

# Helping Venture Capitalists Secure New Potential.

**For over a century**, private equity firms leverage existing capital to deliver large returns. Venture Capital, a type of private equity, provides financing to firms that are deemed to have high growth potential or have demonstrated high growth whether with positive staff growth, annual revenue increases or both. Venture capital firms invest in these companies in exchange for equity or partial ownership. Venture Capitalists assume the risk of financing speculative startups with the hopes that some of these firms will become successful. Due to the fact that startups face high uncertainty, this type of investment has high rates of failure.

Washington D.C. based Venture capitalist

“Most startups today are based on an innovative technology or disruptive business model in a high-tech industry. Given the rapidly shifting regulations and consumer expectations, we have realized the time, effort and expense involved to keep up with it.”

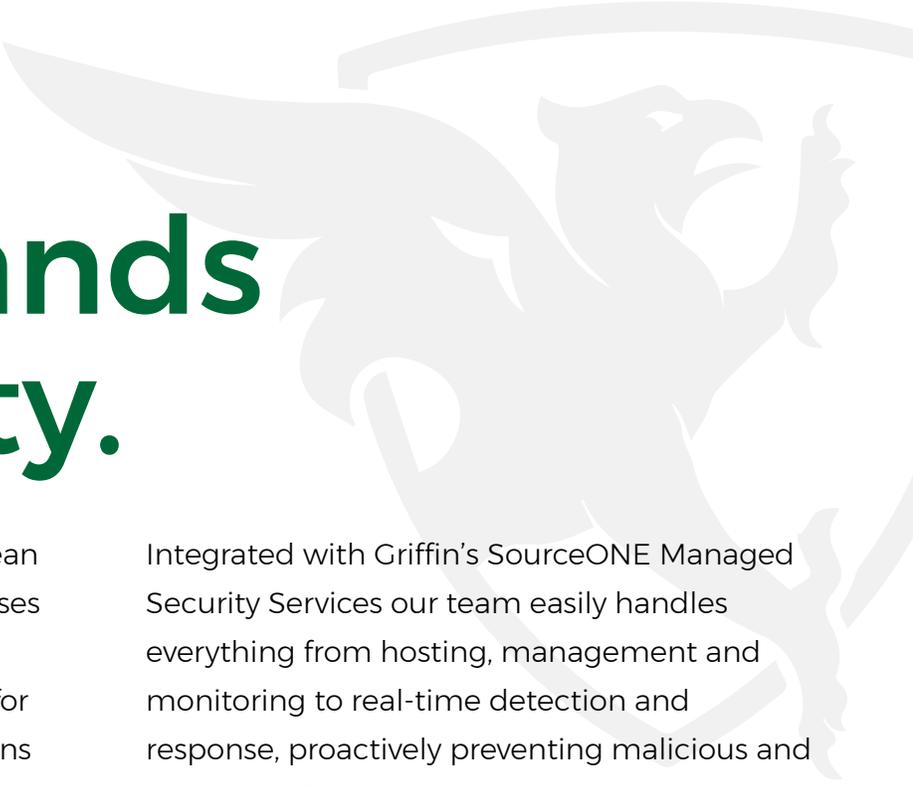
**In the past**, cyber security wasn't something that impacted new venture valuations, regulatory compliance was less complex and less data privacy focused on a global scale. New regulations to the likes of GDPR forces business around the world to adapt or die. Now more than ever, implementing compliance processes and strategies in a business will help to guide organizations as they strive to attain their business goals.

Griffin works with private equity executives to implement holistic security solutions that are right sized for the company's needs, private equity firm's desires and the individual circumstances surrounding the investment. Griffin offers proven methods and strategies that reduce corporate risk and bring companies into compliance; we stay engaged, providing education to threat monitoring and remediation services from day one.

“We found that it was more cost effective and much easier to implement security from the outset. Our valuations are much higher when security was rooted in the business, rather than retroactively shoehorning security into a fast scaling/high-growth company; this inevitably becomes an expensive moving target.”

In light of the recent Marriott data breach, this led to Senator Ron Wyden (D-OR) to say, “**American regulators needed powers to issue heavier fines on U.S. companies that have failed to protect citizens' data.**” He goes on to say, “**Clearly, current status quo isn't working and the Federal Trade Commission needs real powers with strong teeth in order to punish companies that lose or misuse Americans' private information. Until companies like Marriott feel the threat of multibillion-dollar fines and jail time for their senior executives, these companies won't take privacy seriously.**”

# Griffin Understands Scalability.

A large, light gray watermark of a griffin is positioned in the upper right background of the page. The griffin is depicted in a dynamic, leaping pose, with its wings spread and its head turned back.

Startups have limited resources and very lean teams, yet they need to scale their businesses and often break into new markets. Griffin's patented technologies and methodology for architecting lean businesses from operations and finance to sales and marketing, with automated front to backend workflows that enable us to simply scale up or down with you.

“Today, it's even more important when looking at a start-up because the financial repercussion to those who aren't thinking about cyber security regulatory compliance is massive.”

“Griffin helps new ventures scale at a cost they can afford.”

Integrated with Griffin's SourceONE Managed Security Services our team easily handles everything from hosting, management and monitoring to real-time detection and response, proactively preventing malicious and costly attacks.

“...the financial repercussion to those who aren't thinking about cyber security regulatory compliance is massive.”

Griffin is a unique accelerator, supporting Venture Capitalist's with their investments in early-stage companies; we are agnostic to location and industry. We help ventures rapidly scale, thanks in part to collaborations with corporate partners like Dell, Apple and Cisco.

# Helping Investments Reach New Heights.

Chief Investment Officer

"Within months of working with Griffin we recognized the absolute value of completely securing our new ventures, from organization to operations, our clientele has to trust that their information is kept private. That's really significant, especially when you consider the highly competitive marketplace that our startups enter and the emphasis put on valuations."

Griffin understands it's a crowded marketplace. Startup companies should realize the value of security, consumer's expectations of data privacy and how this drives demand, sales, revenue and higher valuations. Our private equity clients value our partnership, Griffin's focus on making the journey of growth and prosperity easier by providing access to the right tools and people, our clients can focus on the investment.

**Today** with current global trends surrounding cyber security and data privacy regulations, completely securing and proactively protecting businesses operations has become expected. When a Venture Capitalist or Entrepreneur starting a new company doesn't have time, experience or staff to combat this very real issue, they look to Griffin for a holistic solution tailored to the desired business goals and outcomes of their business. Startups that shift their mindset to security and data privacy when building a business gain a competitive advantage as they seek funding and strive meet the gold standard Venture Capitalists will come to demand.

## Total U.S. Venture Capital Investment

