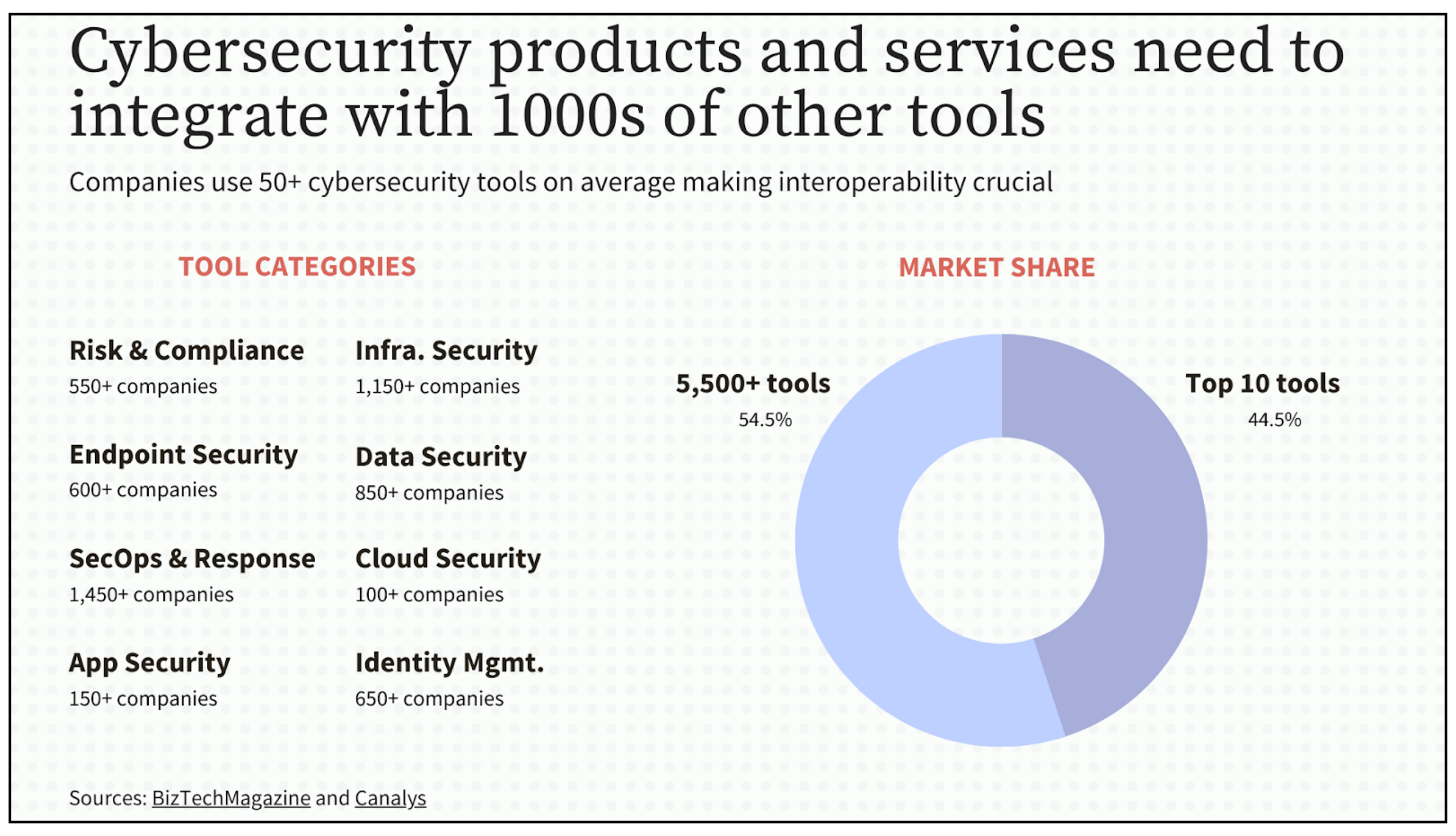
Leen: Plaid for Cybersecurity

Problem: Security data is spread out across 1000s of tools

- Product and Engineering teams invest heavily in integrating with numerous security tools, requiring significant expenditures on in-house developers or service providers, ranging from hundreds of thousands to millions of dollars

