

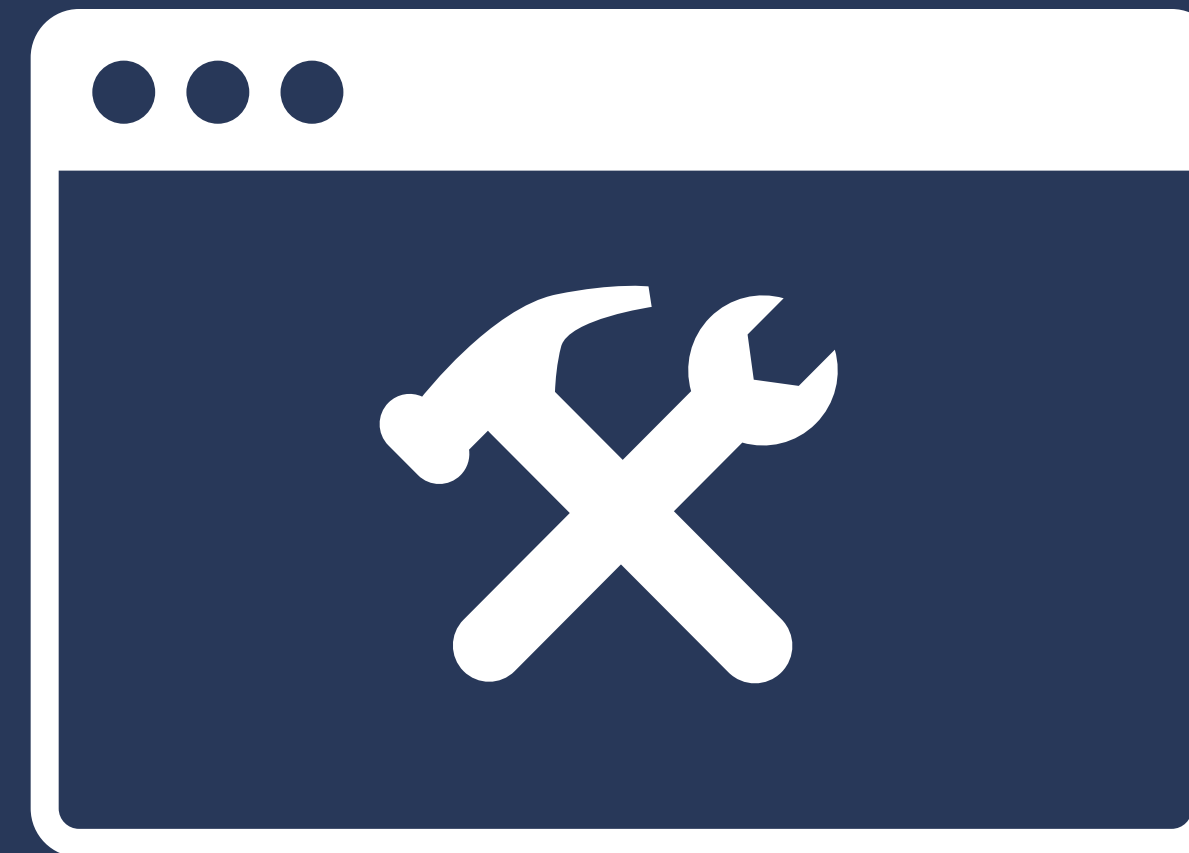
Startups + Industry: How Everyone Can Win

