

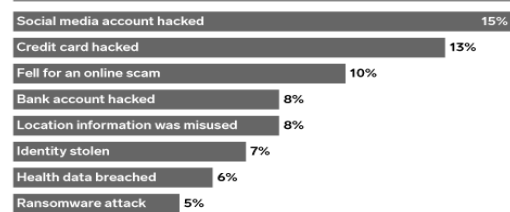
## Purge Proposal

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The widespread use of mobile devices has made them a primary target for data breaches. Hackers often target personal mobile phones to gain access to sensitive information, such as bank account details, credit card numbers, and social security numbers. Despite the high risk, there are no effective mobile security applications that protect against data breaches. This problem can be extremely harmful to both individuals and businesses. A single data breach can result in financial loss, identity theft, and a loss of trust in technology.

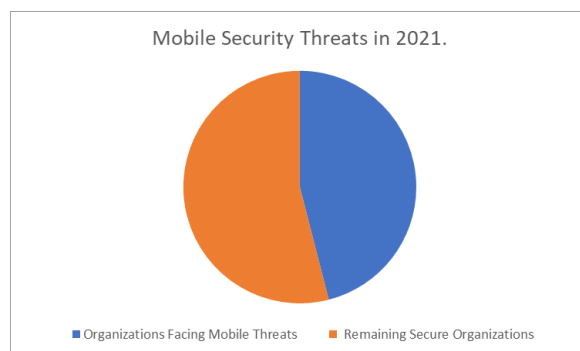
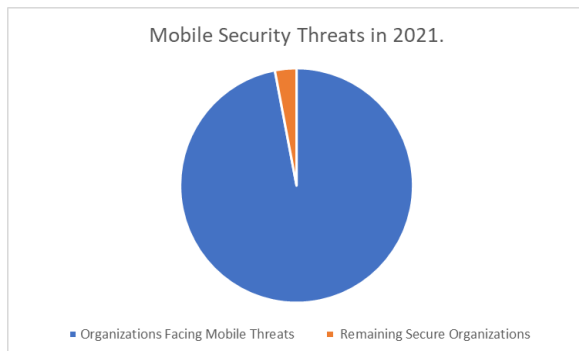
### Types of Security Failures That US Teens/Adults Have Experienced, Q1 2022

% of respondents



Note: ages 14+; in the past year  
Source: Deloitte, "2022 Connectivity and Mobile Trends Survey (3rd Edition): Mastering the New Digital Life," Aug 3, 2022  
277690  
InsiderIntelligence.com

The threat of data breaches on mobile devices are only getting worse. The increase in remote work and mobile device usage during the COVID-19 pandemic has heightened the risk of data breaches. Additionally, Check Point's Mobile Security Report in 2021 found that 97% of organizations faced mobile threats that used various attack vectors. As well as 46% of organizations had at least one employee download a malicious mobile application. As mobile devices become an essential tool for many small businesses, there is an urgent need for mobile security solutions that are accessible and effective.



We propose a solution to the problem of data breaches on mobile devices through an application called Purge. Purge is a mobile security application that offers real-time protection against data breaches. It works by monitoring user activities on their mobile device and alerts them if any suspicious activity is detected. For example, if the device is accessing an unknown website or downloading an unfamiliar app, Purge will immediately send an alert to the user. Additionally, Purge will provide users with a list of security recommendations, such as updating their software or changing their passwords, to reduce the risk of data breaches.

Purge will offer the following features to users:

- Real-time monitoring and alerts: Purge will monitor the user's mobile device in real-time and provide alerts whenever there is any suspicious activity or potential risk of a data breach.
- Recommendations for security updates: Purge will provide users with recommendations for security updates, such as updating their software or changing their passwords, to reduce the risk of data breaches.
- Privacy protection: Purge will provide privacy protection features, such as masking the user's IP address, to help prevent tracking and data collection by third-party apps and websites.
- Wi-Fi network security: Purge will provide security features to protect users when they are connected to Wi-Fi networks, including identifying and blocking malicious networks or devices.



