

securly://

# MEDIA KIT 2017

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# INTRODUCTION



Social media and the Internet have forever changed our lives, and their influence is shaping the minds of our next generation of children. This change has happened rapidly over the last decade and poses numerous challenges to K-12 schools. One challenge for schools is achieving CIPA compliance in a way that is friendly to educational objectives and at a cost that schools can afford. With thousands of students across a typical school district, schools are also worried about the next cyber-bullying related suicide to hit their middle or high schools.

Many of the traditional web-filtering solutions were clunky hardware appliances. Dramatic shifts in K-12 trends towards 1:1 device adoption and higher bandwidth have necessitated an innovative product. To fill this gap, Securly has introduced a cheaper, faster, and lighter cloud-based solution that is rapidly taking market share in K-12 schools. By partnering with industry experts in natural language processing and machine learning, Securly now flags activities that are potentially bullying and self-harm related.

Parents have been grappling with no control over their kids' online screen time. The problem was first limited to at-home personal laptops and tablets but has been made worse by schools sending Chromebooks and iPads home with kids. Securly has pioneered parental controls for school-issued devices. Schools can share reports with parents on how the devices are being used and also notify parents if any online activity gets flagged. Securly is also actively working on a plug and play parental control solution for the at-home personal devices that kids use.

# VISION AND MISSION

Securly's vision is to keep kids safe online both in-school and at-home.

Securly's mission is to build ubiquitous solutions that provide online safety to kids in both their school and personal devices. That covers the serious threat of cyber-bullying, depression, and suicides that schools are dealing with. Securly strives to build features that allow schools and parents to work together to nurture and guide kids on managing their screen time safely and productively.

## SECURLY

Securly is a venture-backed, fast-growth Silicon Valley startup. We are the leading provider of cloud-based web filters for schools with a presence in thousands of schools across the US, Europe, and Asia-Pacific region.

Beyond school web-filtering, Securly also enables parents to engage in the online safety of these kids by providing the parents - for free - with parental controls for these school-issued devices, emergency notifications on flagged disturbing activities, and weekly reports on the kids' activity. Parents are now able to set time limits on school-issued Chromebooks and iPads, and also customize the policies to reflect their parenting styles.

Securly is actively working on a plug and play parental control solution for the at-home personal devices that kids use.

Securly has created a vision for schools and parents of an alternate future of K-12 online safety that is only uniquely possible with their company.

# FOUNDERS

Securly's founders have brought decades of experience in enterprise network security to bear on a problem space with a potential for tremendous social impact.

Bharath and Vinay have an established expertise in developing security solutions, having spent their entire careers in the field of information security. Their motivation in developing Securly has always been to keep children safe online.



**VINAY MAHADIK**  
Co-Founder/CEO

Vinay brings to Securly a strong professional experience in network security space with over 12 years of experience, having worked as a vulnerability engineer at Qualys and later at McAfee as a senior manager who handled next-generation firewall and invented there several patented technological products. He has a Masters in Network Security from NC State and an MBA from the Wharton School.

Vinay is deeply motivated to make a dent in the lives of school children by keeping them safe online.



**BHARATH MADHUSUDAN**  
Co-founder/CTO

Bharath has over 10 years of experience in the network security space. He previously designed the application firewall and intrusion prevention components of the next generation at Huawei-Symantec. He holds a Masters in Network Security from Washington University in St. Louis.

While he has spent a decade in the network security space industry, Bharath believes that EdTech can be made more effective if paired with parental involvement and engagement.

When he is not in Securly's Silicon Valley HQ, Bharath loves to travel (recent destinations include Aleppo and the Amazon) and learning new languages (intermediate Mandarin).

# LEADERSHIP



**NEERAJ THAKAR**  
VP R&D (India)

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Neeraj has more than 15 years of experience in the Enterprise Network Security Domain, most recently as a Threat Research Specialist with McAfee. He is the primary inventor on 2 patents and has designed several malware research infrastructures and security visualization tools.

“I love Securly’s culture and its mission. At the end of the day, we can derive a sense of reward from the fact that we are saving kids lives. As a technologist, I enjoy working on a best of breed solution. I love everything about my job.”



**ANDERS JOHANSSON**  
VP Sales

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Anders has 16 years of experience working in education technology, specifically with IT security and web filtering solutions. He co-founded a K-12 web filtering company in 2004 with a large presence in over 15 states and unprecedented customer retention. Anders joined Securly in 2014, and brings with him a strong motivation to help school IT staff, a technical background, and a passion for business leadership.

“I chose to work for Securly because of its strong commitment not only to technology innovation but also to student safety. Being part of a company pioneering a game-changing solution for student safety and productivity seemed like a thrill of a lifetime for me. I love that we hire the best talent we can find, and that people are committed and passionate about the vision for growth, as well as saving children’s lives – we have a higher purpose in what we are doing.”