Hudson Thrift, Uber

UBER

American companies spent 75.4 billion dollars on Cyber Security in 2016

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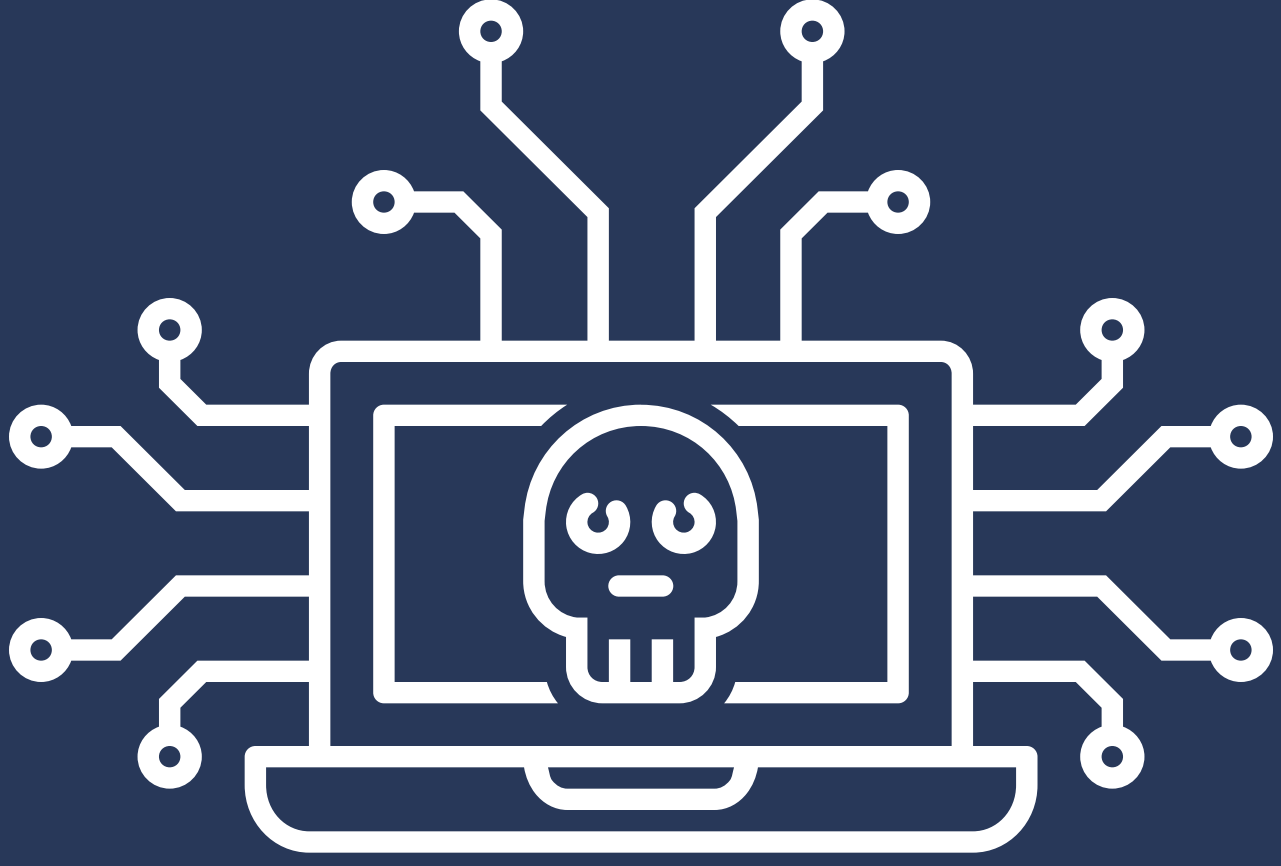


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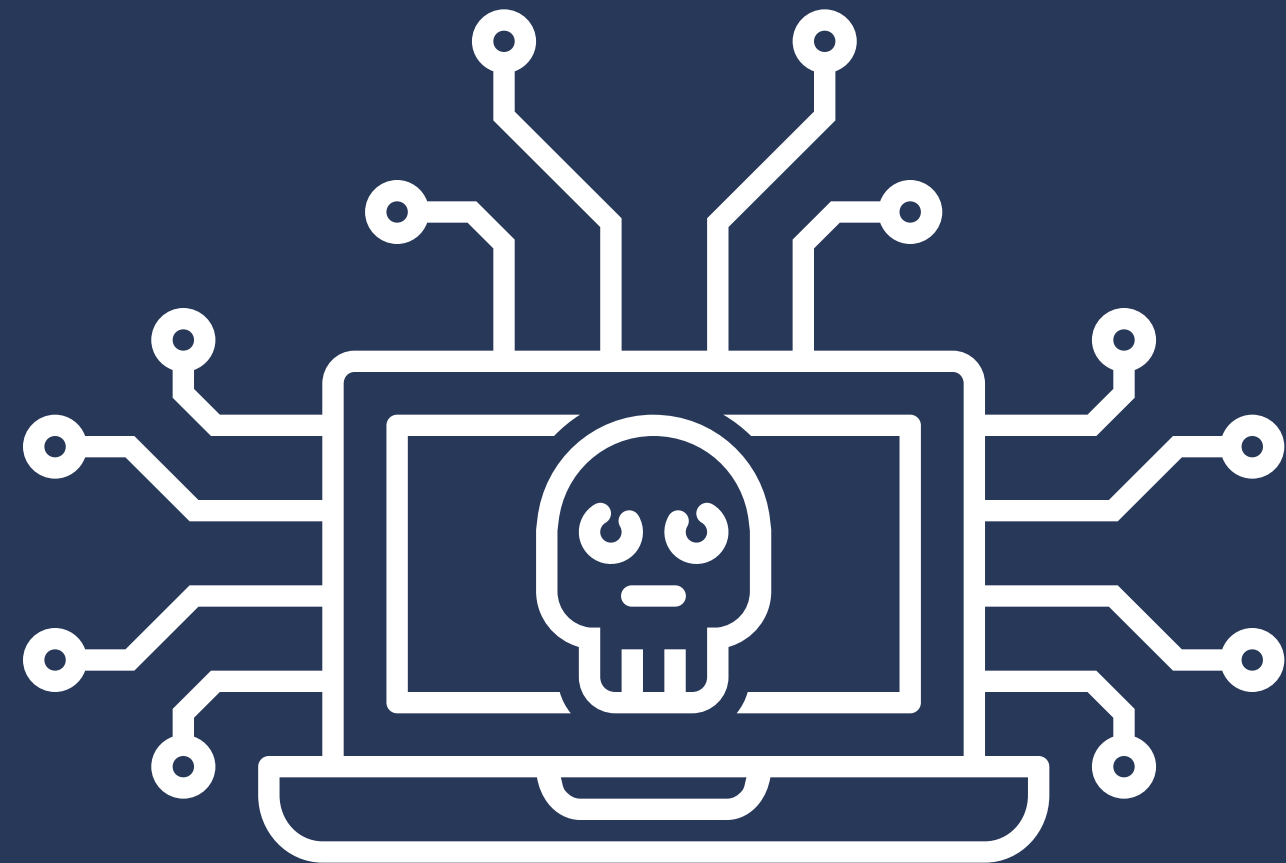
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EngSec



