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7 Tips for Protecting Your Business from Ransomware Attacks

Ransomware attacks are the fastest growing form of malware threats. On average, more than 4,000 ransomware attacks occur daily. Ransomware is squeezing victims: Ransomware demands rose by nearly 266% year on year. Ransomware, a type of malicious software that infects and restricts access to a computer until a ransom is paid, affects businesses of all sizes. The good news is that there are best practices you can adopt to protect your business.

1. Scan all email to help detect threats and filter out executable files. Enable strong spam filters to prevent phishing emails (an attempt to obtain sensitive information electronically).
2. Set anti-virus and anti-malware programs to conduct regular scans automatically.
3. Make sure your firewalls are set to block known mischievous sites.
4. Configure access controls—including file, directory, and network share permissions—with least privilege in mind. If an employee only needs to read specific files, the employee should not have write access to those files, directories, or shares.
5. Implement Software Restriction Policies (SRP) or other controls to prevent programs from executing from common ransomware locations, such as temporary folders supporting popular Internet browsers or compression/decompression programs, including the AppData/ LocalAppData folder.
6. Use “Whitelisting” – this only known applications to execute a program/file.
7. Implement an awareness and training program. Because end users are targets, employees should be aware of the threat of ransomware and how it is delivered.

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Some Quick Tips on Pitching to Investors

“Take the time to research potential investors. What does their portfolio look like? What industries do they invest in?”

You got your start-up off the ground and the first couple of months have gone well. Congratulations, now you can now look forward to one of the most challenging, and rewarding, experiences of your life. One of the biggest challenges founders face is financing. Not all great ideas will get funded and more surprisingly, a lot of bad ideas just may. Pitching to investors, including traditional banks, can be tough and nerve-wracking. Here are some quick tips to help you along that path.

Take the time to research potential investors. What does their portfolio look like? What industries do they invest in? At what stage do they invest? Do they have anything in their portfolio which is very similar to what you do? If they don't invest in your industry, or don't invest in your stage, or have

Keep slide deck (Powerpoint, etc) presentations relatively short. You have about one minute to catch an average investor's attention and about fifteen minutes to impress them with your presentation. As a rule of thumb, your slide deck should contain one slide for each minute and a half of dialogue. And, whatever you do, use the slides to highlight key points or statistics. Never use it to read your presentation from.

Don't over-project. Investors want to see that you will be growing. Don't be over-dramatic, though. If you can provide realistic growth metrics, and the data/plan that will support your belief for achieving that growth, you'll be in a much better position.

Know your competition. Be aware of the challenges they present you with, your solutions to compete with or overcome those challenges, and be realistic about it. Your response to this must be clear, concise and woven into your presentation as a whole. According to research at Harvard a new challenger must be nine times better than an incumbent product or service in order to get users to switch. Can you highlight how you are nine times better and if not, what it is about your product or service that makes it a viable alternative?

Don't skimp on practicing your pitch. The investors will grill you and capitalize on those areas you can't or didn't adequately address. They will want to know why your product or service is desirable, how it is going to be delivered, who is going to purchase it and who else can it be purchased from.

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Lastly, know your financial data: what are your margins, KPI's (Key Performance Indicators) and how exactly will you reach your financial goals? Be able to support your growth projections.

These tips should be applied to your endeavor, but It may also make sense for you to spend some time with your business coach and/or accountant to make sure you have the advantage of their experience to help you form your approach. Good luck.

Masterful Quotes



“Life’s challenges are not supposed to paralyze you; they’re supposed to help you discover who you are. ”

~ Bernice Johnson Reagon

“You have to trust in something – your gut, destiny, life, karma, whatever. This approach has never let me down, and it has made all the difference in my life. ”

~ Steve Jobs