

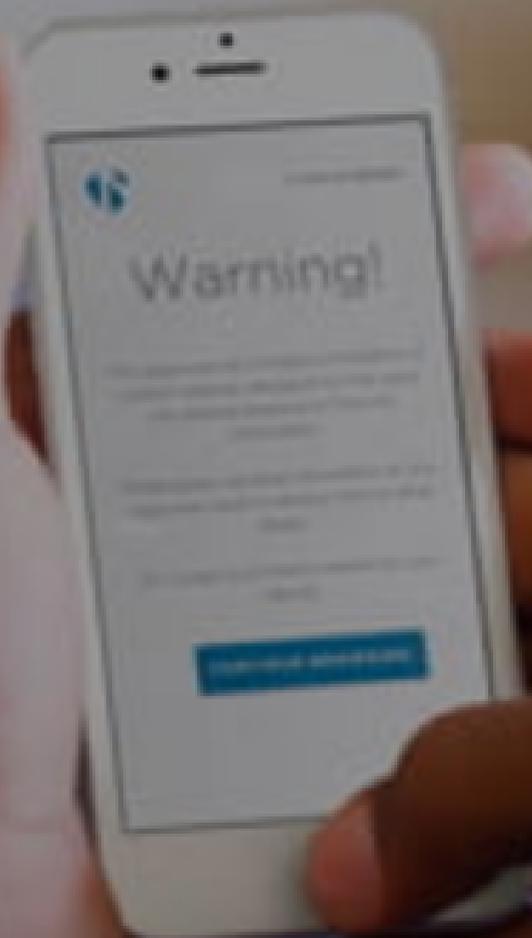


METACERT

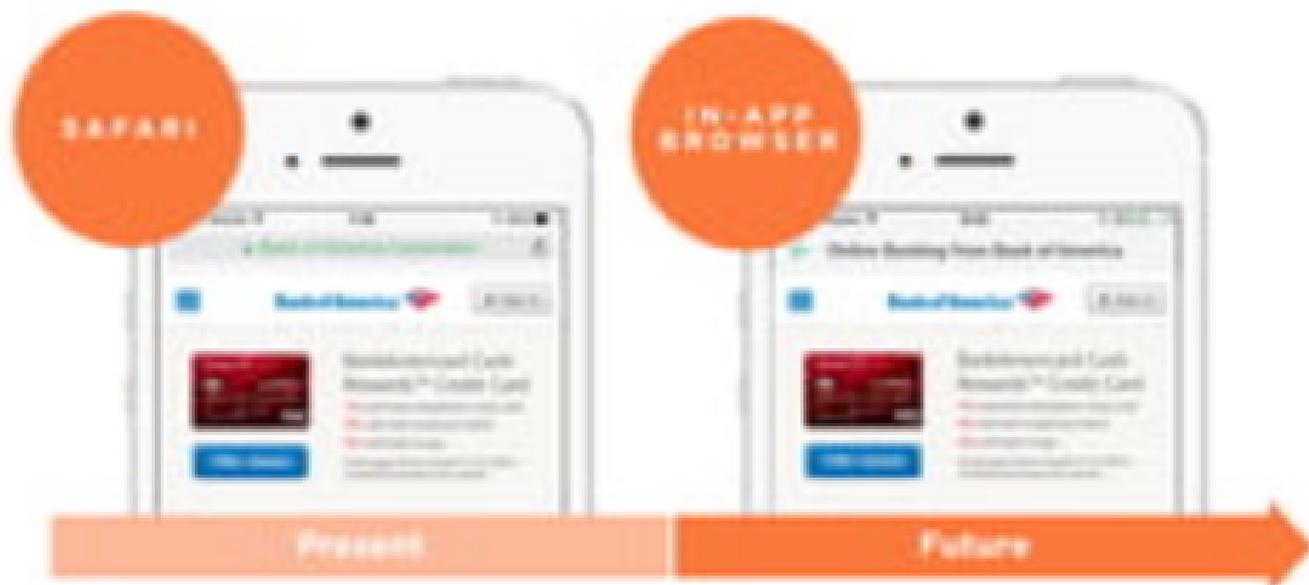
Security for Mobile Apps

Paul Walsh

paul@metacert.com
+1 415 994 4274



MORE PEOPLE ARE OPENING WEB LINKS INSIDE APPS INSTEAD OF MOBILE BROWSERS



Users have come to expect security from browsers.
So they assume they're safe when opening links inside apps.

