



BE CREATIVE

NETWORK CENTRIC SERVICES CONFERENCE – APPLICATION FORM

PLEASE RETURN YOUR FORM BY FEBRUARY 28, 2006 to ncs-conference@hp-ventures.com

MARCH 21, 2006

Hasso Plattner Institute, Potsdam

Do you want to know if you bet on the next **big thing**?

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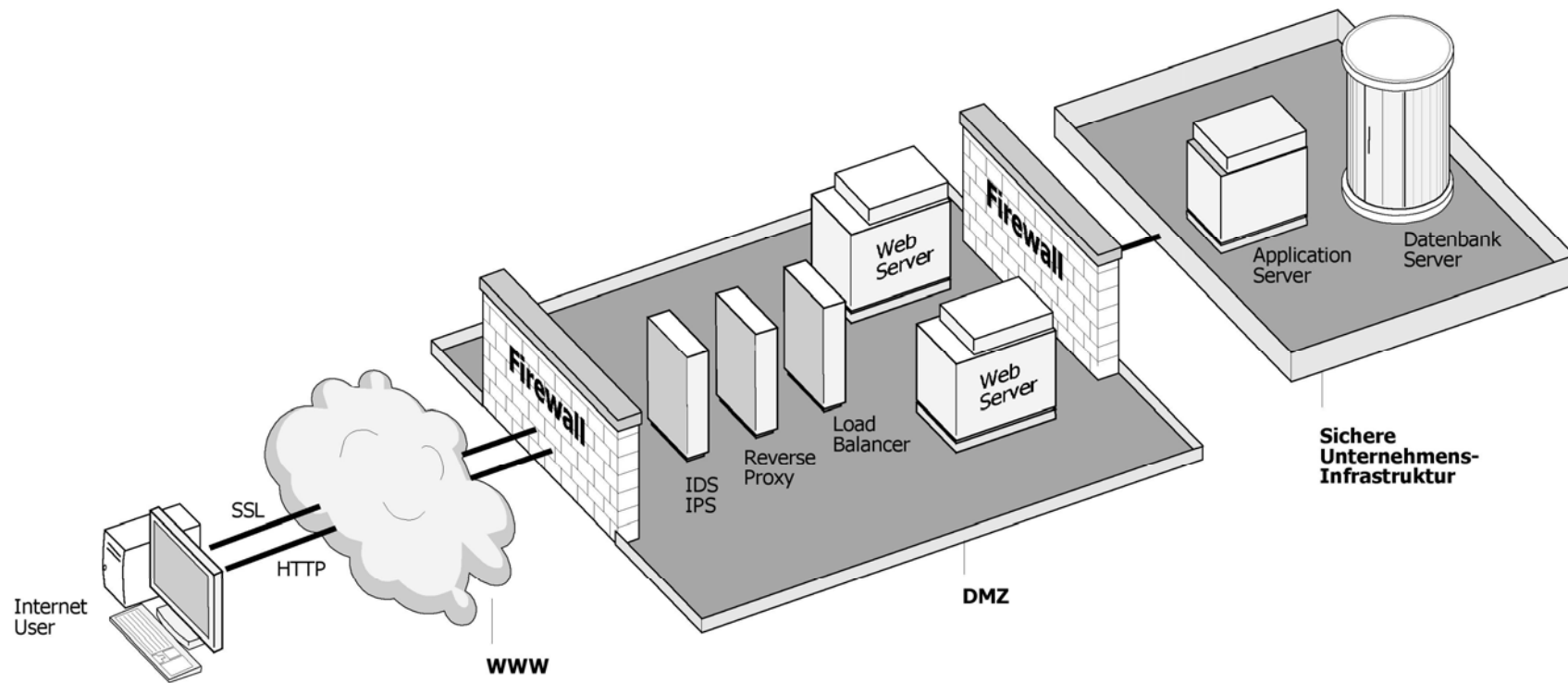


