Friends of Objective-See

A guide on how to support the Mac Community creators.

https://objective-see.org/

https://twitter.com/objective_see

https://www.youtube.com/channel/objective-see

https://www.linkedin.com/company/objective-see

Friends of Objective-See

We're excited to invite you to our "Friends of Objective-See" support program, which is designed to allow companies to partner with Objective-See to support our vision and the greater Mac community.

Our community is highly engaged and incredibly passionate about Objective-See and Mac security as a whole.

Participation in this program brings a wide range of benefits, designed to connect your company with this Objective-See's passionate community and continue its growth.

As a "Friend of Objective-See" your company will gain unparalleled exposure, your customers will recognize your intrinsic understanding, commitment, and proximity to the cutting-edge of Mac security. Moreover, the passionate community will acknowledge your support and you'll directly further Objective-See's altruistic mission to help Mac users the world over!.

Win win mentality.

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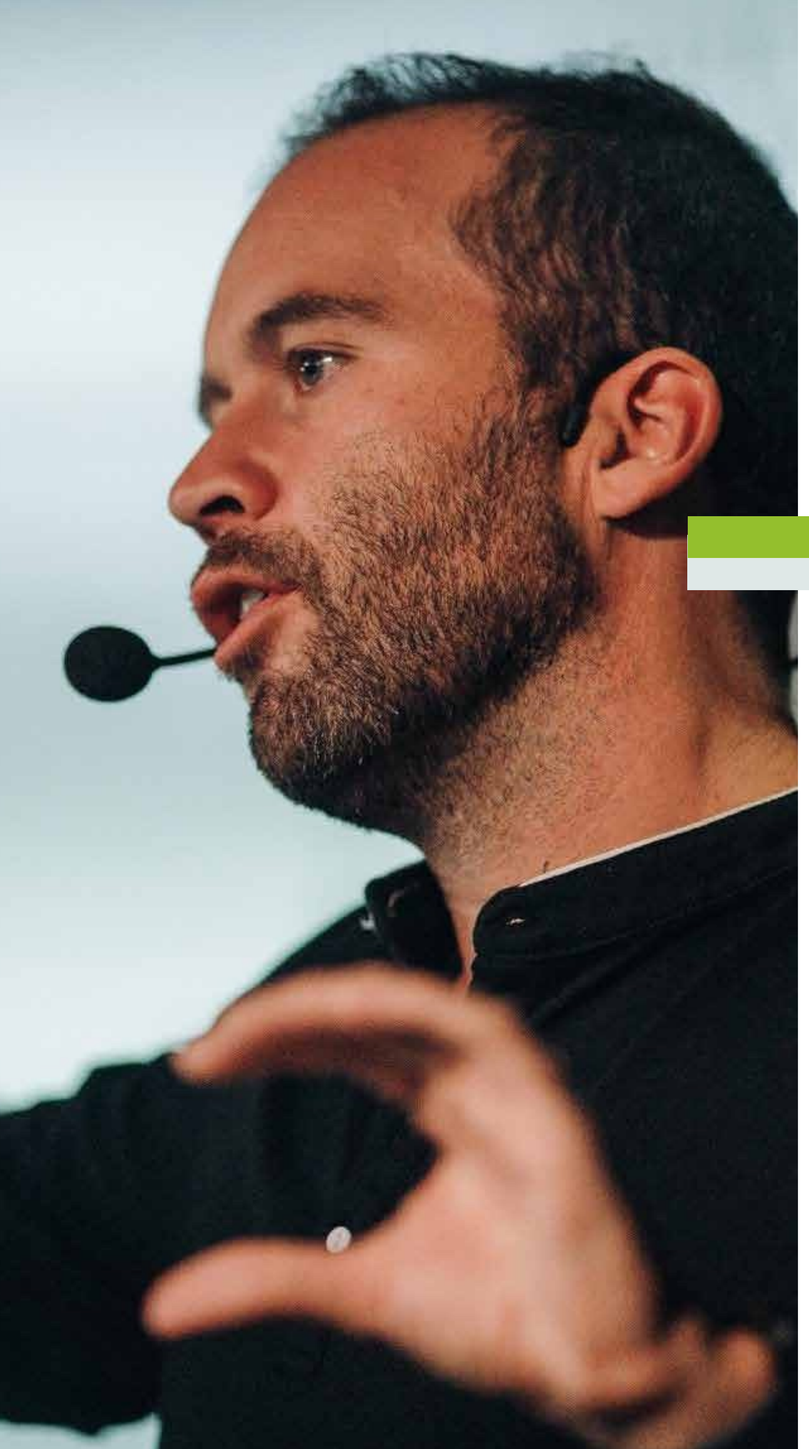
About us



About us

Objective-See is a progressive security company driven by the single desire to protect Mac users and create a collaborative community.

Created with Aloha by Patrick Wardle, all of Objective-See's research and tools are 100% free!

Non-profit

Objective-See, has been oficially recognized by the IRS as a full non-profit charitable 501(c)(3) organization.