HOW DO YOU KNOW THIS REALLY IS BANK OF AMERICA?



Millions of people now browse the web inside apps like Slack, HipChat, LinkedIn, Facebook, Messenger, Twitter et al.

STRATEGIC PARTNERSHIPS / INTEGRATIONS

Team Collaboration

HipChat has committed to marketing MetaCart to its **50,000** enterprise customers in 2016.

Slack reached out to us in December 2015 about a "deep and meaningful" partnership. They have **2 million** daily active users.

App Making Platforms

Our live platform integrations with **AppMakr** and **appery.io** will be leveraged to attract other app making platforms in 2016.

We are in discussion with **Ionic** and **Appcelerator**.

Team Collaboration



Operating Systems



Frameworks & Platforms





TEAM



PAUL WALSH

Founder & CEO

Paul co-initiated the creation of the W3C Standard for Web/URL Categorization. He is one of the seven original founders of the W3C Mobile Web Initiative and has presented on the same stage as Tim Berners-Lee on these topics. Other W3C Standards include HTML.

MetaCart's patent pending web security solution is based on his unique knowledge and expertise in this field.

Paul started his first mobile testing company, Segate, in 2003, bootstrapped the company to \$2M in revenue, closed an Indian restaurant when he was 29 - & now has a Michelin Star.

AOL UK - 98 First Technical Account Manager and 99 Beta Coordinator in Europe



DAVID ROOKS

Head of Data & Frontend Developer

David has held senior development positions at Telefonica and BT/BB, he has contributed to many W3C Technical Specifications thus far, including co-authoring the W3C Standard for Web/URL Categorization and Mobile Web Best Practice Specifications.

David holds a Degree in Software Engineering from Queensland University of Technology.

David worked as General Manager at Paul's first company Segate, for 3 years.



ALFONSO VALDES

DevOps & Full Stack Engineer

Alfonso is a certified Ethical Hacker and has worked in Senior Engineering and Network Management positions for Sprint, Texas Instruments and Affiliated Computer Services.

Alfonso holds a degree in Computer Engineering from Tecnológico de Monterrey.



METACERT'S WEB CATEGORIZATION PLATFORM IS PURE MAGIC!

When an end-user tries to share or open the image <http://imgur.com/1/yes/> see.html MetaCert's API sends a request to MetaCert's trusted database 'TrustServ', to see if it is safe to open or not. The syntax on the right is the response given to the API call.

imgur.com is a reputable image sharing website used by millions of people. It would be wrong to categorize the entire site as 'XXX' even though there is a large number of images that are safe uploaded on a regular basis.

It is technically impossible for any company to classify images the minute they are uploaded - or even soon afterwards. So across the web, tens of millions of URLs go unclassified by MetaCert's competitors.