Web Application Security at Every Scale

Dr. Georg Heß
art of defence

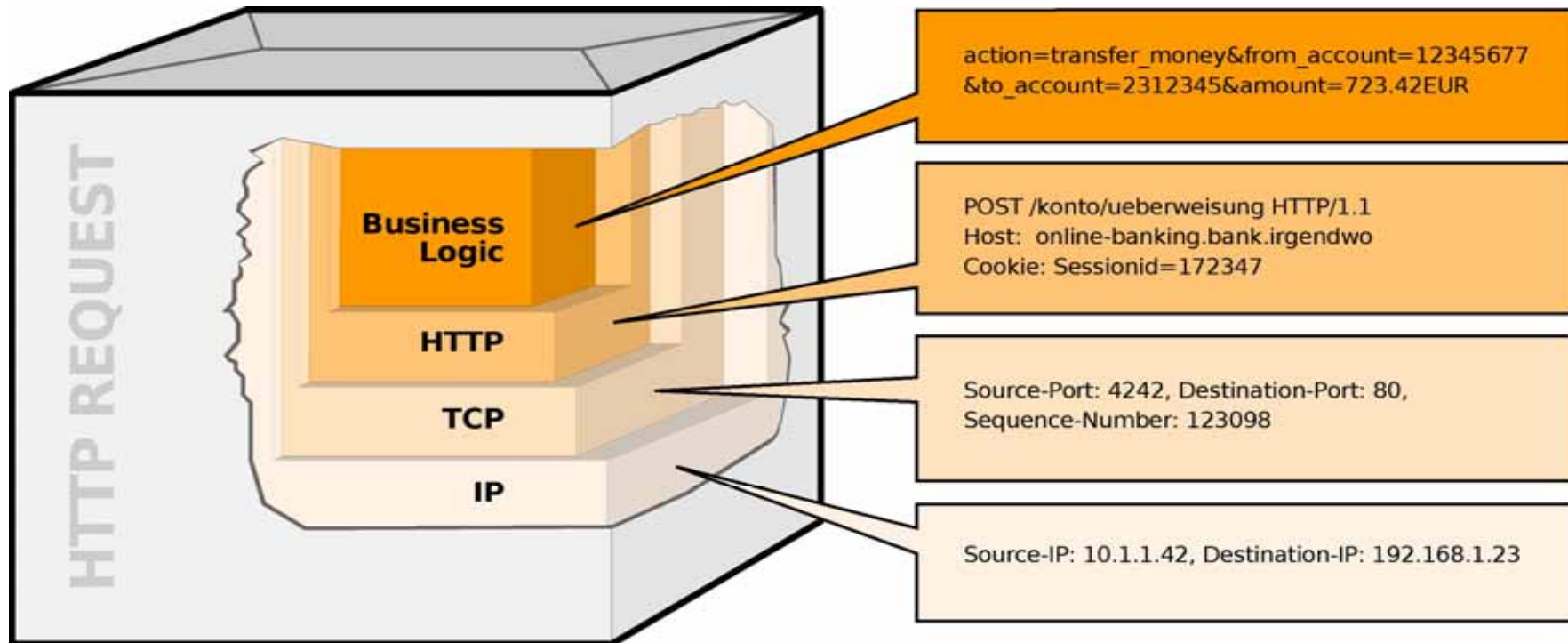


OPPORTUNITY: What Problem Do You Intend To Solve?



