



For More Information

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Industry

Information Security

Management Team

Rob Cheyne, CEO and Founder
Paul Hinkle, CTO and Founder
Michael Maziarz, COO and Founder

Advisors

Bill Hewitt, CEO, Kalido
Tom Clancy, VP, EMC
Steve Snyder, Attorney, Goulston&Storrs

Revenues

2007 Actual \$42K
2008 Projected \$1.0M (\$255K booked)
2009 Projected \$3.2M
2010 Projected \$6.3M
2011 Projected \$8.6M
2012 Projected \$11.8M

Current Debt

Line of credit: \$20K

Previous Investment

Founders \$45K
F&F Seed \$100K

Financing Sought

\$500K convertible preferred
\$2M Series A

Use of Proceeds

+ Product development
+ Security content development
+ Marketing
+ Sales

Problem Statement

High profile break-ins that compromise consumer information are becoming the direct responsibility of CEOs. Like sexual harassment 25 years ago, CEO's and their staff have limited techniques for attacking the problem since it can be caused by actions of well-meaning employees. The downside risk caused by criminals results in lawsuits, fees, and negative impact to a brand.

Solution

Safelight helps CEO's and their boards minimize the downside risk that result from compromised systems and limited security policies. Our training is highly effective at minimizing risk. We bridge the gap between business and technology with a comprehensive information security curriculum that targets all employees, from the boardroom to the break room.

Proactively training employees on information security is an investment that will protect corporate brands as well as provide a defense against negligence lawsuits if any break-in occurs.

Unique Value Proposition

Producing security education software delivered through an innovative web-based training portal. This product drives down costs for companies and increases the margins for Safelight.

Key Success Factors

1. The design of the web-based education portal. The resulting product must be state-of-the-art in both user-interface design and the content that is delivered.
2. Time to market with the product is critical given the immediate need in the market, and lack of comparable offering.

Key Risk Factors

Slow time to market, competitive offerings, poorly designed product or lack of innovation.

Executive briefings

Executives are accountable to their Boards. We work with them to understand where their risks are and what steps they can take to protect their reputation and their brand.

Security awareness programs

Security is everyone's job. Our role-based programs teach staff what their role and responsibility in keeping information safe.

Application Security

- ✓ Application Security Fundamentals
- ✓ Secure .NET Development
- ✓ Secure Java Development

Infrastructure Security

- ✓ Infrastructure Security Fundamentals
- ✓ Host Hardening Fundamentals
- ✓ Secure Network Design
- ✓ Wireless Threats and Countermeasures

Funding Structure Preferred

Safelight is raising seed capital by issuing convertible preferred notes. These notes bear annualized interest of 10% and convert to preferred shares upon completion of such financing.

Competition

We are also unique in our focus on turning training solutions into products delivered as web-based modules. However, investors should understand that we know and track our competition closely. Firms that we feel are the most important to track are Foundstone, Aspect Security, InfoSec Institute, Security Innovation, and SANS Institute.

Exit Strategy

We expect that Safelight will be an attractive acquisition target by the end of 2010. Interest from acquirers will likely be based on Safelight's product strategy, which will make our business model more profitable and more scalable than a traditional IT services firm. Safelight would potentially fit into portfolio such as EMC, IBM, HP and Symantec.

