

1. Introduce Tarah and Liz and namecheck Render.
 - a. Who we are
 - b. Brief history of our work in security
 - c. Why we're here (thanks to Jamie Fullerton at Serene Security)
2. Baking in security when you have a pre-investment budget
 - a. Brief description of Fizzmint
 - b. General security challenges for all tech startups
 - c. Specific challenges for us (HIPAA, PCI, green industry)
 - d. What kind of security can you buy for \$GROCERY?
 - i. SSL cert
 - ii. Outsourcing certain security functions to providers
 1. DNS
 2. Physical security of racks
 - e. What kind of security can you get for free?
 - i. Hire a bloody good hacker, people. resume may not show all skills, some hard to quantify
 - ii. Smart people will help you if you ask them researched questions
 - iii. Use your network and ask people to join your advisory board
3. Planning for future secure implementations
 - a. Vs the nerd army
 - i. Don't piss off the hackers
 - ii. You cannot do everything right at first, but you can log everything
 1. Webserver logs--increase the verbosity on default logging.
 2. Install server monitoring tools
 - a. Nagios
 - b. Argus
 3. Automate package updates
 - a. Jenkins
 4. Prepare for scalable security so changes can be rolled out at once or gradually as you choose
 - a. CFEngine
 - b. Ansible
 - c. Puppet
 - d. Chef
 - e. Salt
 - b. Vs nation-state level intruders or legal requests
 - i. Construct your widgets so they're portable, removable, exportable
 1. Built-in CALEA defense and preparation
 2. Prepare for FISA warrants
 3. Have a plan for NSL letters
 - c. Vs internal security breaches
 - i. The soft stuff
 1. Only bring people aboard that buy into your vision and want to help

you protect it

2. Make your thing a cool thing, even if it's not a cool thing.
3. Develop your own protocol for ensuring anyone can reach a top human at your company ASAP. Pagers can wait until you go live.

d. Preparing for off-shore datacenters

i. Best options for off-shoring

1. Canada
2. Switzerland

ii. People are now scared to store their data in the US. Offer options

4. Questions