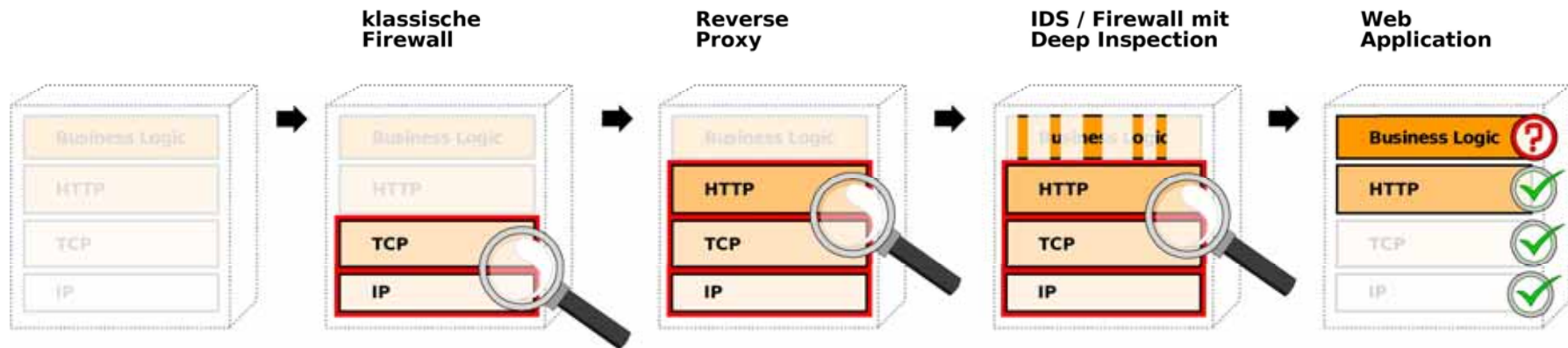


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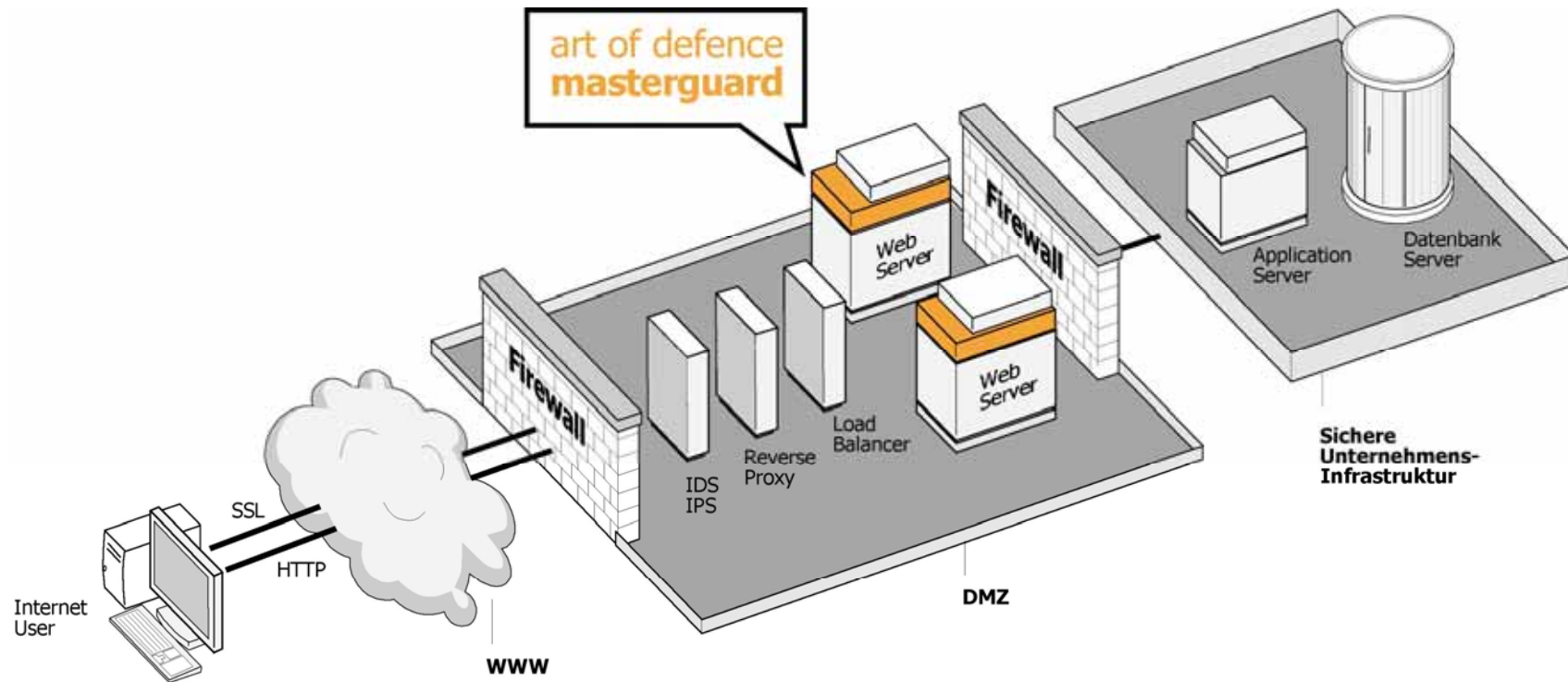