MetaCert's unique system has classified imgur.com as 'image sharing' and imgur.com/1/yes/ as 'XXX'. This means every image uploaded to that folder will be automatically classified and therefore, detected by our Security API. This is pure magic. And it's the reason MetaCert Founder Paul Walsh co-initiated the creation of the WTC Standard for web categorization, replacing PCSI in 2009.

```

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65
66
67
68
69
70
71
72
73
74
75
76
77
78
79
80
81
82
83
84
85
86
87
88
89
90
91
92
93
94
95
96
97
98
99
100
101
102
103
104
105
106
107
108
109
110
111
112
113
114
115
116
117
118
119
120
121
122
123
124
125
126
127
128
129
130
131
132
133
134
135
136
137
138
139
140
141
142
143
144
145
146
147
148
149
150
151
152
153
154
155
156
157
158
159
160
161
162
163
164
165
166
167
168
169
170
171
172
173
174
175
176
177
178
179
180
181
182
183
184
185
186
187
188
189
190
191
192
193
194
195
196
197
198
199
200
201
202
203
204
205
206
207
208
209
210
211
212
213
214
215
216
217
218
219
220
221
222
223
224
225
226
227
228
229
230
231
232
233
234
235
236
237
238
239
240
241
242
243
244
245
246
247
248
249
250
251
252
253
254
255
256
257
258
259
260
261
262
263
264
265
266
267
268
269
270
271
272
273
274
275
276
277
278
279
280
281
282
283
284
285
286
287
288
289
290
291
292
293
294
295
296
297
298
299
300
301
302
303
304
305
306
307
308
309
310
311
312
313
314
315
316
317
318
319
320
321
322
323
324
325
326
327
328
329
330
331
332
333
334
335
336
337
338
339
340
341
342
343
344
345
346
347
348
349
350
351
352
353
354
355
356
357
358
359
360
361
362
363
364
365
366
367
368
369
370
371
372
373
374
375
376
377
378
379
380
381
382
383
384
385
386
387
388
389
390
391
392
393
394
395
396
397
398
399
400
401
402
403
404
405
406
407
408
409
410
411
412
413
414
415
416
417
418
419
420
421
422
423
424
425
426
427
428
429
430
431
432
433
434
435
436
437
438
439
440
441
442
443
444
445
446
447
448
449
450
451
452
453
454
455
456
457
458
459
460
461
462
463
464
465
466
467
468
469
470
471
472
473
474
475
476
477
478
479
480
481
482
483
484
485
486
487
488
489
490
491
492
493
494
495
496
497
498
499
500
501
502
503
504
505
506
507
508
509
510
511
512
513
514
515
516
517
518
519
520
521
522
523
524
525
526
527
528
529
530
531
532
533
534
535
536
537
538
539
540
541
542
543
544
545
546
547
548
549
550
551
552
553
554
555
556
557
558
559
560
561
562
563
564
565
566
567
568
569
570
571
572
573
574
575
576
577
578
579
580
581
582
583
584
585
586
587
588
589
590
591
592
593
594
595
596
597
598
599
600
601
602
603
604
605
606
607
608
609
610
611
612
613
614
615
616
617
618
619
620
621
622
623
624
625
626
627
628
629
630
631
632
633
634
635
636
637
638
639
640
641
642
643
644
645
646
647
648
649
650
651
652
653
654
655
656
657
658
659
660
661
662
663
664
665
666
667
668
669
670
671
672
673
674
675
676
677
678
679
680
681
682
683
684
685
686
687
688
689
690
691
692
693
694
695
696
697
698
699
700
701
702
703
704
705
706
707
708
709
710
711
712
713
714
715
716
717
718
719
720
721
722
723
724
725
726
727
728
729
730
731
732
733
734
735
736
737
738
739
740
741
742
743
744
745
746
747
748
749
750
751
752
753
754
755
756
757
758
759
760
761
762
763
764
765
766
767
768
769
770
771
772
773
774
775
776
777
778
779
780
781
782
783
784
785
786
787
788
789
790
791
792
793
794
795
796
797
798
799
800
801
802
803
804
805
806
807
808
809
810
811
812
813
814
815
816
817
818
819
820
821
822
823
824
825
826
827
828
829
830
831
832
833
834
835
836
837
838
839
840
841
842
843
844
845
846
847
848
849
850
851
852
853
854
855
856
857
858
859
860
861
862
863
864
865
866
867
868
869
870
871
872
873
874
875
876
877
878
879
880
881
882
883
884
885
886
887
888
889
890
891
892
893
894
895
896
897
898
899
900
901
902
903
904
905
906
907
908
909
910
911
912
913
914
915
916
917
918
919
920
921
922
923
924
925
926
927
928
929
930
931
932
933
934
935
936
937
938
939
940
941
942
943
944
945
946
947
948
949
950
951
952
953
954
955
956
957
958
959
960
961
962
963
964
965
966
967
968
969
970
971
972
973
974
975
976
977
978
979
980
981
982
983
984
985
986
987
988
989
990
991
992
993
994
995
996
997
998
999
1000