We were able to work with a great team of lawyers to file all the required forms, establish a board, and much more. (Turns out, it's quite a process)

This classification perfectly aligns with Objective-See's community focused, non-profit mission. It provides a myriad of benefits to grow and support the community guided by a board of our peers.

This recognition as a 501(c)(3) organization by the IRS provides financial (tax) benefits to the Friends and supporters.

(Standard disclaimer: This material has been prepared for informational purposes only, and is not intended to provide, and should not be relied on for tax, legal or accounting advice. You should consult your own tax, legal and accounting advisors before engaging in any transaction).

Objective by The Sea

Objective By The Sea, is the world's only macOS security conference, which brings together the world's top macOS security researchers and passionate mac users in stunning tropical locations.

Read, An **Ex-NSA Hacker Organized the 1st-Ever Mac Security Conference**.

OBTS Previous iterations

https://objectivebythesea.com/v5/

https://objectivebythesea.com/v4/

https://objectivebythesea.com/v3/

https://objectivebythesea.com/v2/

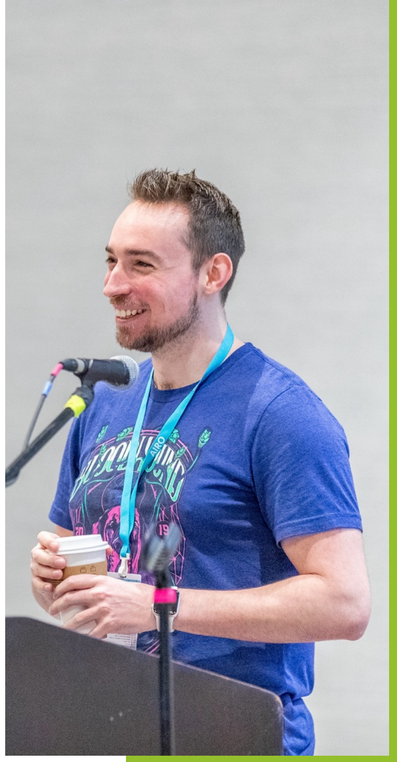
https://objectivebythesea.com/v1/

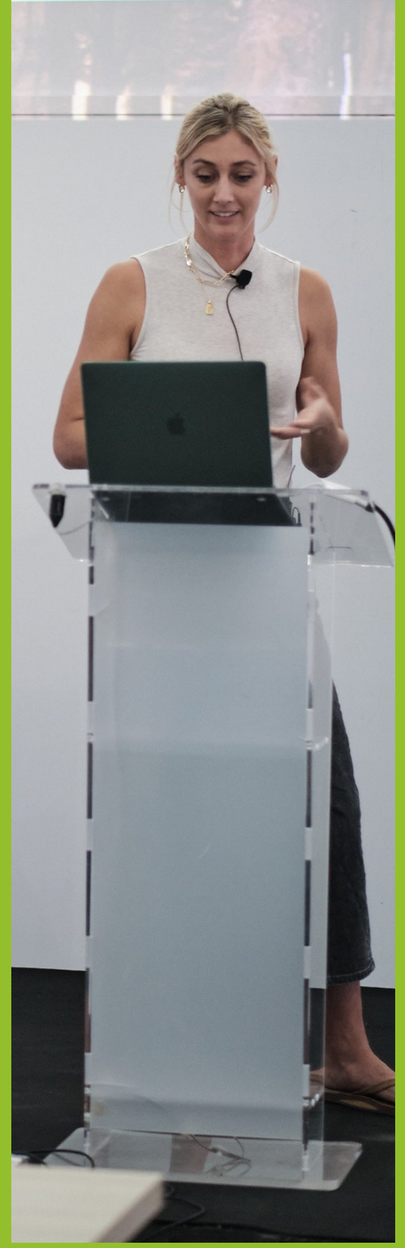
OBTS Conference - Speakers

The conference speakers are the top macOS/iOS security researchers from all over the world who present cutting-edge macOS & iOS security research topics!

We've had speakers from companies such as Google, Facebook, and a myriad of many other major companies.

We also work with and encourage new and/or first time speakers, students to come and present! We strive to build a diverse group of speakers, as we believe diversity massively benefits all. Win win.





OBTS Conference - Attendees

The OBTS conference hosts world-class speakers, and as such, it attracts cyber security passionates, and also many professionals that work for a myriad of different enterprise companies, cyber-security startups, and/or the various governments.

They are either a Mac admin, or on the company's cyber-security team.

OBTS Conference - Community

One of Objective by the Sea's goals was to create a community of passionate security researchers, students, and mac users. Over the years and different versions of our conference, we are proud of the great community we have created.

To foster the community and increase accessibility, the conference doesn't charge a fee for students, local attendees, nor supporters (patrons) of Objective-See.