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Buy

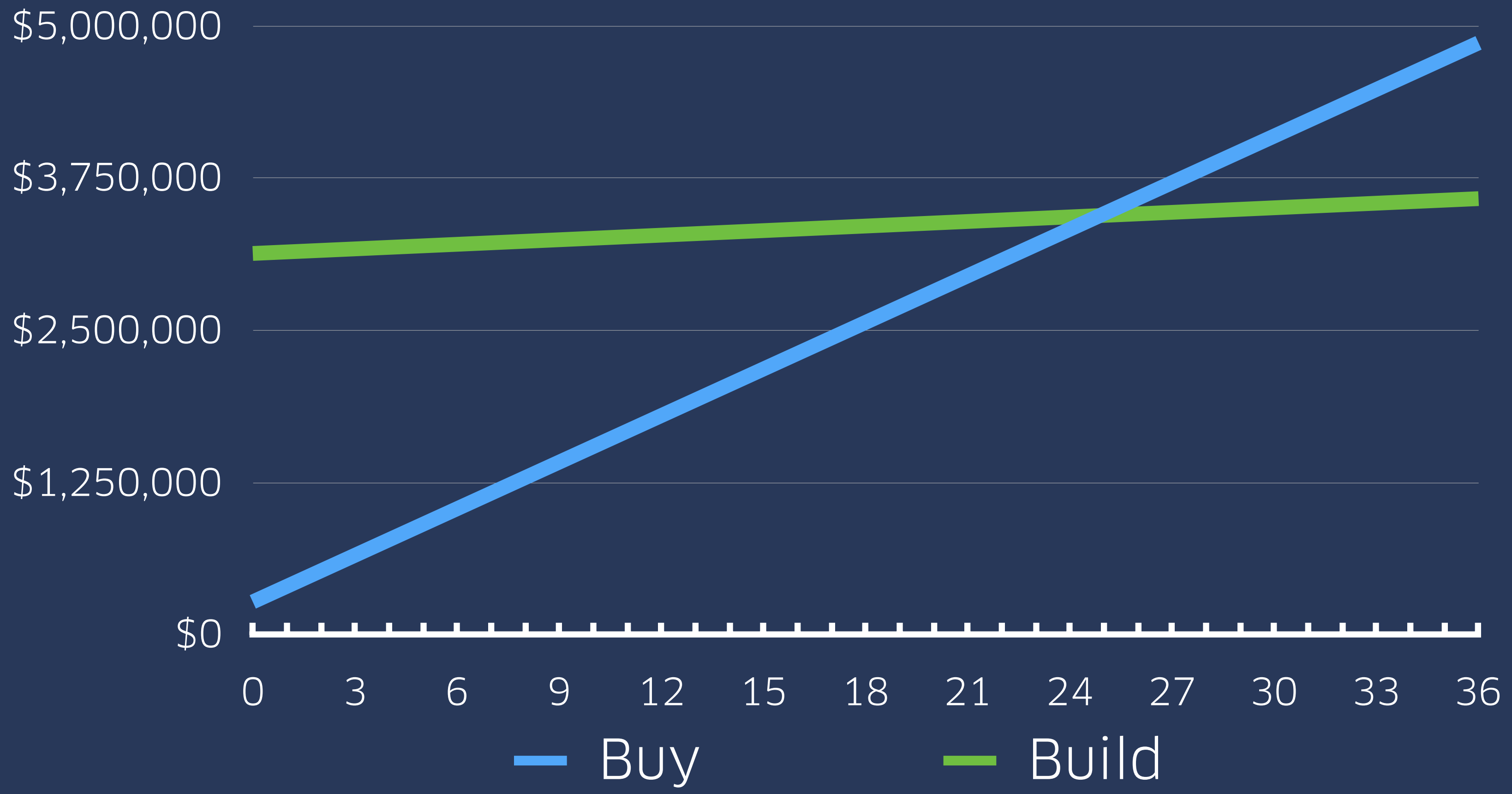
- 80% requirements met
- \$1.2 mm/yr in licenses
- 240 FTE hrs to glue
- 150 FTE hrs/yr ongoing
- 2 month time horizon

