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Anti-Theft Security for Laptops

**Technology
Computer Security Software / Laptop Security & Recovery**

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**Carrie Hafeman
CEO**

**About
Front Door Software Corporation:**
Front Door Software Corporation is a patent pending computer security program that helps recover lost or stolen equipment by adding a virtual 'front door' on to your computer. This design also allows FrontDoorSoftware to become the first display people see when they turn ON their computers every day, and thus also becomes a new 'front door' to eyeballs with the ability to place relevant, targeted information on the boot-up screen right before a computer user goes on the Internet.

FrontDoorSoftware has over two million page views per month at the computer ON button, tens of thousands of customers in over one hundred countries, and is becoming virally popular with college students. The company was incorporated in 2005, has been self-funded and is privately held. Front Door Software's creation and product development is a spin off division of World Security Corporation, a trusted leader in computer security for over twelve years.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Ms. Hafeman, what is the concept at Front Door Software Corporation?
Ms. Hafeman: We provide an affordable laptop computer security anti-theft and recovery product that displays at the ON button.

CEOCFO: What is different about Front Door Software when compared to other companies in the space?
Ms. Hafeman: Virtually all of our competitors are stealth. They pretend that nothing is on the laptop, and then after it is already stolen or missing they try and recover it. Our design tries to make it obvious that the laptop has something protecting it in order to prevent the theft in the first place. The other thing that we do is display recovery information at the on button. This may sound simple, but statistics suggest that four out of five people are honest. In fact many outside asset/ownership tag companies are showing 80% recovery rates. We believe that we can get laptops back faster than our stealth competitors 80% of the time just by saying who owns it and giving somebody the ability to return it easily.

CEOCFO: Have there been studies or research that shows if people know it is protected they are less likely to steal it, or is it intuitive?

Ms. Hafeman: I believe it is intuitive. I grew up installing security systems with my father at a security systems company, and we sold home and corporate alarm systems. We used to make a big deal out of the fact that a place was protected and we put signs in the yard, stickers on the window, and close circuit cameras in the stores. The point was to try and prevent the theft in the first place. Thieves by nature are lazy, so they will take the path of least resistant. You cannot stop people from stealing, but you can try and get them to stop stealing from you.

CEOCFO: You have many university customers. Could you tell me about that segment?
Ms. Hafeman: We do have customers across the board in the corporate market, government market, and consumer markets. We do focus on the educational market, and we love university customers. Universities are ranked as the #3 most popular places for computer theft, with K12's being the #1 most popular place. Universities are open to all sorts of people, so they have real serious crime problems such as rape, suicide, drugs and murder. They also spend an inordinate amount of time chasing after lost bicycles and laptops, and while we cannot help them with the more serious problems, we can help reduce laptop theft. We try to make it super simple by providing our program in a way similar to universities providing anti-virus software. The universities can just add a link on their website to our program and offer it to their entire campus. The university pays us an annual site license, and then the universities will offer it to the students for free.

CEOCFO: What percentage of the student population takes advantage of your software?

Ms. Hafeman: It varies by university depending on how well they market to the students. We have some schools that are close to 40% of their campus being protected.

CEOCFO: Yes, but once it is set up, does the cost stay the same at your end regardless of how many people you have using the software?

Ms. Hafeman: Yes, you are correct. We also do try and help the universities to be successful with the program. We have a customer care department that will send the universities sample e-mails and sample flyers. The more the university uses our program, the more apt they are to renew because we are charging an annual site license fee that is repetitive and grows. When UCLA sent out their first e-mail, one thousand students signed up in twenty-four hours, and when the University of Southern California sent out their first e-mail, two thousand students signed up in the first two weeks. The more users we have, the better.

CEOCFO: How do you reach the universities, and is there much competition in that segment of the industry?

Ms. Hafeman: Most of our competitors do not have the same business model that we do. They do not seem to be aggressively targeting universities the way that we are. We have the easiest, most effective, least expensive program for universities, and now they are starting to call us. Johns Hopkins University and the University of California San Francisco just ordered, so it is starting to accelerate. The first three schools that we signed up a couple years ago were a struggle to get started, but now that more universities are signing up, more and more universities are realizing that the product not only helps them reduce laptop theft on campus, but it also makes them look really proactive in front of the parents – the 'tuition paying parents' who love the idea that the school is taking steps to protect their student's laptop.

CEOCFO: How did you come upon the concept of targeting the universities?

Ms. Hafeman: I have another company called World Security Corp., and I have a lot of university customers at that company that I sold to. Universities are such a great market and we are really interested in getting as many users as possible. What is great about selling to universities is that when UCLA has forty thousand students, there are ten thousand new

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freshmen that come every fall. The other thing about college students is that it is not the most responsible time in their lives, and they really do need this product to protect their computers. They are such a great customer base because the students we deal with are so polite and seem to be able to figure out the software on their own. The program is self-serve, so it is also nice that we get very few calls a day.

CEOCFO: What are the challenges as you continue to grow?

Ms. Hafeman: The challenges are the fact that new equipment keeps coming out and new operating systems. We are getting our Android beta working, but the Android market is constantly changing. The real challenge is keeping up with all of the different equipment that comes up and the different operating systems.

CEOCFO: How do you decide what is going to be around and what might fall by the wayside, technology-wise?

Ms. Hafeman: We decide based on what our customers are asking for the most.

CEOCFO: What is ahead for you in the next six months to a year?

Ms. Hafeman: We are currently having discussions now about offering a customizable white label version of our product for larger customers. The idea there is that the product can not only protect the equipment and the information, but we also are the first screen that people see every day, often twice a day, for the next four years. Some of our larger customers are interested in using that first screen to not only help their customers protect their equipment and information, but also deliver relevant, helpful information to their customers.

CEOCFO: Why should people in the business and investment community pay attention to Front Door Software Corporation?

Ms. Hafeman: There are many reasons. One attractive feature of our company is our customer base – the millennial market. We are now offered to over half a million college students through their universities. Our income is increasing, we have repetitive site licenses at these universities, and our market is huge. Our market is anybody in the world that is afraid of losing their laptop. Because we also are positioned to display at the on button, every one million customers will start to generate almost two billion page views per lifetime license! With no outside funding to date, very little marketing and very few employees, we are already exceeding two million page views per month**.** We are currently exploring some very exciting strategic partnerships.