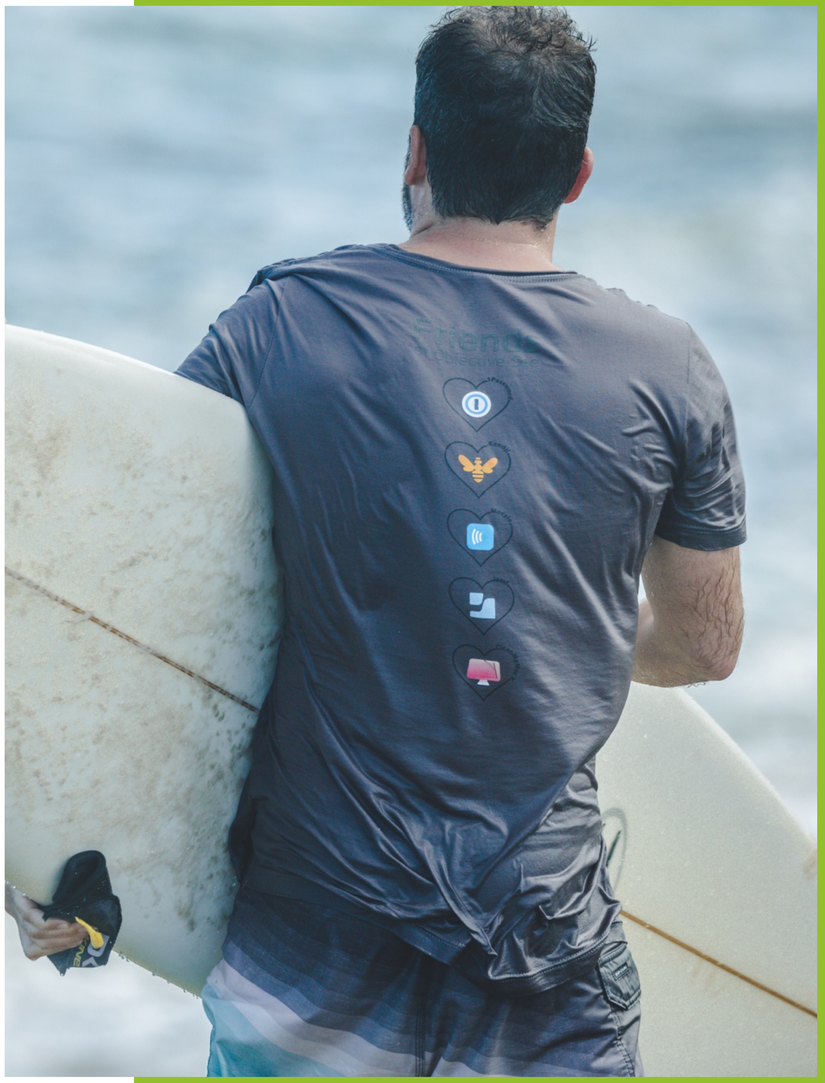
OBTS Training

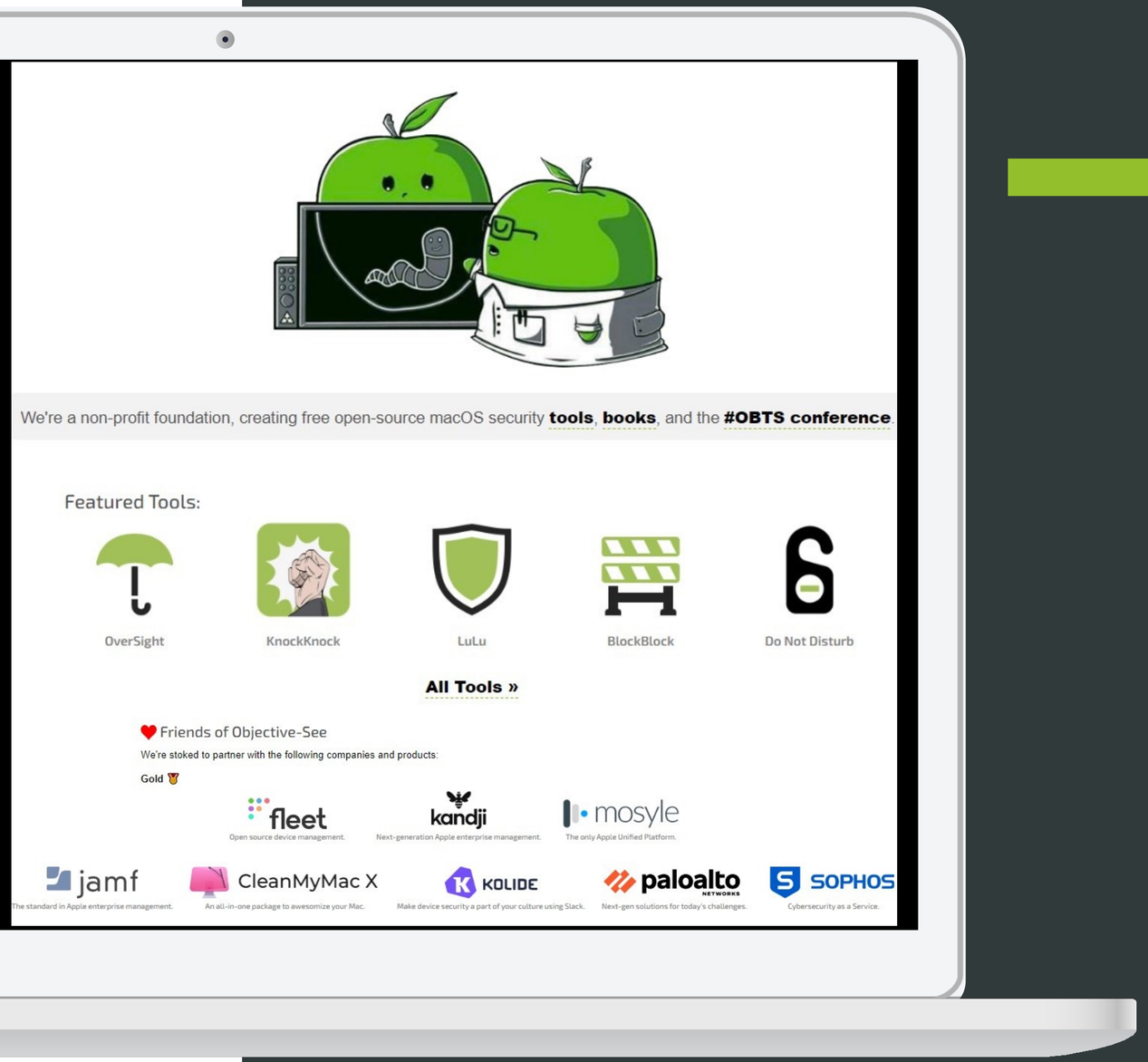
Additionally to our conference talks, Objective by the sea offers a training that, in the past #OBTS iterations, have been sold out. In between our trainees we have had Apple, Zoom and other major companies employees.