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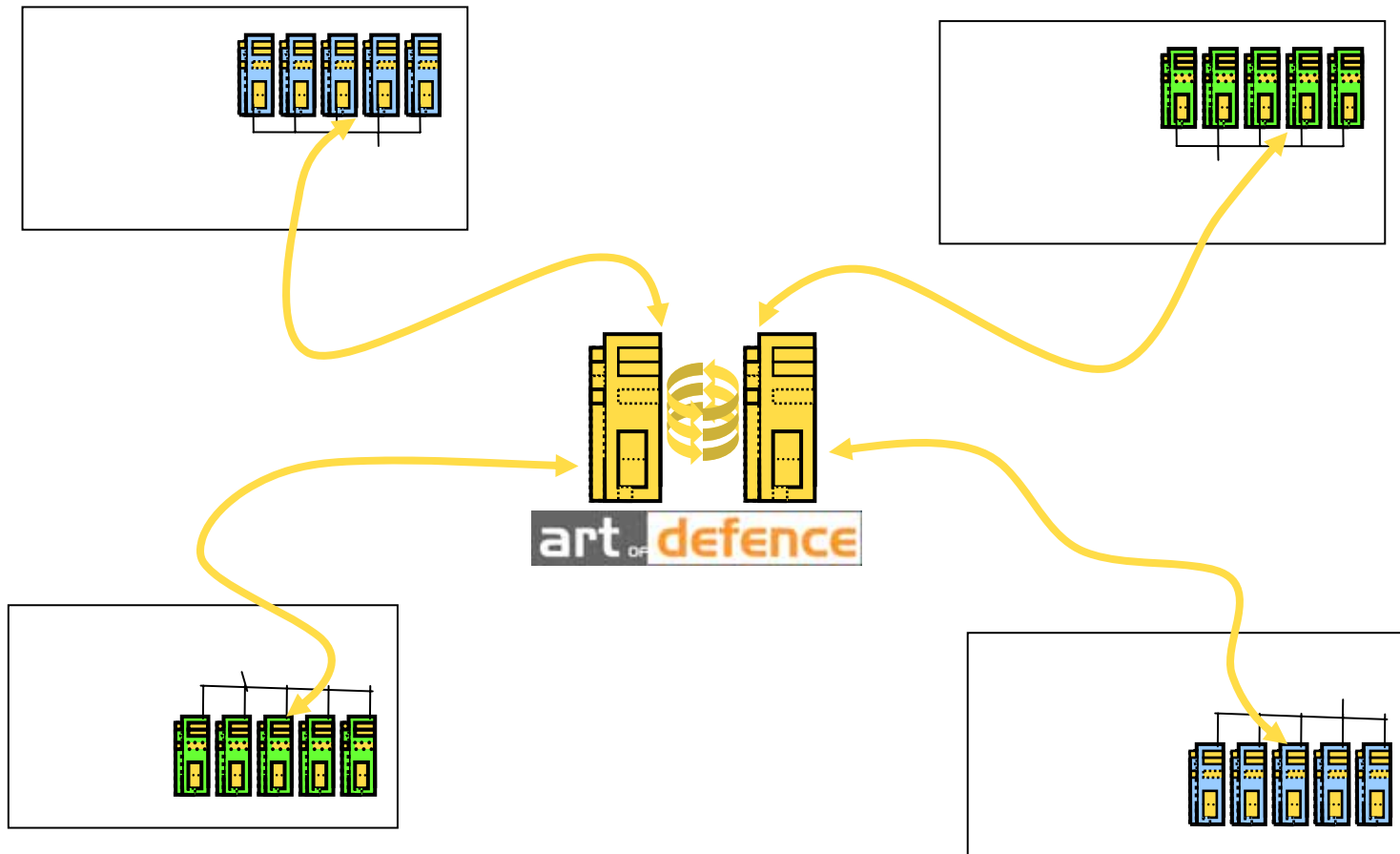


SOLUTION: What Is Your Product?



