Why does this matter?
A large company is ONLY as strong as its weakest link.

The further “out” from the center, the:

-Greater the vulnerability
-Larger the risk
-Less the security information
-Weaker the countermeasures
“We must bring our security capabilities into the 21st century – using the Smart Power of the Internet to protect America.”

President Obama

To Strengthen America’s Critical Million – enabling the Critical Million small and mid-sized companies to protect themselves from terrorist threats, organized crime, and foreign intelligence programs.

Protecting the Critical Million Protects America

Provide the Critical Million the same level of security support, interaction and capabilities as the Fortune 1,000 – at price points appropriate for the Critical Million – using social media, Internet & cloud-based technologies
The National Security Grid is a FORCE MULTIPLIER for NATIONAL SECURITY interests throughout the DEFENSE INDUSTRIAL BASE

The National Security Grid is a NON–PROFIT ORGANIZATION delivering and receiving THREAT & COUNTERMEASURE information to the CRITICAL MILLION companies
CONTENT

25 Sources across 8 groups

• Federal
• State
• Local
• Associations
• Commercial
• Media
• Blogosphere
• Members

Mass-customization and post-production based on criticality, sector, job type, company size, geography, & more.

DELIVERY

Nothing to ‘join’, we go where they are

• LinkedIn
• Facebook
• Twitter
• iPhone
• Blackberry

ANALYSIS

Serve as feedback loop for Critical Million executives

• Early warning
• Threat aggregation
• Countermeasure results
Three Step Plan:

1. **REACH**  Go to them, nothing to join

2. **EDUCATE**  The #1 Countermeasure

3. **DEFEND**  Low touch, low cost
REACH: NSGrid takes it to the people.

*more than 80 million people collectively in these 5 groups
EDUCATE: Education is the greatest countermeasure

- NSGrid takes the best available threat and countermeasure information, then processes it into “Intelligence Drops,” that convey the essence but in a form and language that is specifically tailored for our clients.

- Critical Intelligence Drops are then post-produced, into short-form video or casual gaming, to maximize their impact across our client base.

- A blend of both threat and countermeasure education is delivered, with immediate feedback available, with viral distribution and measurement.
Intelligence Drop: Form and Format

1. Grab them.

On 18 March 2009, a former IT consultant to Pacific Energy Resources (PER) was indicted for temporarily disabling systems designed to monitor oil derrick pipelines along the California coast. He’s accused of unlawfully exploiting his knowledge of PER’s computer networks for which he had established multiple user accounts.

Your employees and contractors have enough access to significantly damage your IT infrastructure and your company. With the economic recession, there are more layoffs, reductions in force, and terminations than ever before. According to the Feb 2009 "Jobs at Risk = Data at Risk" research report, 61% of laid off workers who felt negatively about their company took data with them when they left. Your company is at risk.

So what can you do about this?

Your business runs on computers these days, and you’ve got to protect them. As soon as you have made your decision to lay off a worker, it is critical that all electronic accounts (think voice mail, email, VPN, laptops, servers, partner systems) for that worker must be shut down. If there are shared IDs/Passwords to some company systems, those passwords must be changed. In the old days, this would be thought of as ‘harsh’, but in today’s business climate, it has to be your standard operating procedure, applied evenly to all.

Protect yourself, your company, your sector, and America.
Intelligence Drop:

Post Production

- YouTube Video
- Casual Games
- iPhone Apps
- Blackberry Apps
DEFEND: Do something about it.

• The NSGrid Countermeasures group will provide an extensive array of optional offerings to help threatened companies defend themselves.

• All NSGrid countermeasures will cost less than $50/month, and they will not require sophisticated security personnel to implement or assess.

• The first NSGrid Countermeasure is Automated Assessment. This tool will allow clients to request an electronic interrogation assessment, and sign up to be educated and measured on their security understanding and posture.