As a gold Friend you will have access to one free available seat for the training.

OBTS Conference - Gold Friends

- Sponsored Speakers event
- Sponsored Attendees event
- Sponsored raffle
- One free seat for Patrick's training
- Sponsored Speakers kit: logo on speaker's gift tote bag
- Logo exposure in: Banners, lanyards, website, conference opening and closure, conference swag (t-shirt, tote bag), logo on recorded talks uploaded to our Youtube channel
- Free unlimited conferences invitations for company employees



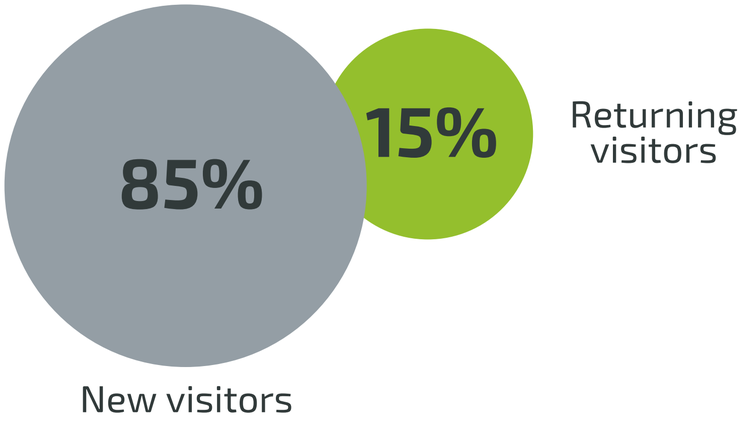


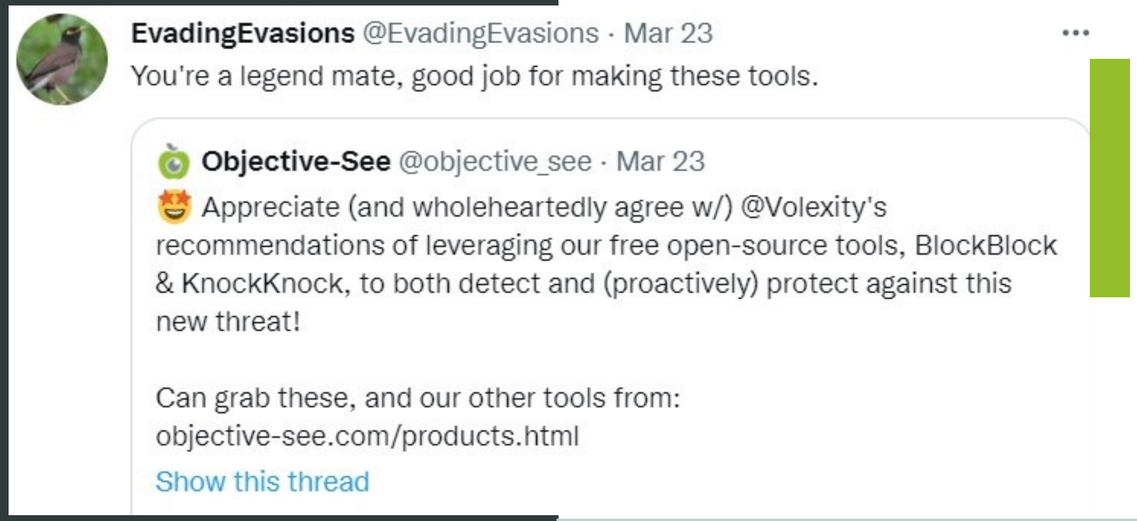
Website

Objective-See's website has been viewed over 5 million times since it's launch

1.021,619

Pageviews for the year 2022, with the majority of visitors being first time users!