- The average company's security stack includes 50+ tools, often multiple for each use case (e.g., multiple DLP solutions), forcing teams to maintain integrations and build bespoke automations for each tool

- The data from each tool needs to be normalized to support compliance, investigation, and reporting use cases



Cybersecurity products and services need to integrate with 1000s of other tools

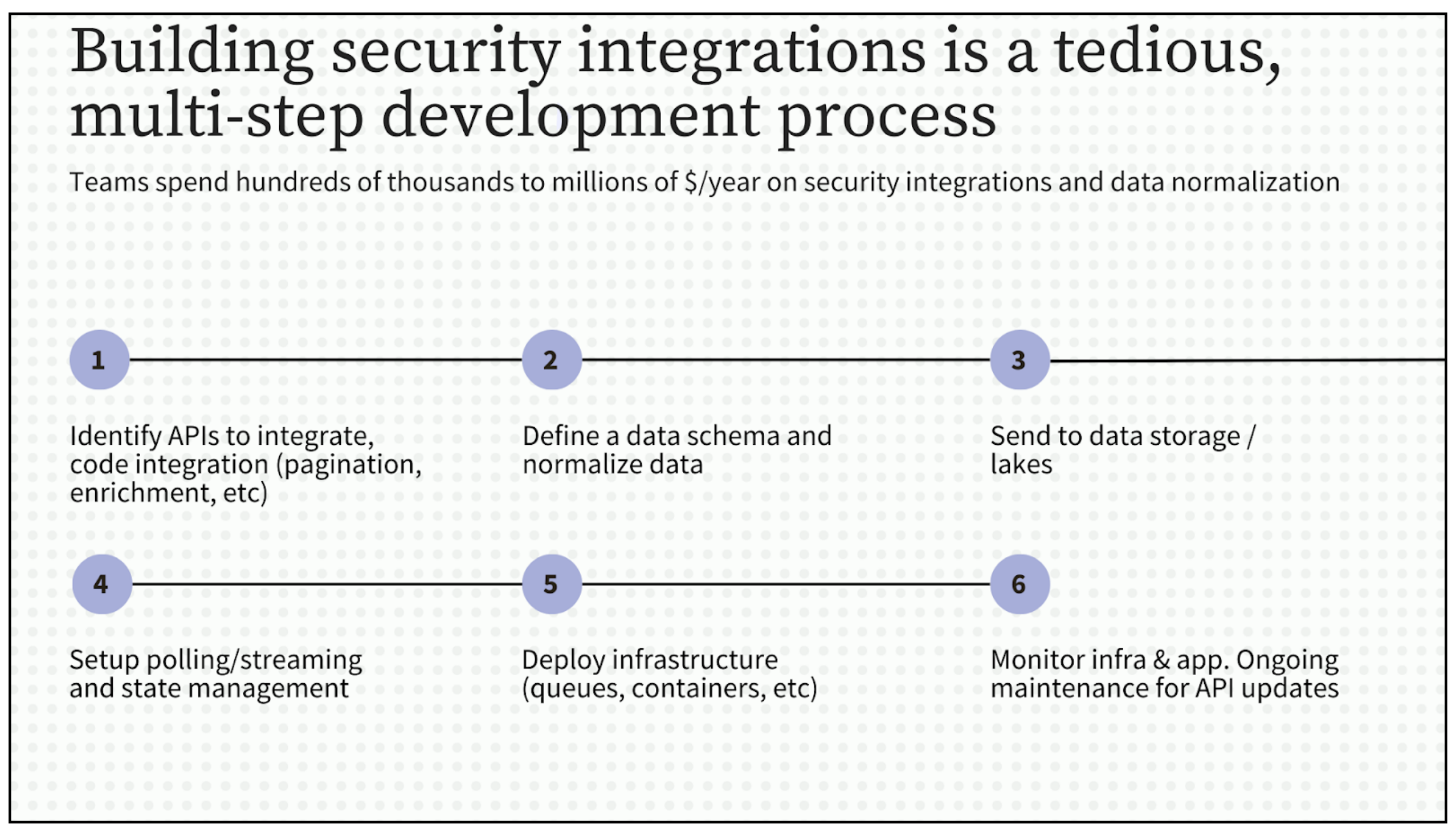
Companies use 50+ cybersecurity tools on average making interoperability crucial