• Additional NSGrid Countermeasures planned include employee screening, data loss prevention, deep packet inspection, and more.
NSGrid – Automated Assessment

• The NSGrid AA system is different from previous attempts to educate and assess security in Tier 2 – 5 supply chain companies.
  • Nothing to join
  • No security officer needed
  • No security training required
  • No forms, tests, or penalties

• The NSGrid leverages what they already do on a daily basis.
  • Every time they consume an Intelligence Drop, using any of their favorite formats, social media or mobile systems, they gain security points.
  • NSGrid tracks the number of security points in their account automatically, and reports that to our Tier-1 members monthly.
  • Tier-1 members can determine the mix of intelligence drops (threat, countermeasure, general security, sector specific, current events) for their supply chain partners.
  • Supply chain partners gain points every day, and must maintain a current level of points to be qualified.
Sponsor or Government Advisory message

Breaking Threat or Countermass news. In this case a video vignette launches.

Discuss YOUR issues with Peers

Earn Assessment Points by reading, watching, or playing.

See how many Assessments Points you have earned
Content Creation & CounterMeasure Provisioning

National Security Grid

Content (public & private)

Corporate Programs
Fellows Programs

THREAT CONTENT
Sources
Translation
Persuasion Creation

THREAT STEERING COMMITTEE

ANALYTICS
‘Voice’
Threat Patterns
CounterMeasure Patterns

Syndication / I/O Teams
Facebook
Twitter
LinkedIn
MySpace
eMail
iPhone
Blackberry
TV

CounterMeasure / SaaS Teams
Remote Controls
Human Assistant
DLP
Threat Assess
Background Checks
Deep packet

Critical Defense

SaaS / Cloud Provisioning
Services
Business
R&D
Operations
Security
Payments

Secure Location

The ‘Critical Million’
Leadership Team & Advisors

Intelligence Advisors
- **Mr. David Szady**, Former FBI Deputy Director, founding NCIX for White House
- **Mr. Amit Yoran**, fmr White House ‘Cyber Czar’, CEO of InQTel
- **Mr. Gene Brissette**, IC professional, intelligence analyst

Technology Advisors
- **Mr. Tom Fisher**, Co-founder of PayPal, former CTO of eBay, now an expert in cloud computing
- **Mr. Ken Rutkowski**, A leading tech entrepreneur, social media expert

New Media Advisors
- **Mr. Jay Samit**, CEO of Long Beach Studios, former EVP of Sony Digital, business leader in Hollywood
- **Mr. John Pattyson**, Long time Hollywood producer, working on our scripted TV show with Ridley Scott and use of Paramount Studios for post-production
- **Mr. Nolan Bushnell**, Founder of Atari and Chuck-E-Cheese, helping us use games to educate

Business Advisors
- **Mr. Brett Kingstone**, Founder of Super Vision International (NASDAQ: NEXS). Mr. Kingstone won the largest single jury verdict in Florida history for an intellectual property crime, $42 million, against a Chinese counterfeiter. Regular lecturer at FBI Domain conferences throughout the U.S.
- **Mr. Jim Armstrong**, Leading venture capitalist, ClearStone
- **Mr. Beau Laskey**, Former Seal Team Eight member, venture capitalist, Steamboat

Leadership Team
- **Mr. Tom Patterson**, Current TS clearance, successful venture CEO, consultant to IC, FBI, security and business communities. Author of Mapping Security, former head of Security for Deloitte in Europe, Middle East, Africa, and former chief eCommerce strategist for IBM. NSGrid Founder.
- **Dr. Ralph Welborn**, Former Managing Partner & SVP of KPMG, BearingPoint, Unisys, eCommerce start-ups, author, expert in Strategy, Organizations
Please encourage your supply chain companies to join us. A better defense is finally cheap & easy, good for their business, and imperative for America’s economic well being.
That's where National Security Grid comes in

CONTACT:

Tom Patterson
TPatterson@NationalSecurityGrid.org

The National Security Grid
www.NationalSecurityGrid.org
wap.nsgrid.org

Phone: 202 527 9717