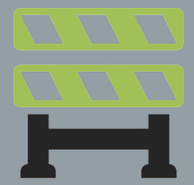


Tools

Objective-See is known for its free, open-source macOS security tools. They protect Mac users around the world, even against novel attacks and are widely regarded as the de-facto security tools for macOS.

Knock Knock

Lulu

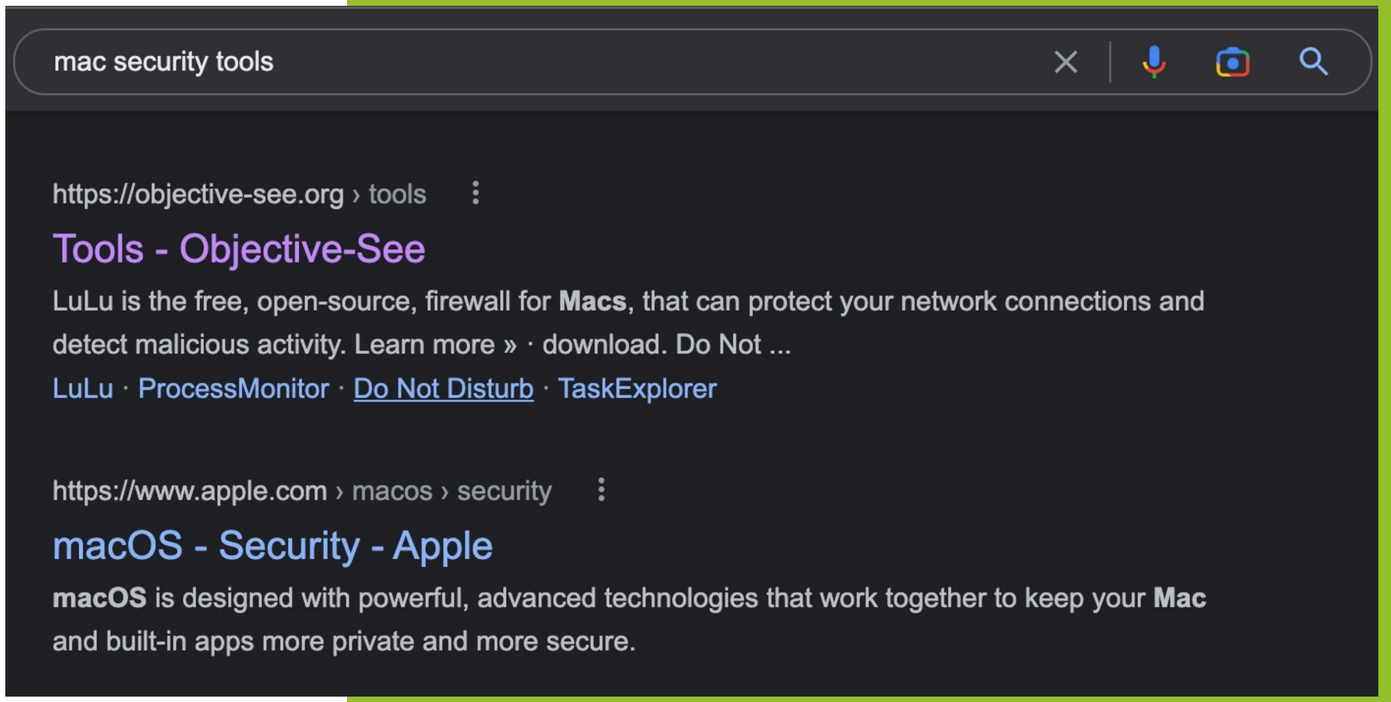


Block Block

Do Not Disturb

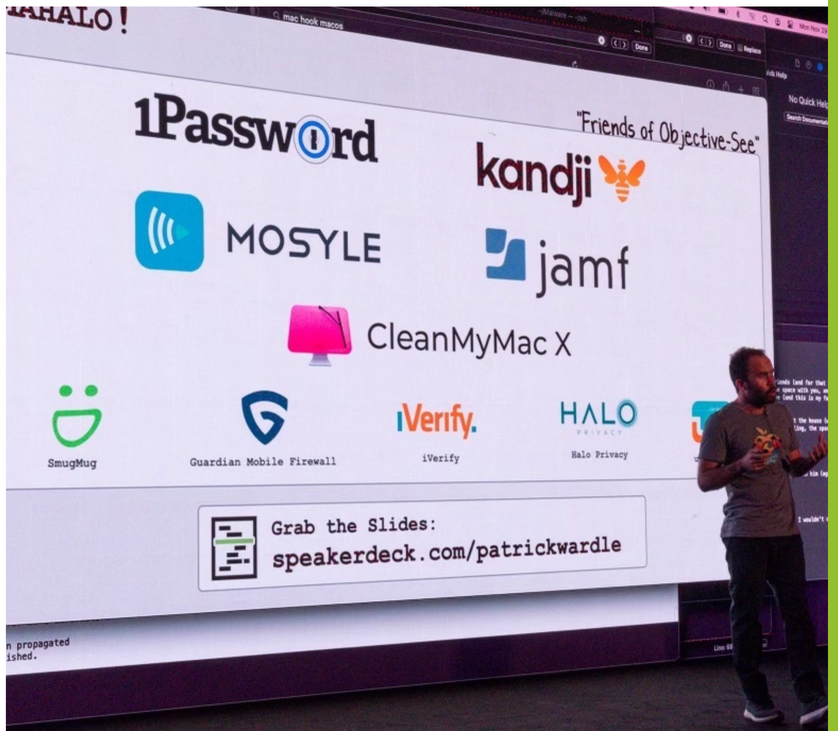
Tools

These tools are quite popular, having been cumulatively downloaded over a million times by users all over the world. As a "Friend of Objective-See" your company name will be displayed on the tool's page as well as during the installation process.



Worldwide conferences

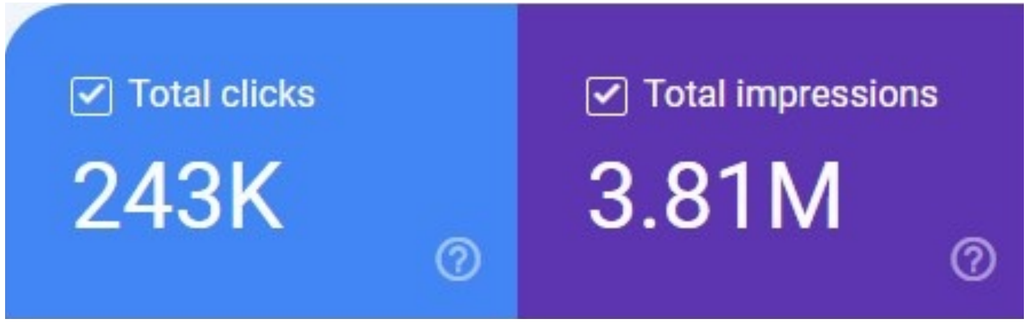
