

# Implementing security in a pre-investment startup

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# Hello

- Tarah Wheeler Van Vlack
- Liz Dahlstrom
- Brad Haines
- Our work in security
- Why we're here

# Baking in security when you have a pre-investment budget

- “Security is a process, not a product.” -- Bruce Schneier
- Think about what you will need in advance, and prepare for it.
- Don't assume you won't be a target.
- “You're a hundred milliseconds away from every jerk on the planet.” --RenderMan

# Case study

- a. Brief description of Fizzmint
- b. General security challenges for all tech startups
  - i. Finding people
  - ii. Finding money
- c. Specific challenges for us (HIPAA, PCI, pot industry, paranoid, low tech)

# 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

# What kind of security can you get for free?

- i. Hire a bloody good hacker, people.
- ii. Smart people will help you if you ask them researched questions
- iii. Use your network and ask people to join your advisory board

# Planning for future secure implementations

- Vs. the Nerd Army
- Vs. Nation-state-level intruders
- Vs. Internal threats

# Vs. The Nerd Army

- i. Don't piss off the hackers
- ii. You can't be perfect, but you can log for later.
  1. Webserver logs
  2. Server monitoring tools
  3. Automate package updates
  4. Prepare for scalable security so changes can be rolled out at once or gradually.



# **Vs. Nation-states**

- 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 public plan for NSL letters

# Vs. Internal Threats

## 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.

# Prepare for the next phase

- i. Preparing for off-shore datacenters
  - 1. Best options for off-shoring
    - a. Canada
    - b. Switzerland
  - 2. People are now scared to store their data in the US. Offer them options.

# Takeaway

- There are no excuses for not preparing for a secure implementation of your product.
- You have more options than you think you do.
- Your network is your best friend. Ask smart people questions.
- A security professional should be onboard in some capacity in your startup from the beginning.

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