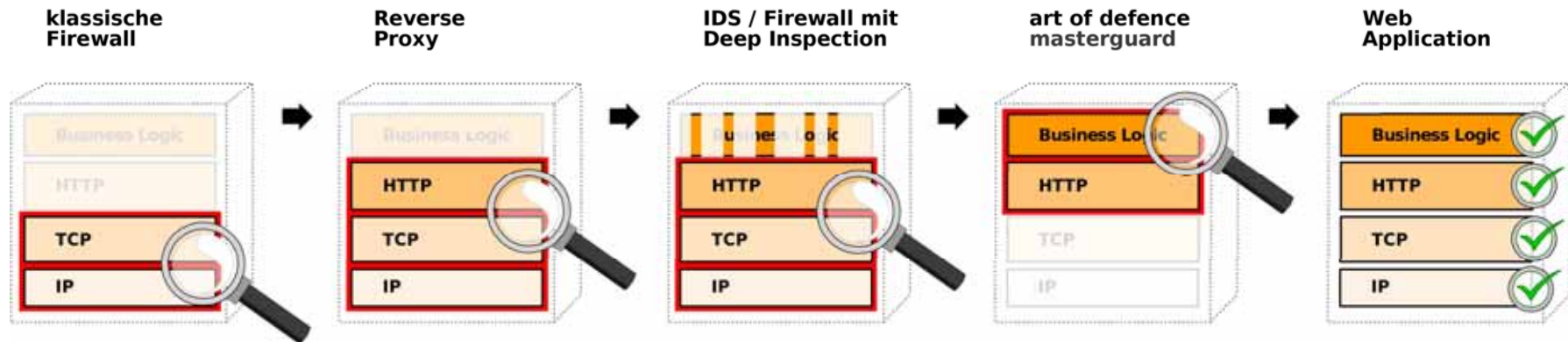


SOLUTION: What Is Your Product?





CUSTOMER BENEFIT: Unique Selling Proposition (USP)





CUSTOMER BENEFIT: Unique Selling Proposition (USP)

- Market side: **“every scale”**
 - scales easily with the number of web servers without any change to the network infrastructure
 - in particular: sole professional offering for SMBs within their budget range
- Technical side: **“second safety net”**
 - second safety net provides re-analysis of “local” decision within a minute



- optimized combination of black-/white-/grey-lists and statistical and “artificial intelligence”-based “learning” algorithms
- separation of “the usual user” and unusual requests by different analysis methods



WHO ARE YOU? And Who Is Your Team?

- Dr. Georg Hess, CEO
 - 10 years of entrepreneurship
- Alexander Meisel, CTO
 - 7 years of Web Applications and Security Expertise (including large web farms)
- Important Team members:
 - Software Architect (>10 years exp.)
 - Expert in Artificial Intelligence



STATUS OF PROJECT

- Product Launch at CeBIT for two different market segments
 - Enterprise (“hyperguard”)
 - Professional (“web of defence”)



NEXT STEPS

- Turn beta-testers into reference customers (ongoing)
- Next financing round > 2 Mio € (QII)
- Support for next webserver software / operation system in QII
- Official Start of “global” service in QIII



ADDITIONAL INFORMATION

- clear market penetration strategy
- Alpha/Beta-Testers include T-Systems
Managed Security Services
- Company growth supported by Microsofts
“Founders Initiative”
- “pre-patents” filed
- Seed phase funded by “Frühphase” and
Technologie-Seed-Fonds Bayern



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