TOOL CATEGORIES

Risk & Compliance 550+ companies	**Infra. Security** 1,150+ companies
Endpoint Security 600+ companies	**Data Security** 850+ companies
SecOps & Response 1,450+ companies	**Cloud Security** 100+ companies
App Security 150+ companies	**Identity Mgmt.** 650+ companies

MARKET SHARE

Sources: BizTechMagazine and Canalys



Building security integrations is a tedious, multi-step development process

Teams spend hundreds of thousands to millions of $/year on security integrations and data normalization

1. Identify APIs to integrate, code integration (pagination, enrichment, etc)
2. Define a data schema and normalize data
3. Send to data storage / lakes
4. Setup polling/streaming and state management
5. Deploy infrastructure (queues, containers, etc)
6. Monitor infra & app. Ongoing maintenance for API updates

Introducing Leen: A Unified API for Security Products and Data

Leen's unified API accelerates product roadmaps by integrating a vast number of security tools and eliminating custom integrations and actions. We handle the authentication, data infrastructure, and API management so teams don't have to.

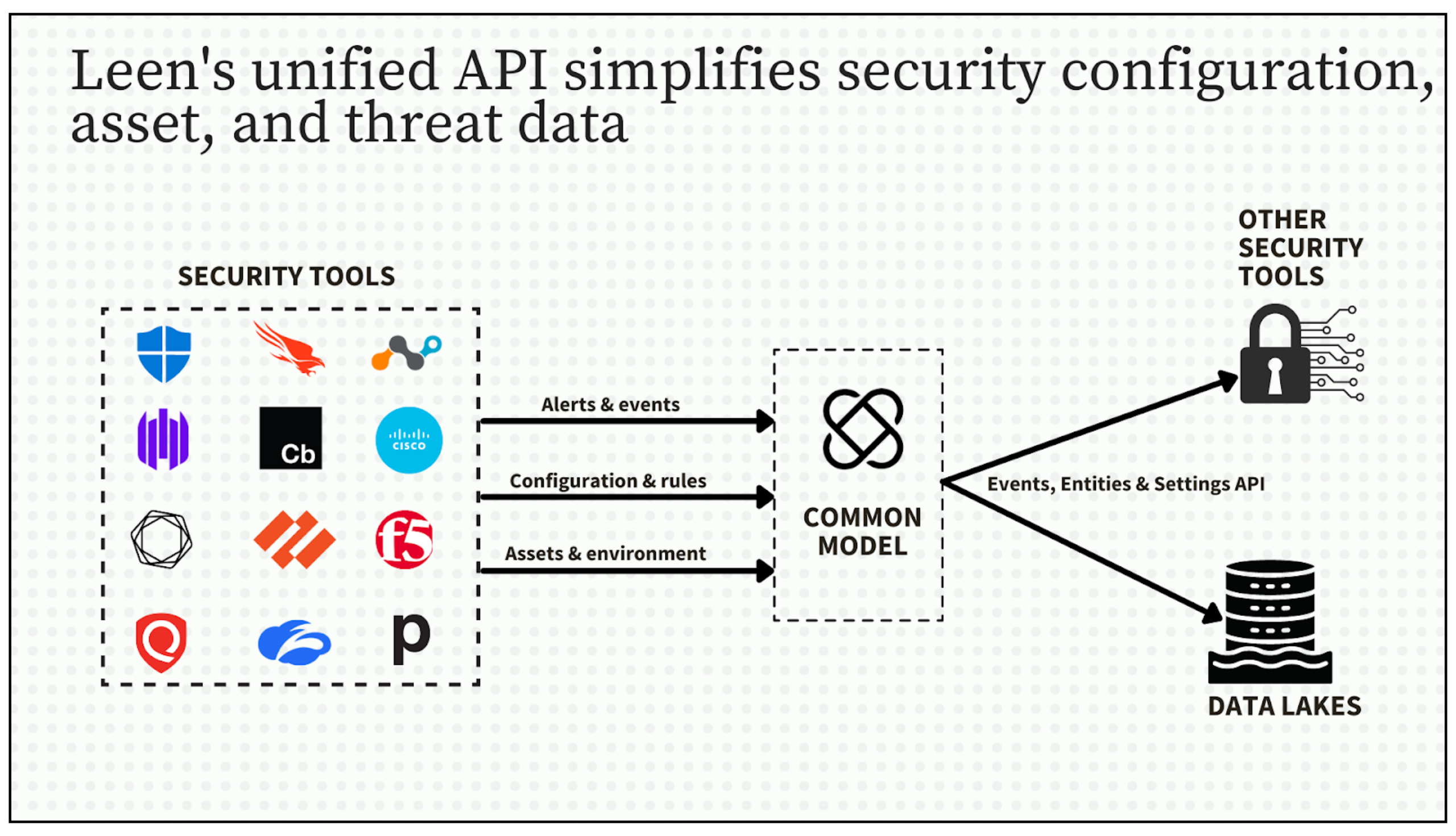
Our API has <u>**four**</u> core interfaces: Events, Entities, Settings, and Actions

