01. WHY?

Internet of Things

Medical devices

Researches have found potentially deadly vulnerabilities in dozens of devices such as insulin pumps and implantable defibrillators.

Smart TVs

Hundreds of millions of internet-connected TVs are potentially vulnerable to click fraud, botnets, data theft and even ransomware.

Cars

Fiat Chrysler recalled 1.4 million vehicles after researchers demonstrated a proof of concept attack where they managed to take control of the vehicle remotely.

According to Symantec Research
Red Alert Labs provides IoT device manufacturers and service providers with an IoT Security Assurance Label designed to help their customers make a more informed decision when buying their IoT products.

**MISSION**

Bring Trust to the Internet of Things

**VISION**

Become the reference global market leader in providing security assurance certifications for all IoT products covering full cross sectors industries.
03. HOW?

**CREATE**
Create innovative and dedicated IoT security assurance frameworks for having consistent terminology, measurement, and a context in which to make informed decisions.

**ANALYSE**
We help you identify the critical assets to be protected and decide how strong your protection must be and what existing security solutions/technologies suits you the best.

**EVALUATE**
We take an exhaustive approach to security testing by reviewing the entire product life-cycle ecosystem, from hardware to software, covering physical and logical attacks on the device, network an service domains. All this while making sure we identify first your target of evaluation and then prioritize attack paths and vulnerabilities so you can successfully balance risk with time-to-market pressures.
04. **KEY BENEFITS**

**INCREASE YOUR SALES & REVENUE**

By winning the trust of your customers, your sales and revenue will increase significantly.

**FASTER TIME TO MARKET**

Cut-off several months of efforts thinking up security and focus on your own market value.

**ACCURATE SECURITY ASSURANCE**

Optimize your security and provide a proven level of security assurance for your customers.

**COMPLY WITH REGULATIONS & SECURITY STANDARDS**

Simplify traceability, making this step quick, easy and error-free.

**REDUCE COSTS**

Chose exactly what level of security you need to provide and decide on the amount of money you want to invest.
5% being the estimated part spent on security

$1.7T
Total Addressable Market [TAM]

$85B
Serviceable Addressable Market [SAM]

Size of the global Internet of Things (IoT) market from 2009 to 2019
06. GROWTH STRATEGY

**Strategic**
- We are willing to grow incrementally by addressing startups IoT manufacturers first than smoothly attract bigger companies.

**Tactical**
- Very active in IoT Industry events (IoT World, Summit, ICC etc.)
- Creating speaking opportunities
- Partnering with different evaluation labs to cover the complete IoT Security value chain.
- Standardization Working Groups (OWASP, IOTSF, IEEE, etc.)

**Technology**
- Lead the IoT security certification standardization by pushing our own methodologies to adoption
07. OUR SECURITY EXPERTS

Roland Atoui
CEO & Founder
ORACLE
GEMALTO
TRUSTED LABS
EDHEC Executive MBA

Thierry Violleau
Security Expert
ORACLE
SUN MICROSYSTEMS
Capgemini
ECSAT

Jean-Yves Bitterlich
CTO
ORACLE
SUN MICROSYSTEMS
SIEMENS
EDHEC Executive MBA

Anonymous!
Part-time security experts
08. **TIMELINE**

**2016**

1. **Step 1** Marketing Analysis
2. **Step 2** Methodology Development
3. **Step 3** Signed our first client contract

**We are here**

**2017**

4. **Step 4** Approach Partners
5. **Step 5** Fund raising
09. CONTACT INFO

Thank You
For your trust

Red Alert Labs

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WE ARE SELLING A SUBSCRIPTION

**Pricing Model**

- **IoT Security Analysis**
  - 80€ HT per hour

- **IoT Security Evaluation**
  - 100 € HT per hour

- **IoT Security Certification**
  - 120 € HT per hour

- **Flat fees subscription** will be defined for each category of IoT technology. These fees depends upon the complexity of the product (man/hours are affected).
- This approach makes sense because it allows our clients to **better predict costs**.
Internet of Things
Contact info@venturescanner.com to see all 813 companies

City/Infrastructure (46 Companies)

Automotive (43 Companies)

Healthcare (110 Companies)

Home (145 Companies)

Lifestyle/Entertainment (98 Companies)

Fitness (99 Companies)

Toys (26 Companies)

User Interface (40 Companies)

Smartwatch/Jewelry (44 Companies)

Platform (112 Companies)

Tags/Trackers (24 Companies)

Agriculture (38 Companies)