Why Hyperproof?

Committing yourself to an all encompassing new enterprise is a big decision with wide ranging implications that span every area of your life both professional and personal. Doing it a second time directly after 5 years founding a previous startup raises questions. Why throw yourself into it again? Why not step back and take it a little easier? The rational part of your brain spends its time manufacturing reasons to take an easier or safer course. But there is another part of your brain that won't let the rational part of your brain rest. It is always looking for opportunities to improve things, make a very personal impact and perhaps be recognized for it. For me, following this part of your brain enhances the meaning of my life (if not always my finances :). In my case I simply cannot ignore it.

Ok, so then why Hyperproof? Of all the things I and my very talented co-workers can spend time on why are we committing our professional energies to Hyperproof? Three reasons:

1) **Individuals need us.** Increasingly our lives rely upon companies that collect, analyze and monetize data about us. Ten years ago we worried about hackers gaining access to data without our permission. Today we worry about the organizations that do have permission to access our data. What will they do with this data? Can we be confident they will keep their commitments? How do we protect ourselves? With HyperProof we are building an application and platform that will help companies keep the promises they make to all of us. In the future implementing technology like HyperProof will be the surest sign that a company is taking its promises seriously. Failing to implement will have serious consequences on their reputation and business.

2) **Organizations and Companies need us.** In spite of our grandest dystopian fantasies, the vast majority of people working in corporations are as good natured as you and I. They want to do the right thing, but the sprawling infrastructure of large corporations, inflexible rules and corporate politics can potentially get in their way of effectively protecting their stakeholders whether it be customers, partners, shareholders or community members. These individuals need tools like HyperProof to do their best work and build their companies in the most responsible fashion. Hyperproof is very much built on a trust but verify approach. Our system can involve any/every employee in an organization to help reduce risk for the company. At the end of the day the accountability does roll up to the individuals who make the promises that we rely on as customers and stakeholders in these companies.

3) **The time is right.** Oftentimes I am asked, why is now the right time for HyperProof? There are two primary reasons. First, there is a steady of stream of high profile cases where companies haven't been able to steward the data that we have entrusted to them in a responsible fashion. In fact it is now becoming popular to compare the total

fines levied on large companies with their overall revenue since fines are becoming more severe with every passing month. Read some of the postings in our content section to see exactly what I mean. The second reason is the confluence of several important technologies that promise to disrupt the current landscape. The emergence of technologies like Machine Learning, AI and Robotic Process automation present a unique opportunity to automate and simplify the expensive process of documenting and fulfilling important promises and policies. Crypto technology like Blockchain give us the potential to create immutability and build tamper proof repositories of proof. Finally the emergence of open RESTful apis allow a level of integration between backend systems in a way not possible before. All of these technologies create a perfect opportunity to attack a critical and fast growing problem—one that will make all of us more proud of our work and more safe in our personal lives.

Thanks for reading this far. We are very excited about our progress during the first few months of this HyperProof journey. We encourage you to follow our progress here on our site or mail us at info@hyperproof.io with any inquiries. Together we can make organizations of all sizes more accountable, successful and proud. It is a journey worth taking!