



Friends of **Objective-C**

A guide on how to support the Apple
Security community creators



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 Apple- Security community.

Our community is highly engaged and incredibly passionate about Objective-See and Apple- Security 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 Apple 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.

Content / Perks



About us



Non-profit



Objective
by The Sea



Website



Tools



Worldwide
conferences



Newsletter
blog



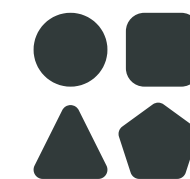
Media



Book



Periodically
report



Objective
-We



Level
Breakdown



Rates

About us



A man with a beard and short dark hair is shown in profile, facing left. He is wearing a black shirt and has a small black microphone clipped to his shirt. His right hand is raised, with fingers slightly curled, as if gesturing while speaking. The background is a plain, light blue wall.

About us

Objective-See is a progressive security non-profit Foundation 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 and open source!

Non-profit



Objective-See, has been officially 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 (#OBTS), is the world's only Apple-Security conference, which brings together the world's top researchers and passionate apple devices users in stunning tropical locations.

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





#OBTS

Previous iterations

<https://objectivebythesea.com/v7/>

<https://objectivebythesea.com/v6/>

<https://objectivebythesea.com/v5/>

<https://objectivebythesea.com/v4/>

<https://objectivebythesea.com/v3/>

<https://objectivebythesea.com/v2/>

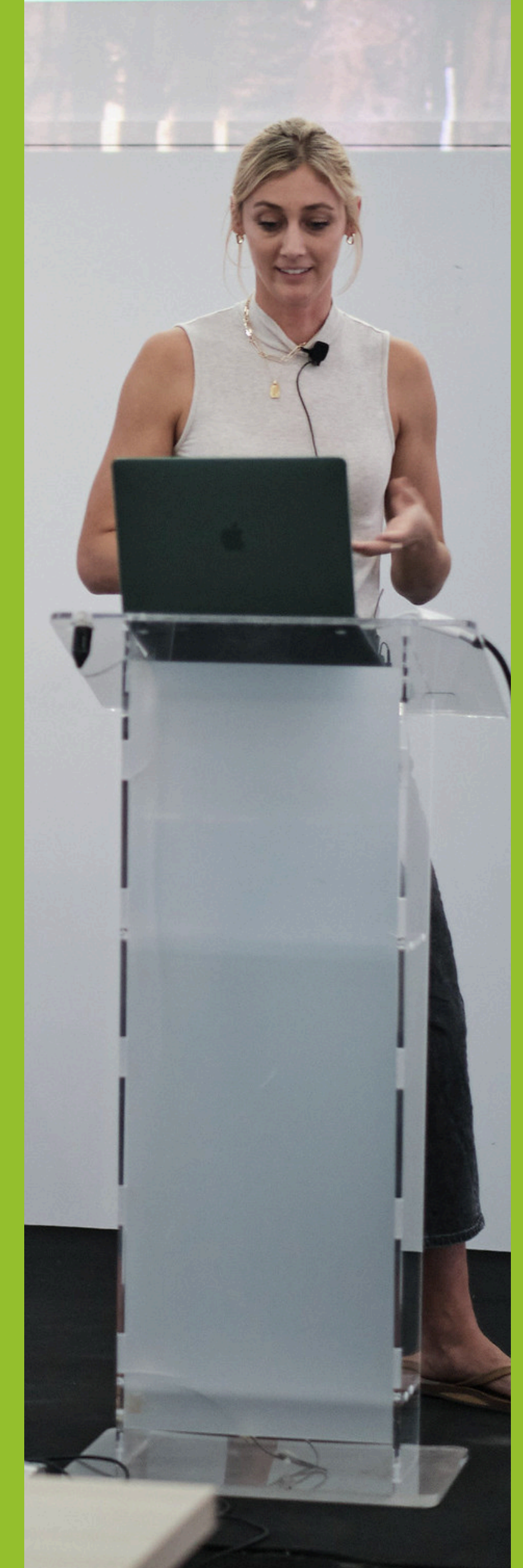
<https://objectivebythesea.com/v1/>

#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 charges only a minimal fee for those unable to pay, including independent attendees, students, local attendees, and others.