# WORKING AT SECURLY

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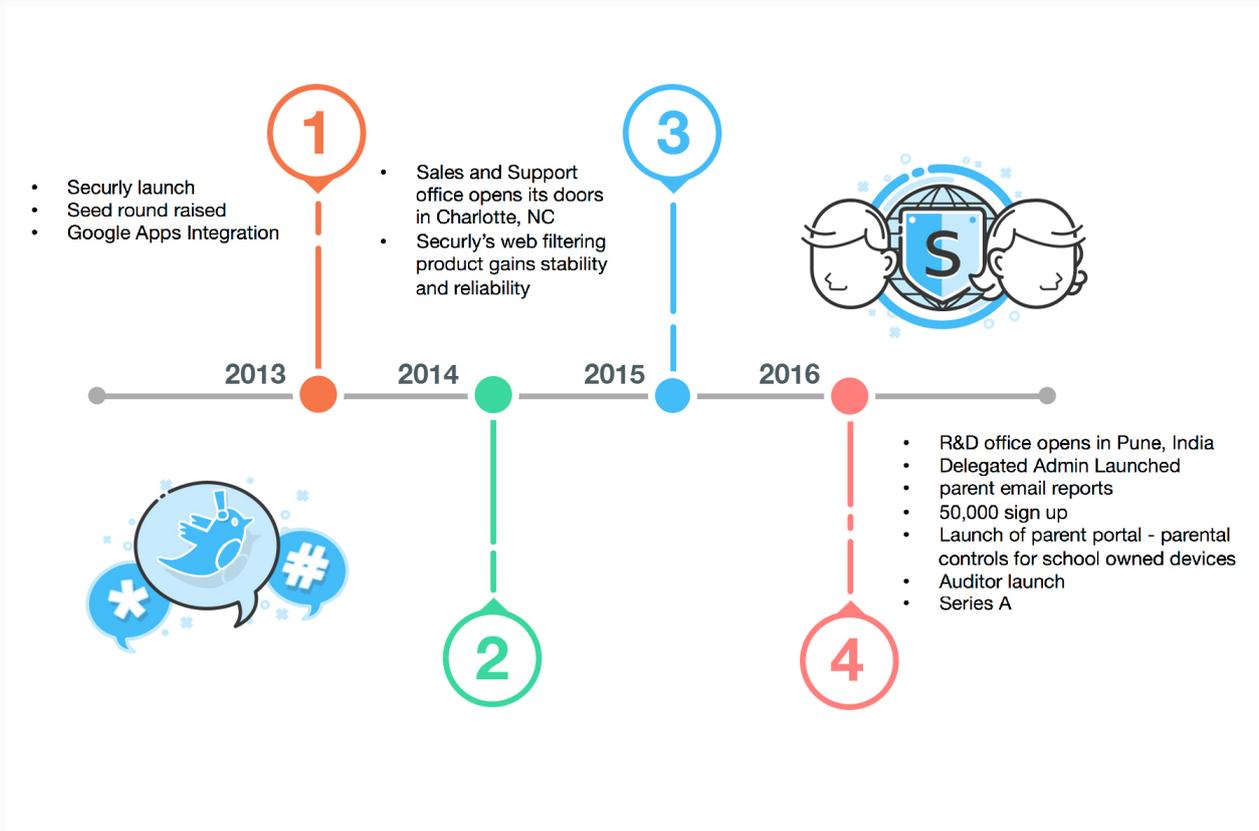
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## AWARDS AND CERTIFICATES:



# KEEPING KIDS SAFE ONLINE SINCE 2013



## PRODUCTS

- Web Filtering
- Auditor by Securly
- Parent Portal and Reports

# HIGHLIGHTS

## 1. Excellent Support

Our support reps know their way around systems and networks well. And we mean really well. During normal hours, the average ticket gets a first time response within 12 minutes and full resolution can be expected in 1.5 hrs. Awarded the Tech & Learning's Stellar Service Award for technical support.

## 2. Deploy in minutes (Cloud based)

Securly is a complete replacement for your web-filtering appliance. We provide several benefits that appliances provide (granular policies + auditing). Our friendly support team can help you get setup in minutes. The only changes to your network would involve a change in DNS forwarder settings. Our service is infinitely scalable in the cloud and does not have any bandwidth limitations.

## 3. Any Device, Anywhere.

Works with Chromebooks, iPads, Windows tablets, laptops, Macbooks, and Android tablets. A Securly product expert provides customers with white-glove training and knowledge transfer of how the system works to help you smoothly transition from the appliance world.

## 4. Chromebook Filtering

Zero-touch filtering of 1:1 take home Chromebooks using a Chrome extension that takes seconds to deploy. No proxying. No SSL certificates.

## 5. Cyber Bullying and self harm detection

## 6. Parent Portal

We offer parents weekly email reports on their child's online activity on school owned devices. Detailed activity can also be accessed through a parent portal. Parents can now view their kids' activity across educational sites and time sinks, inschool and at-home, across all of their school-owned devices. Schools are able to customize levels of access for parents.

## 7. Coming Soon! Pause Button/ Emergency Notifications

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