Patrick and Objective-See's research has been and will continue to be featured at many of the world's top cyber-security conferences. These events draw a global audience of passionate cybersecurity professionals, security-aware users and enterprise decision makers.
By sharing novel macOS cybersecurity research, Patrick is able to bring attention to the need for 3rd-party security tools, especially in the enterprise.

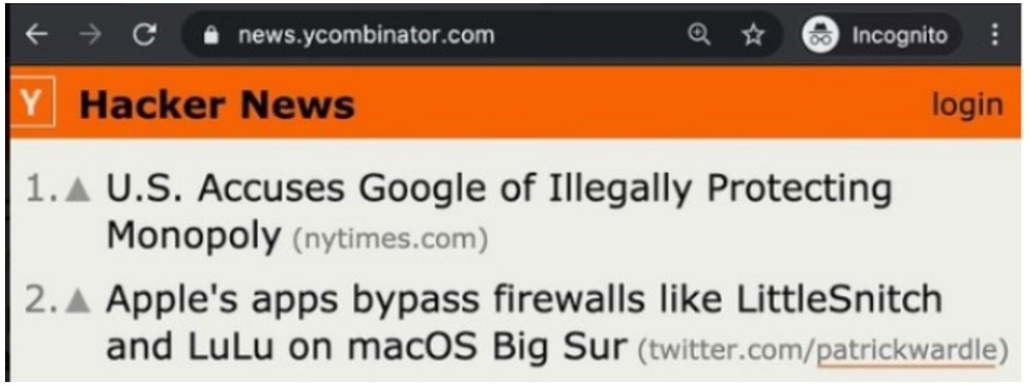


Worldwide conferences

Speaking at such conferences gives Patrick the opportunity to thank and publicly recognize the “Friends of Objective-See”. Your company name and logo will appear both during the talk and the slides presented, providing acknowledgement and positive exposure. Some of these conferences have included: BlackHat, DefCon, RSA, Ekoparty (South America), @Hack (Saudi Arabia), AVAR (Asia), Virus Bulletin (Europe), and more.

