our solution into these sectors, we can significantly enhance security and protect customer data, while also driving cost efficiencies for businesses. This approach allows us to have a broader impact and deliver more value to both enterprises and their customers.

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CEOCFO: *What does 2025 look like for Rainbow Secure?*

Ms. Mehta: In 2025, Rainbow Secure plans to expand in enterprise sectors like healthcare, pharma and banking, enhancing security and reducing costs with our innovative solutions. We'll leverage our patent and Microsoft support to refine our offerings and build strategic partnerships. We're also launching automation, allowing users to download directly from marketplaces like Microsoft, Wordpress and CheckPoint, and introducing a mobile app for Apple Watch and Android to increase accessibility.

CEOCFO: *Are you seeking partnerships, funding and investment of any kind?*

Ms. Mehta: Yes, we are actively seeking strategic partnerships to expand our reach and enhance our solution offerings, particularly in healthcare, pharma and banking. We're also open to funding and investment opportunities to accelerate our growth, support product development, and scale our impact in the enterprise market. We've received funding from angel investors and the Microsoft Partner Fund, which has helped us address our current needs. In the long term, we're looking to secure more investment to improve our user adoption and further expand our solutions.

CEOCFO: *Put it together for our readers. There are so many companies to look at in security. Whether it is an end user or an MSP that might want to look at your solution to provide for their customer, why choose Rainbow Secure?*

Ms. Mehta: We're a small, agile company that is easy to reach and quick to respond to your needs. Our solutions are customized for each enterprise, enhancing security for employees and customers while allowing businesses to focus on their core offerings. We offer a variety of authentication methods, including password-based, email, and phone-based options, and integrate with over 1,000 business applications to align with company policies. Just one secure login for all your online needs.

We also enable secure service and shared accounts where team members can login without sharing credentials. Our customizable authentication solution offers robust security with over 70 million color and style options for passwords and MFA, reducing risks from phishing and brute force attacks.

With easy integration and scalability, Rainbow Secure is perfect for industries like healthcare, banking, fintech, and education, helping businesses improve security, compliance, and operational efficiency. Supported by a fully approved patent and partners like Microsoft, we deliver a comprehensive, adaptable solution.

We are helping business to meet their security requirements and achieve better compliance.