```



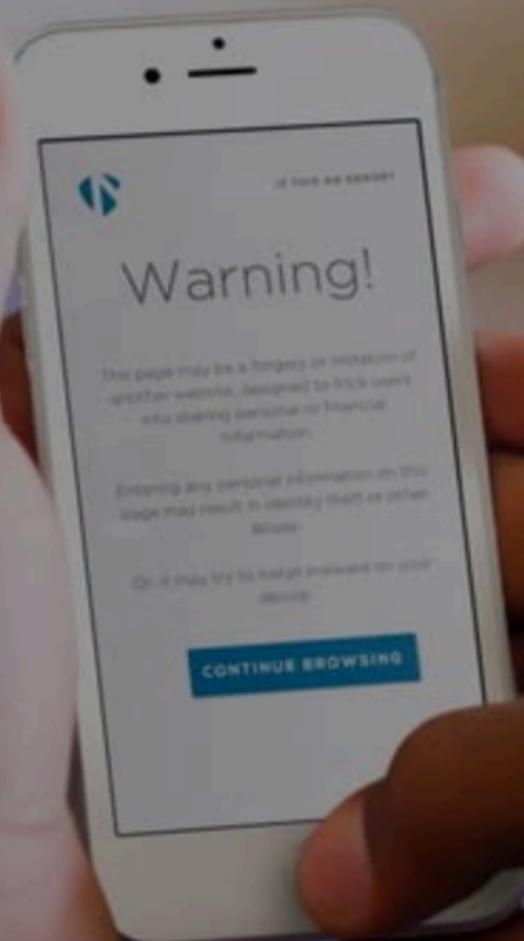
METACERT

Security for Mobile Apps

Paul Walsh

paul@metacert.com

+1 415 994 4274



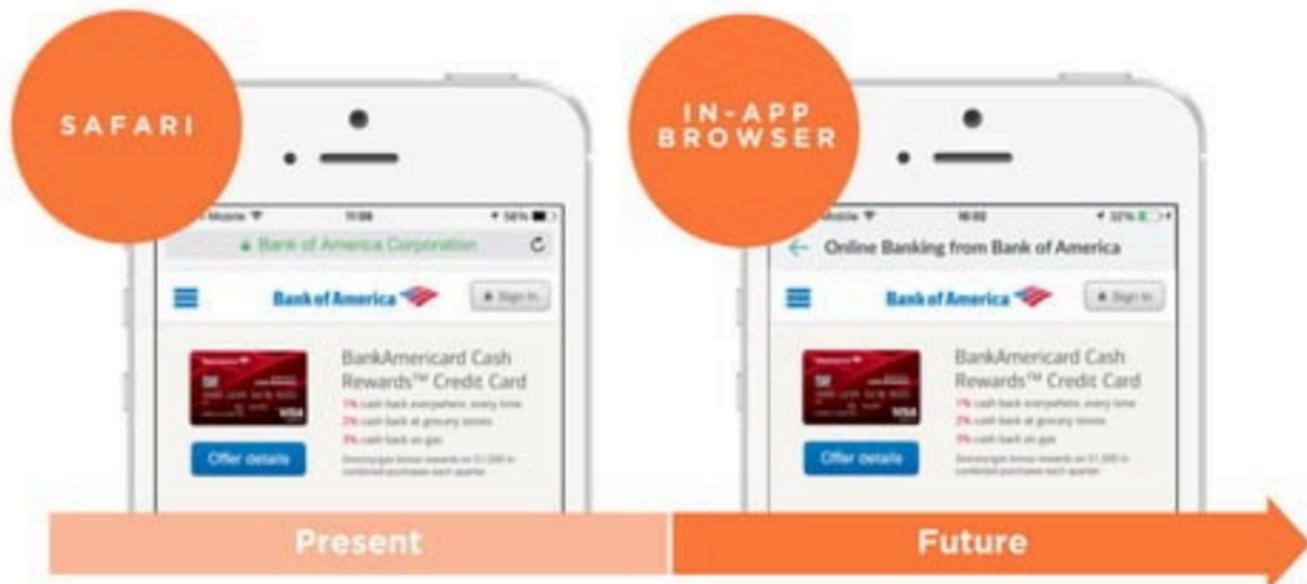


METACERT

Our mission is to provide the invisible security layer for every URL and IP address that connects devices, APIs, apps and websites - protecting business from cyberattacks via malicious links.