Purge is going to come into many barriers while trying to start up. One of the primary barriers to the success of Purge is competition. There are already several mobile security applications available on the market, and convincing users to switch to Purge may be challenging. Additionally, we will need to ensure that Purge is compatible with a wide range of mobile devices and operating systems, which could require significant development time and resources. Furthermore, educating users about the importance of mobile security and the risks of data breaches is essential to the success of Purge.

We may also face regulatory barriers related to data privacy and security. Compliance with data privacy laws such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) will be a critical aspect of our operations. We will work closely with legal experts to ensure that our application complies with all relevant laws and regulations.

Measuring the success of Purge will be a critical aspect of the application's implementation. Firstly, the number of downloads and active users of the Purge application would be a key indicator of its success. If the app gains a significant number of downloads and users within the first few months of its launch, it would indicate that there is a need for such a solution in the market. Moreover, if the number of active users of the application continues to increase over time, it would demonstrate that the app is effectively addressing the problem of mobile device data breaches and gaining trust among users.

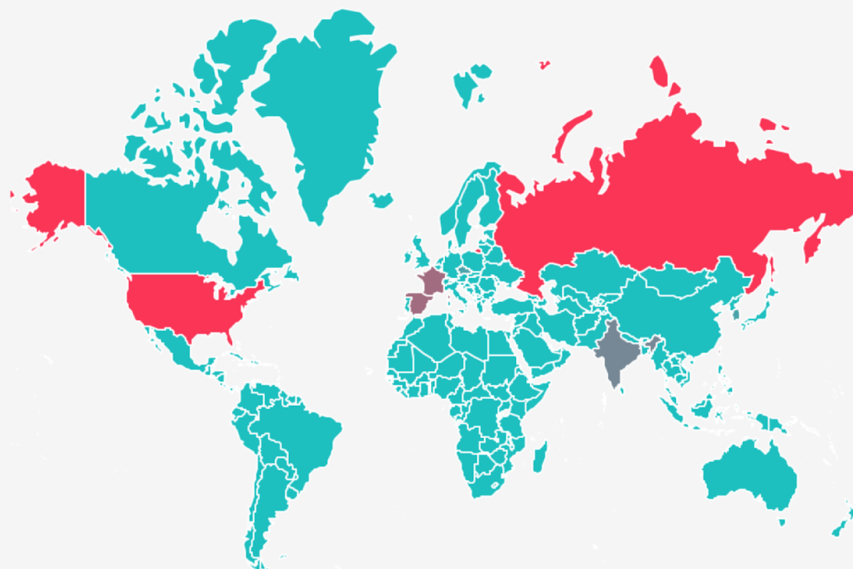
Secondly, the feedback received from users of the Purge application would be another important metric for measuring success. User feedback can be obtained through surveys, reviews on app stores, and other means. Positive feedback indicating that the app is easy to use, effective in protecting data, and provides a sense of security to users would demonstrate the success of the application. Furthermore, feedback can also help identify areas for improvement and guide the

development of future updates to the application. Lastly the number of reported data breaches on mobile devices could be used as a measure of the effectiveness of the Purge application. Measuring the success of Purge will require a multi-faceted approach that takes into account various metrics such as user feedback, number of downloads and active users, reduction in reported data breaches, and financial success. By carefully monitoring these metrics, the Purge team can make informed decisions regarding future updates to the application and ensure that it continues to effectively protect user data from breaches.

In conclusion, data breaches on mobile devices pose a significant threat to individuals and businesses alike. Purge offers a solution to this problem through real-time monitoring, security recommendations, and privacy protection features. While there may be barriers to success, we are committed to addressing them through targeted marketing, development efforts, and compliance with data privacy and security regulations. By measuring our success through user adoption, revenue, and impact on the industry, we aim to make Purge the leading mobile security application and protect users' data from breaches. With Purge we plan on being one of the reasons the amount of breached accounts go down year by year.

## 2023'Q1 saw twice less data breaches than 2022'Q4

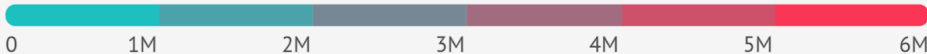
2023'Q1 saw a 48.5% decrease in breached accounts. 41.6M accounts were leaked in total, with 1 account being leaked every second.



# 49%

less breached  
accounts globally in  
2023'Q1 compared  
to 2022'Q4

Breached accounts



## Cited

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