1. **Events API** gives security teams a predictable, consistent way to ingest notable events, alerts, and notifications from security tools.

2. **Entities API** allows products to quickly search and retrieve information based on hostnames, usernames, emails, and IP addresses. Leen handles the tracking and correlation of entities across the entire security stack.

3. **Settings API** consolidates the important configs, rules, & settings across security tools.

4. **Actions API** allows products to automate remediation actions across their stack. Simply specify entities and actions via a single API call; Leen handles execution across EDR, IDPS, Email, CASB, DLP, etc.



Leen's unified API simplifies security configuration, asset, and threat data

GTM/ICP: Cybersecurity Products, MSSPs/MDRs, and Enterprise Security teams

<u>**Phase 1**</u>**:** Products and services with a need for cybersecurity integrations & data

- GRC (Drata, Vanta, etc), attack surface management, vulnerability management, risk management, security ratings, etc. Integrations with security tools are mission-critical for businesses in these segments.

- MSSPs/MDRs have an ongoing need to support new products in their stack. They need real-time feeds from security tools for SecOps, threat hunting, and research. They currently build these *multi-tenant* integrations in-house or outsource them to offshore developers.

<u>**Phase 2**</u>**:** Enterprise security teams

- Security teams at tech-forward companies (Netflix, Databricks, etc) that have a high concentration of technical security engineers and custom tooling.

For other enterprises, security tools are sold through channel partners today. We will follow a similar playbook and leverage our team's extensive experience in partnerships to set up a global channel partner program.

Use cases

Security Engineers are constantly gluing together tools with brittle scripts and unstable APIs. With Leen, these teams can build a wide variety of security-specific apps

- Quickly integrate with and retrieve data from multiple security tools
- Build interactive Slack/MS Teams apps to automate actions
- Reporting and aggregation of data within BI tools
- Tracking assets and identities across tools
- Easily view related and correlated data

Market

- IDC estimates that global spending on cybersecurity will be **$219B** in 2023.
- The projected spend on security s/w: **$152.2B.**
- Initial TAM: Companies in the space currently spend **$18.8B** on integration services.

Team

- **Kabir Mathur** (CEO): 14+ years leading technical BD & Product. Ex-Head of Product Partnerships at Typeform.
- **Neel Arora** (CTO): Ex-Principal Engg. at Bluevoyant (Cybersecurity unicorn).
- **Akash Bhat** (COO): 12+ years in VC, and senior operating roles in US & India.

Existing Investors:

- CISOs & Heads of Security from Netflix, Databricks, Cisco, Box, Zoom, Nissan, etc.
- Scouts from a16z and CRV