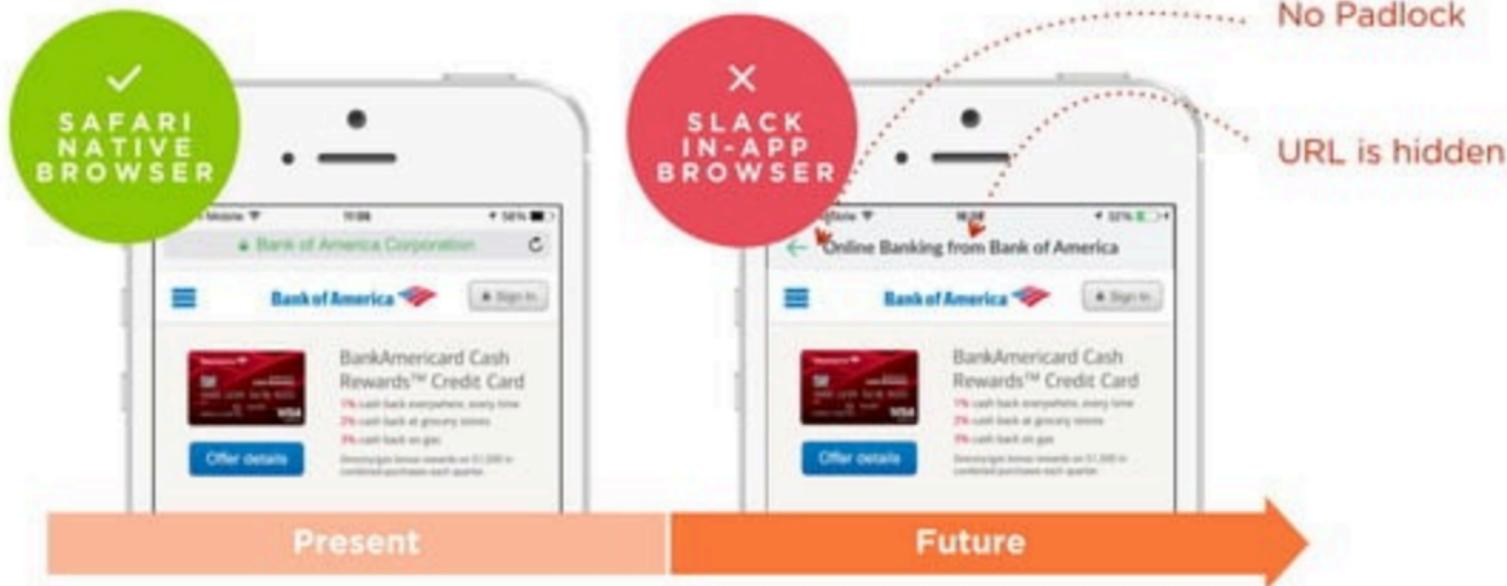
Our go-to-market strategy starts with in-app security focussing on team collaboration because it is a vertical that is currently going through exponential growth.

MORE PEOPLE ARE OPENING WEB LINKS INSIDE APPS INSTEAD OF MOBILE BROWSERS



Users have come to expect security from browsers.
So they assume they're safe when opening links inside apps.

HOW DO YOU KNOW THIS REALLY IS BANK OF AMERICA?



Millions of people now browse the web inside apps like Slack, HipChat, LinkedIn, Facebook, Messenger, Twitter et al.



THE PROBLEM

In-app browsing doesn't have built-in security like native browsers; Safari and Chrome.

Millions of apps built by SMEs have no easy reliable way to protect users from malicious and inappropriate web links.