Objective-See has the **unique ability to** continually and globally provide unparalleled exposure for the **amazing "Friends" and supporters!**

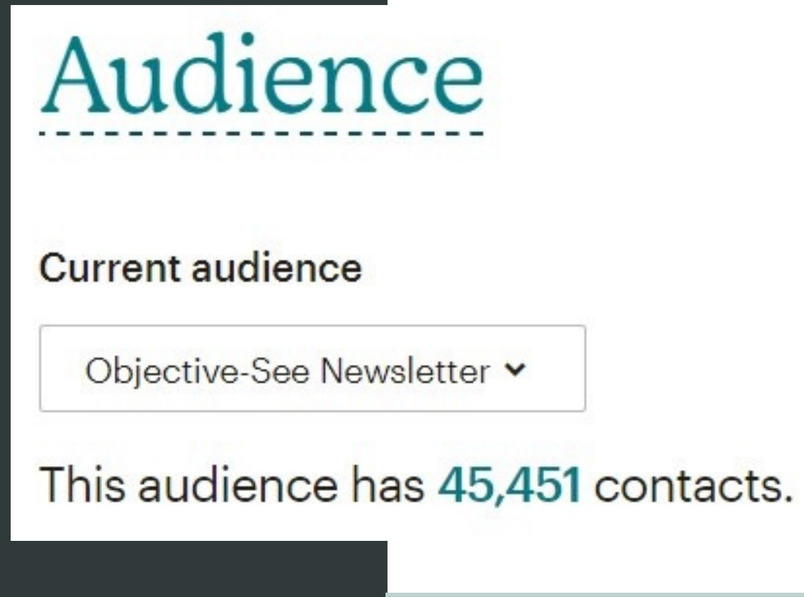




Forbes

Pretty bad, according to Patrick Wardle, an independent security researcher who specializes in macOS and is the author of a book called "The Art of Mac Malware." He also develops a line of free, open-source security tools called Objective-See.

"The problem is worse than the majority of people realize," Wardle said. He described Apple's past marketing messages that "Macs don't get malware" as being "very dishonest."



Social media

Your logo will be exposed in all our vast social networks which includes Twitter, Linkedin, Youtube and Patreon. Many of these followers include respected members of the media, infosec professionals, and other security researchers.

50k+ Followers

500+ Connections

1000+ Subscribers

1900+ Patrons

"If you think about it, at least in the U.S., the majority of the critical infrastructure is both owned and operated by the private sector," Patrick Wardle, a former National Security Agency hacker and founder of mac OS security company Objective-See, told Yahoo Finance Live (video above). "So I think it's really a no brainer for the government... to bring the private sector and figure out ways to collaborate and work together to address this ever-growing threat."

President Biden echoed Wardle's sentiment at Wednesday's meeting, stating: "The reality is, most of our critical infrastructure... is owned and operated by the private sector, and the federal government can't meet this challenge alone. So I've invited you all here today because you have the power, the capacity, and the responsibility, I believe, to raise the bar on cybersecurity."

News

Patrick is constantly featured in cybersecurity news/podcasts/interviews all over the world for his research and insight.

Some of the appearances of 2022 were, Finance Yahoo, Forbes, Apnews, The Guardian and Intego.

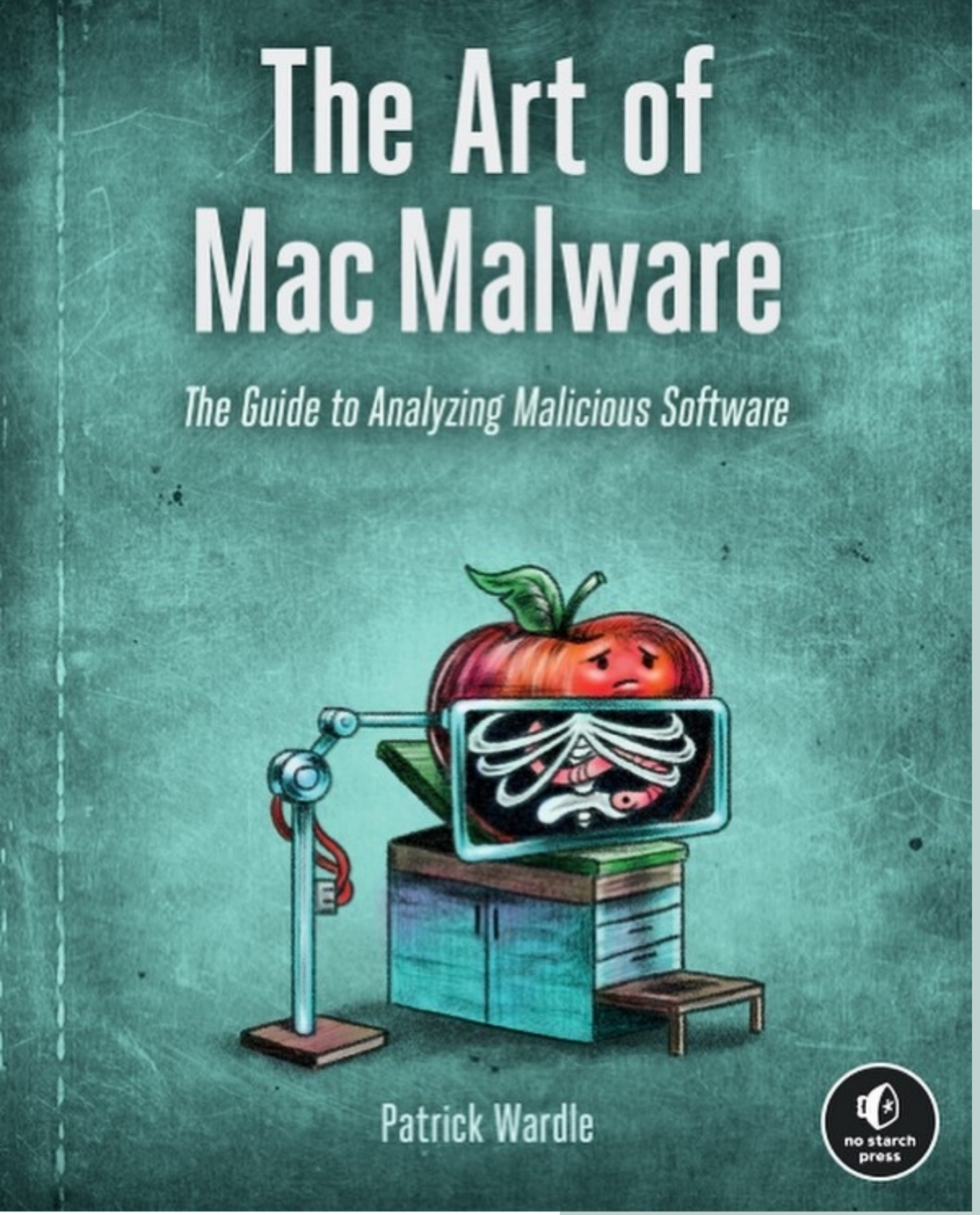
Such media coverage links back both to the Objective-See sites and social media, bringing a massive influx of traffic which results in more exposure to our "Friends".