Buy

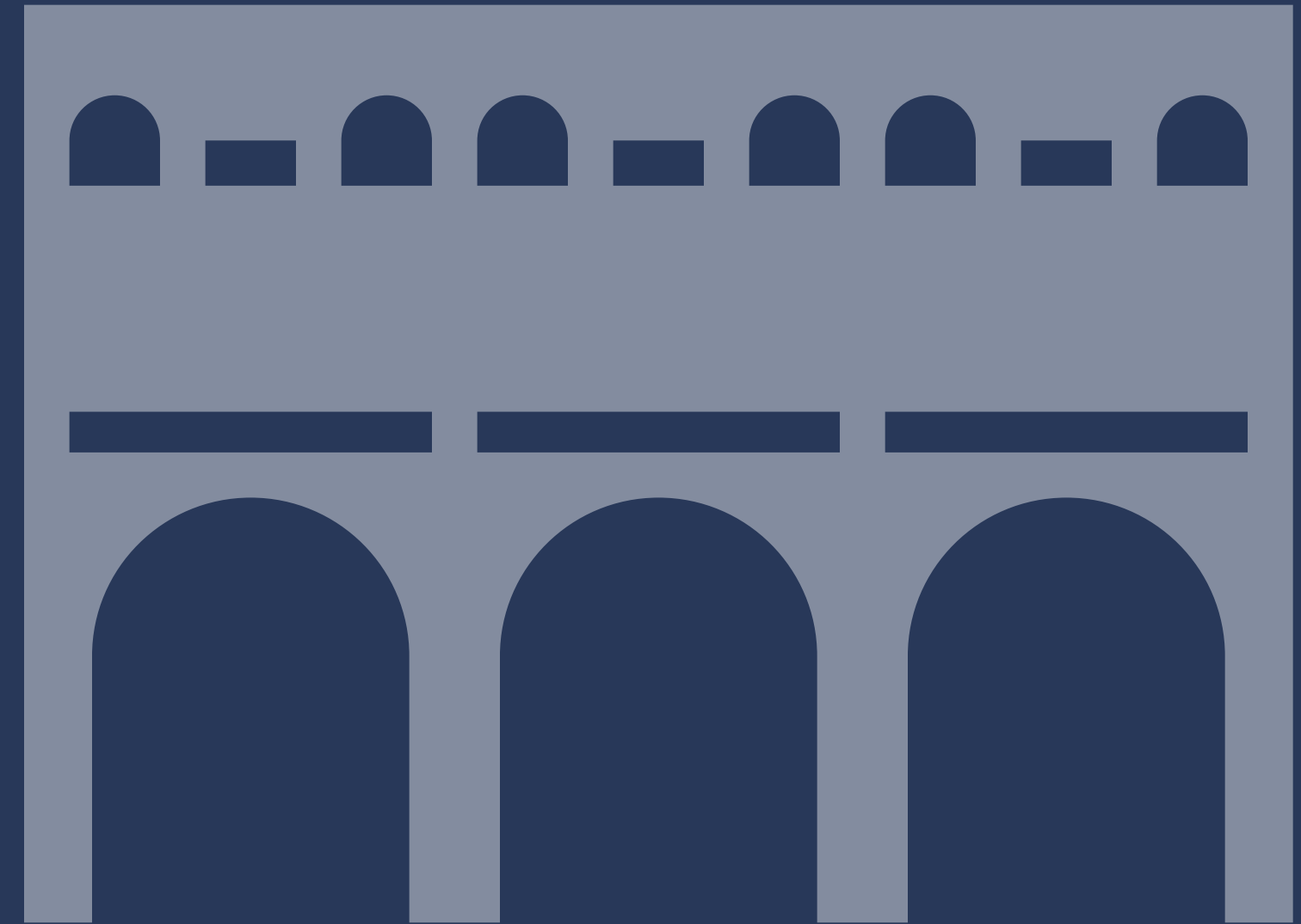
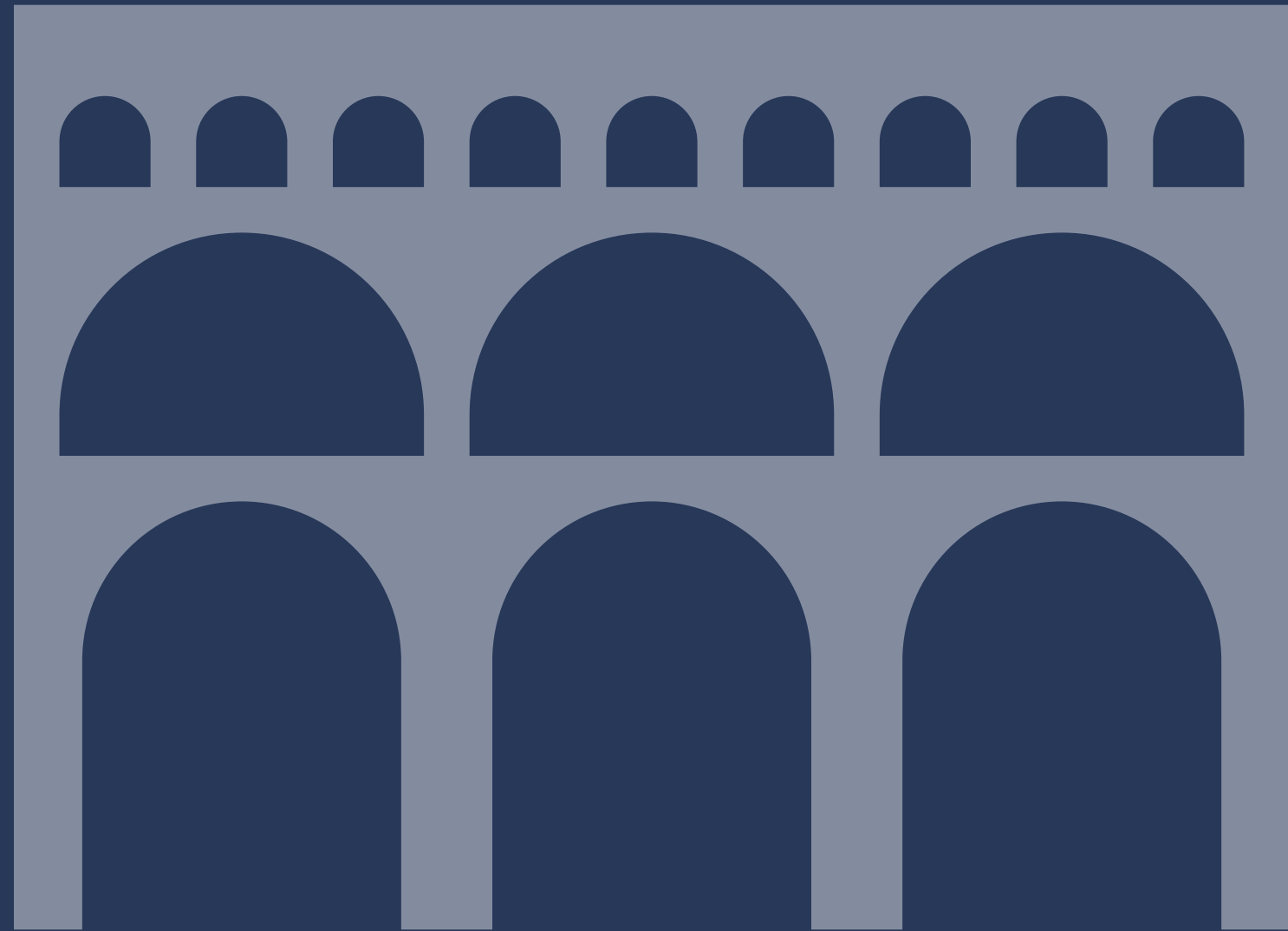
- 80% requirements met
- \$1.2 mm/yr in licenses
- 240 FTE hrs to glue
- 150 FTE hrs/yr ongoing
- 2 month time horizon