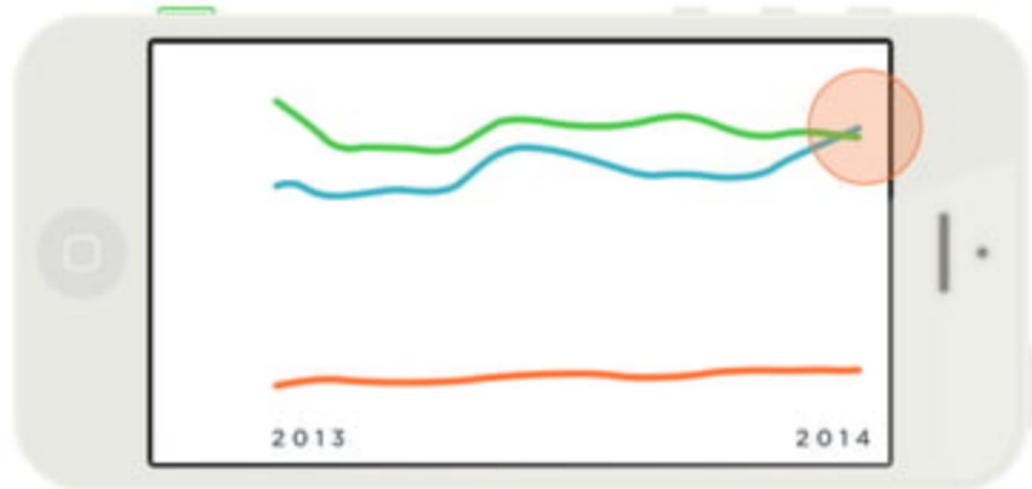
and...

Businesses that use Team Collaboration apps to share sensitive information are most vulnerable because of an exponentially increased user base - and security hasn't had time to keep up.

WHY NOW FOR IN-APP SECURITY?

Thanks to DIY app making platforms app creation by SMEs is **EXPLODING** and will surpass that of Internet domain names in 2016

TOTAL MINUTES PER MONTH IN THE US:



Time spent within mobile apps now **EXCEEDS** desktop web access



WHY NOW FOR TEAM COLLABORATION SECURITY?

Millions of staff who work for businesses like Bank of America, Uber, Capital One and Intuit open web links inside team collaboration apps every day - with no protection against malicious links & inappropriate content.

THEN



Gmail



Microsoft Outlook

Users open web links
using a desktop browser

NOW



slack



Atlassian HipChat

Users open web links
inside mobile apps

In the last two years, 21% of mobile web traffic came from in-app browsers



THE SOLUTION FOR SMES ON APP MAKING PLATFORMS

It takes a Channel Partner 60mins
to integrate the Security API.

It takes 30 seconds for an SME to
select and pay for MetaCert's
security services.

Integration for SMEs is automated
and easier than buying an SSL
certificate for a website.

Subscription package.

Final Review

Packages

Add-Ons

Confirmation

ADD-ONS

Would you like to add any of these services or features to your package?



Secure Your App - Malware

Keep your app's users safe by preventing them from unintentionally accessing sites known for phishing, malware or viruses, including links from pages that your app links to!

\$4/month
(\$50/year)



Secure Your App - Pornography

Added protection to ensure that known pornographic pages / images are never displayed in your app by any websites that you link to, or secondary pages that THEY link to!

\$4/month
(\$50/year)



THE SOLUTION FOR TEAM COLLABORATION

No hardware or software required.

It takes 30 seconds for an Enterprise customer to add MetaCert to HipChat.

Only one person is required to install our integration for it to work across every device in the organization.



Enterprise Security Integration

We see a world where your users aren't afraid of clicking on the wrong link.

Protect your business from malicious and inappropriate web sites.

Settings

FAQ

Support

1 Phishing and Malware Protection

Get built-in Phishing and Malware Protection to help keep your teams safe from dangerous web links. This feature will warn you when a web link has been reported as a Web Forgery of a legitimate site, as a source of Unwanted Software or as an Attack Site designed to harm your phone or computer.

2 Stop Pornography Websites

This feature will warn you before it's too late. MetaCert has classified over 10 billion URLs that your team should probably avoid. Pornography isn't appropriate for work and it could harm your phone or computer, or compromise your corporate network with malware, spyware and other forms of malicious software.

3 Join the HipChat Community

Add this feature if you would like to benefit from our HipChat community submissions. We will warn you about Phishing and Malware links that have been reported by other HipChat customers in real time.

[Add Integration](#)