Newsletter
Blog
Report

Objective-see's newsletter has ~45,000 subscribers, and cumulatively they have been opened and viewed over 250,000 times.

Objective-See's blog is seen as the de-facto macOS security blog on the internet. Moreover, it is often the first site to detail new macOS security issues and emergence of new Mac malware. And often gets picked up globally by publications such as Wired and Der Spiegel.
Some posts have proven incredibly popular, with over a 100,000 views.

Each year, Objective-See puts together a report, comprehensively covering all the new Mac malware for the year. "Friends of Objective-See" will be featured as supporters of this research



Book "The Art of Mac Malware"

Patrick has launched the first part of "The Art of Mac Malware" book series.
It provides a comprehensive (free!) community resource.
The book highlights the "Friends of Objective-See", on the front page of its dedicated website www.taomm.org

Moreover, Objective-See has partened with NoStarch to bring alive a printed version of the first book, where the "Gold Friends" have been featured!. If you partner with Objective-See, the printed version of the second book will again feature our "Gold Friends".

Periodically Reports

Objective-See periodically will put together a report for Gold level friends, that will include a variety of information including our websites, social networks, newsletter and blog performance as well as presence on media, latest Objective-See's news and more.

Objective-We

Exclusive for Platinum tier friends

Objective-We is a program to encourage diversity in the macOS and iOS community. It covers a myriad of actions designed with seniors in the space for minorities who desire to empower and/or develop their career. Such actions include:

Mentorships

Students scholarships

Fundings for senior researchers

Seniors Masterclasses

And more...

Level Breakdown

PERKS

As a “Friend” your company will be widely and continually recognized, in a variety of ways! A few are listed in the following chart

	BRONZE	SILVER	GOLD	PLATINUM
Recognition on the front page of Objective-See.com	X	X	X	X
Recognition on the front page of "The Art of Mac Malware" book site	X	X	X	X
Recognition at the "Objective by the Sea" (OBTS) conference front page	X	X	X	X
Recognition on OBTS banners	X	X	X	X
Recognition via Twitter ~51K (@patrickwardle & @Objective_See accounts)	X	X	X	X
Recognition on slides, at Patrick's conference talks	X	X	X	X
Recognition on Patreon		X	X	X
Tools mention ('About' window / installer/splash screen window)		X	X	X
Recognition via newsletter (~45K) and all blog posts		X	X	X
Recognition on OBTS branding: swag / badge / talk recordings on Youtube			X	X
OBTS: unlimited conference invitations, one free training spot			X	X
Recognition in the (soon to be) printed version fo "The Art of Mac Malware"			X	X
Periodic updates			X	X
Supporter of the Objective-We project				X

Rates

GOLD level
$10,000 monthly

5% discount on a six month commitment
10% discount on a one year commitment

SILVER level
$5,000 monthly

BRONZE level
$2,500 monthly

Exclusive for the Objective-We project supporters

PLATINUM level
$120,000 (6 months)

Available only for a minimun of a 6 month commitment
10% discount on a one year commitment

Join us!

Objective-See

We would be stoked to partner
with your company and build a
long-term win win relationship

https://objective-see.org/

https://twitter.com/objective_see

https://www.youtube.com/channel/objective-see

https://www.linkedin.com/company/objective-see