Build

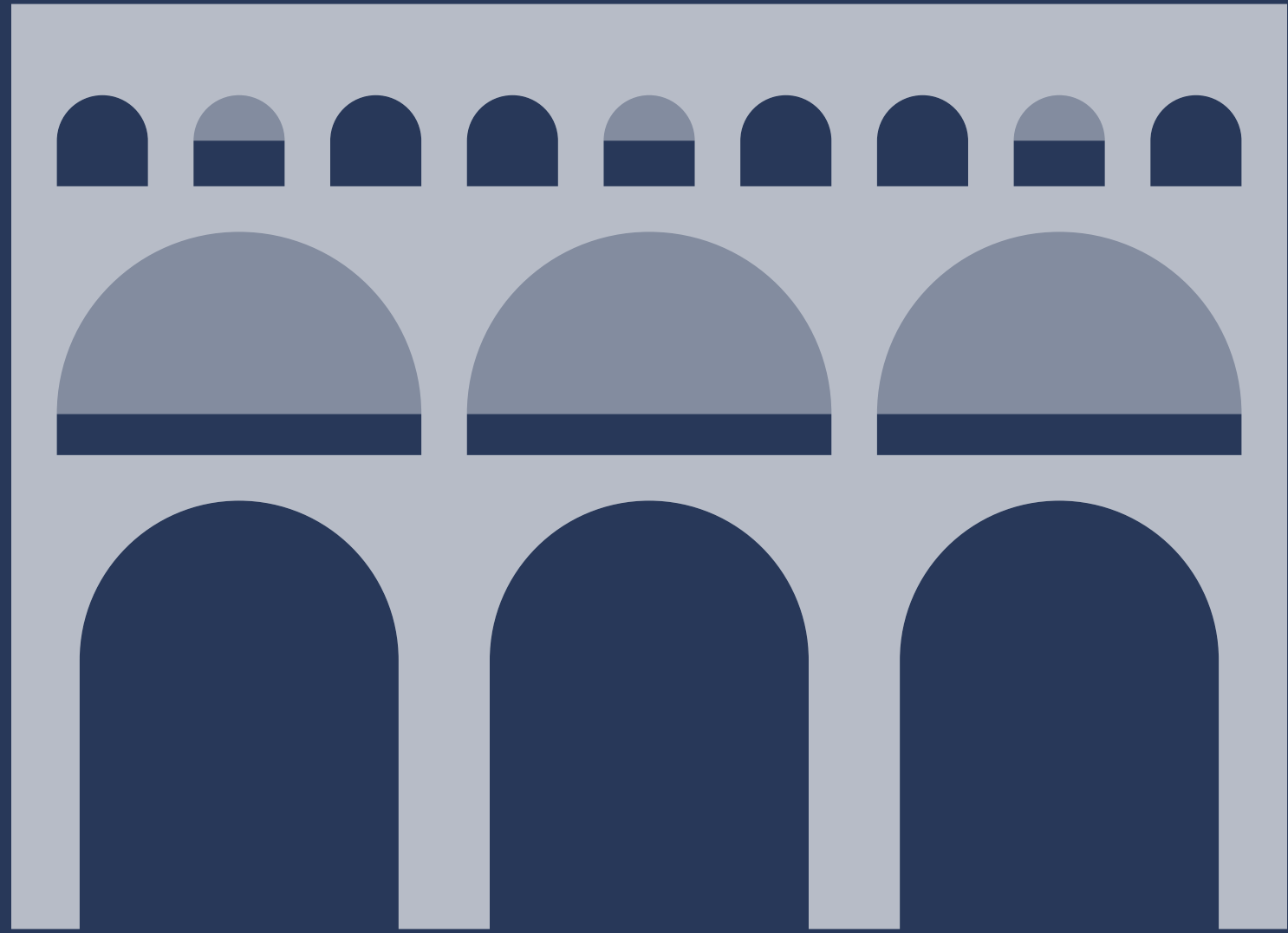
- 100% requirements met
- \$0 mm/yr in licenses
- 6 FTE for 4 months to build
- 300 FTE hrs/yr ongoing
- 6 month time horizon



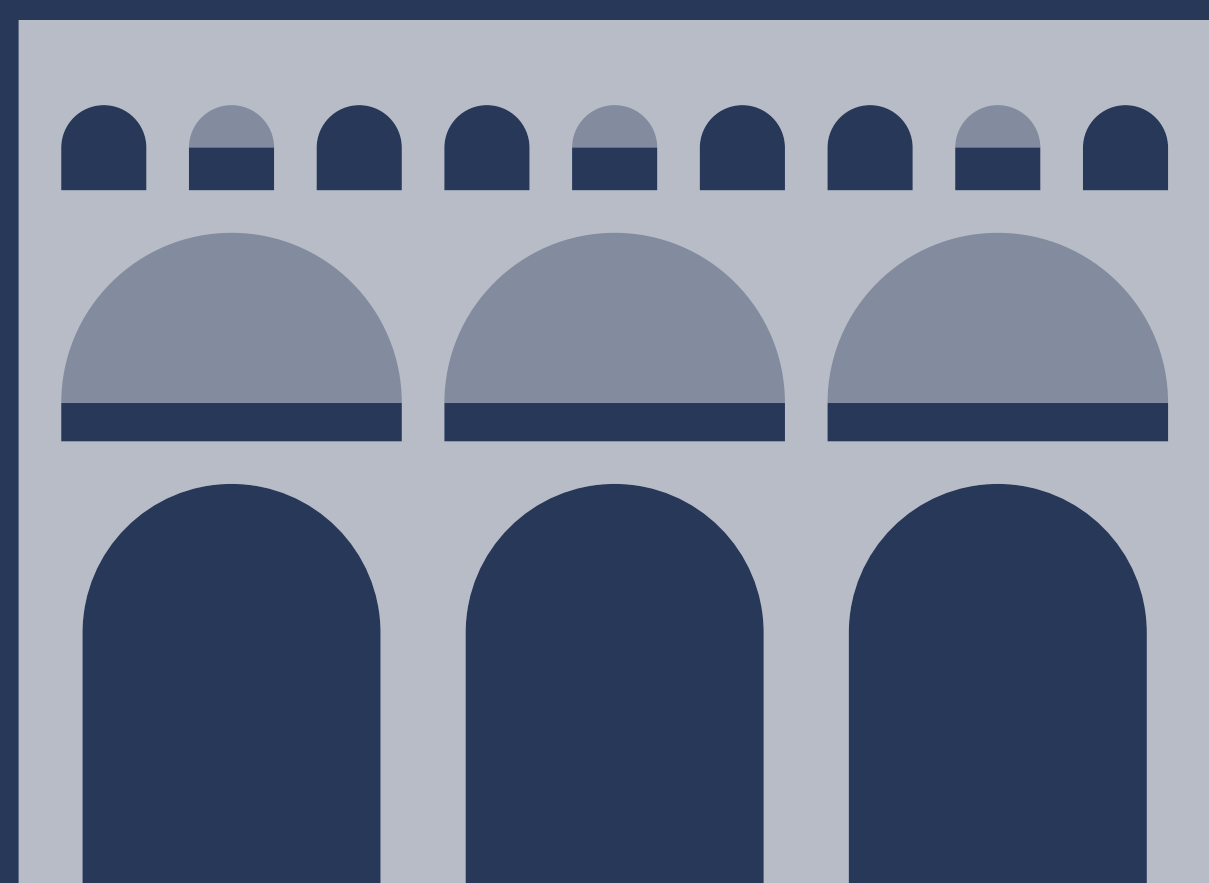
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Transparency

- Do's
 - Perform a gap analysis together
 - Share business use and environment
- Don'ts
 - Hide behind operational secrecy
 - Allow sales to set a development schedule

Communications

- Do's
 - Be candid
 - Be accessible
- Don'ts
 - Mark requests in business formats
 - Forget that you are partners

Flexibility

- Do's
 - Design the system together
 - Sprint to close the gaps
- Don'ts
 - Lay out hard and fast requirements
 - Drift off target

Buy

- 80% reqs
- \$1.2 mm/yr
- 240 hrs one time
- 150 FTE hrs/yr
- 2 month horizon

Build

- 100% reqs
- \$0 mm/yr
- 6 FTE for 4 months
- 300 FTE hrs/yr
- 6 month horizon

Buy

- 80% reqs
- \$1.2 mm/yr
- 240 hrs one time
- 150 FTE hrs/yr
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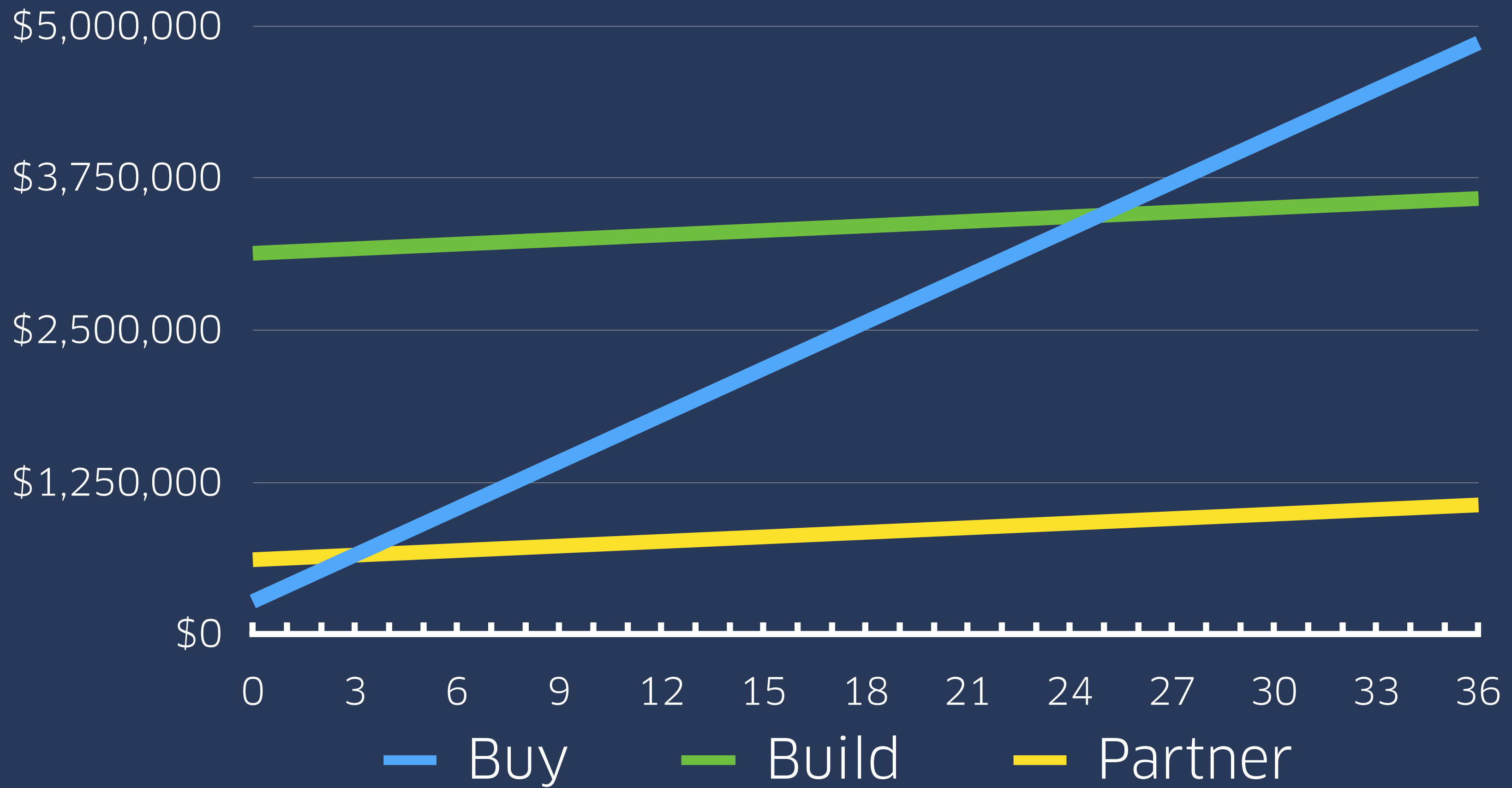
Build

- 100% reqs
- \$0 mm/yr
- 6 FTE for 4 months
- 300 FTE hrs/yr
- 6 month horizon

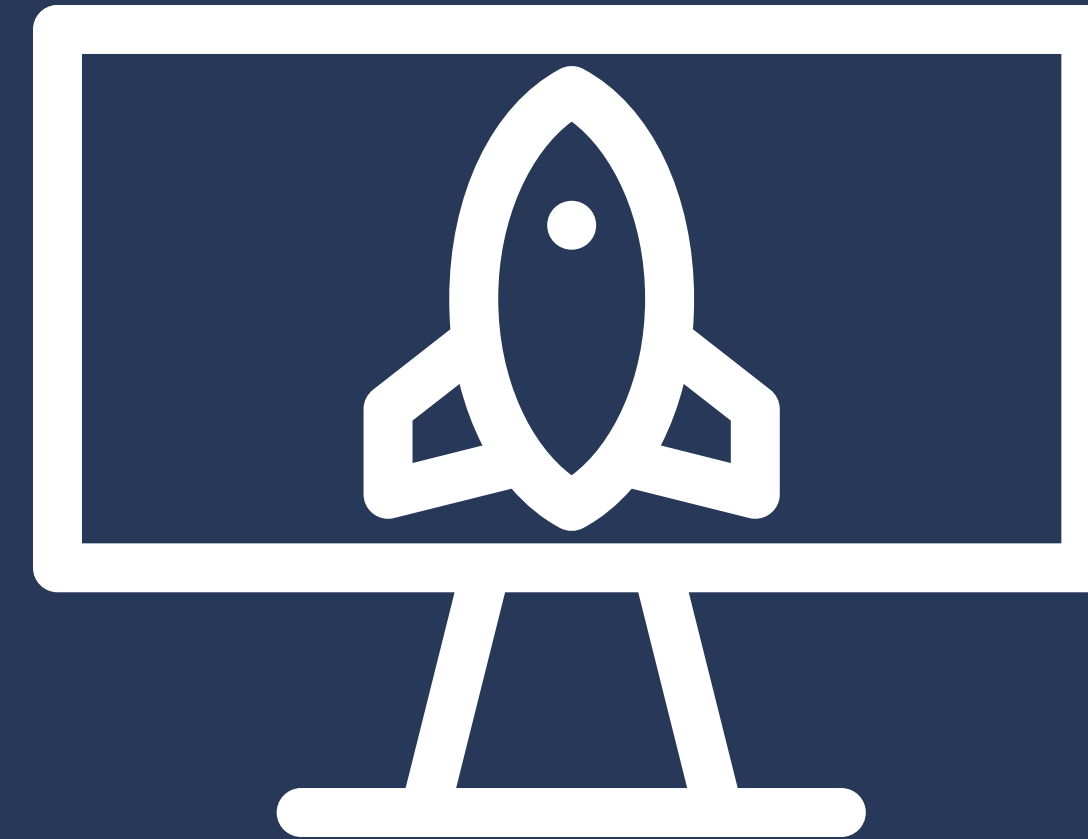
Partner

- 100% reqs
- \$small mm/yr
- 1000 hrs one time
- 100 FTE hrs/yr
- 6 month horizon

UBER



UBER



UBER