#OBTS Trainings

Additionally to our conference talks, Objective by the sea offers trainings that, in the past #OBTS iterations, have been sold out.

In between our trainees we have had Apple, Zoom and other major companies employees.

#OBTS Conference - Gold & Platinum Friends

Some of the perks of being a gold or a platinum friend for #OBTS include:

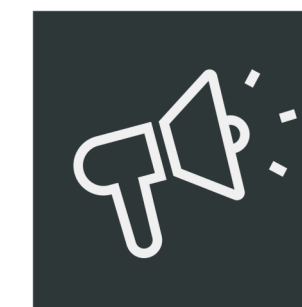
- One free seat for Patrick's training (extra seats for a discounted rate).
- Logo display on: banners, lanyards, website, conference opening and closure, conference swag, recorded talks uploaded to our YouTube channel.
- Free unlimited conferences invitations for company employees.





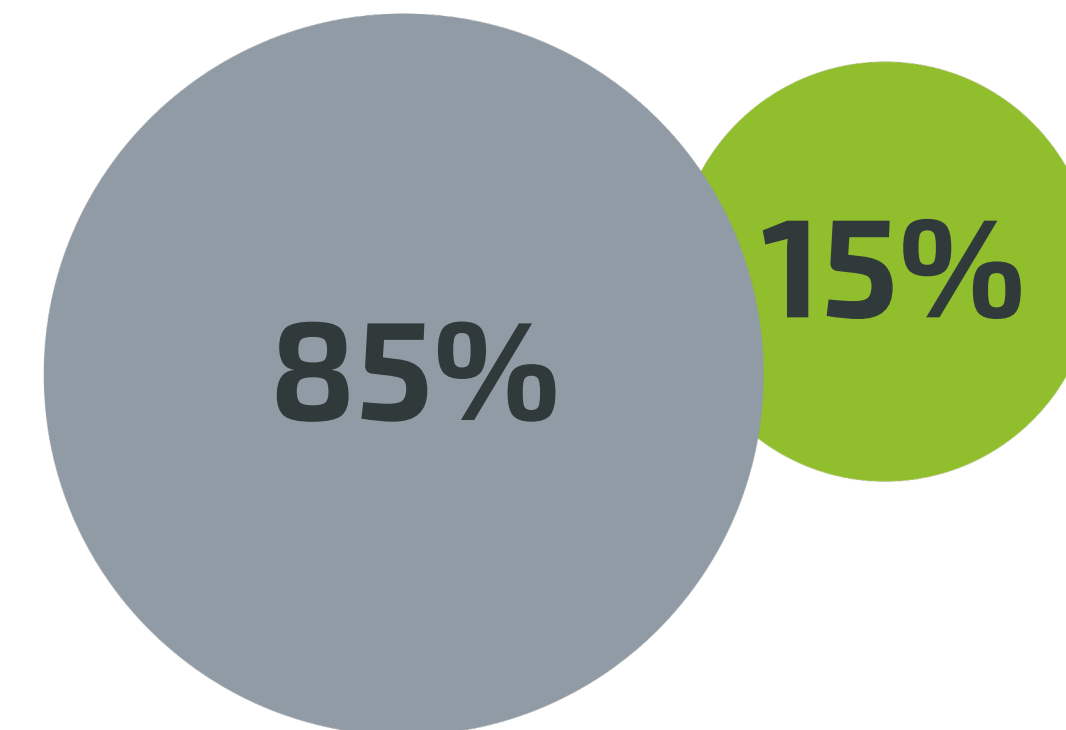
Website

Objective-See's website has been viewed over 7 million times since it's launch



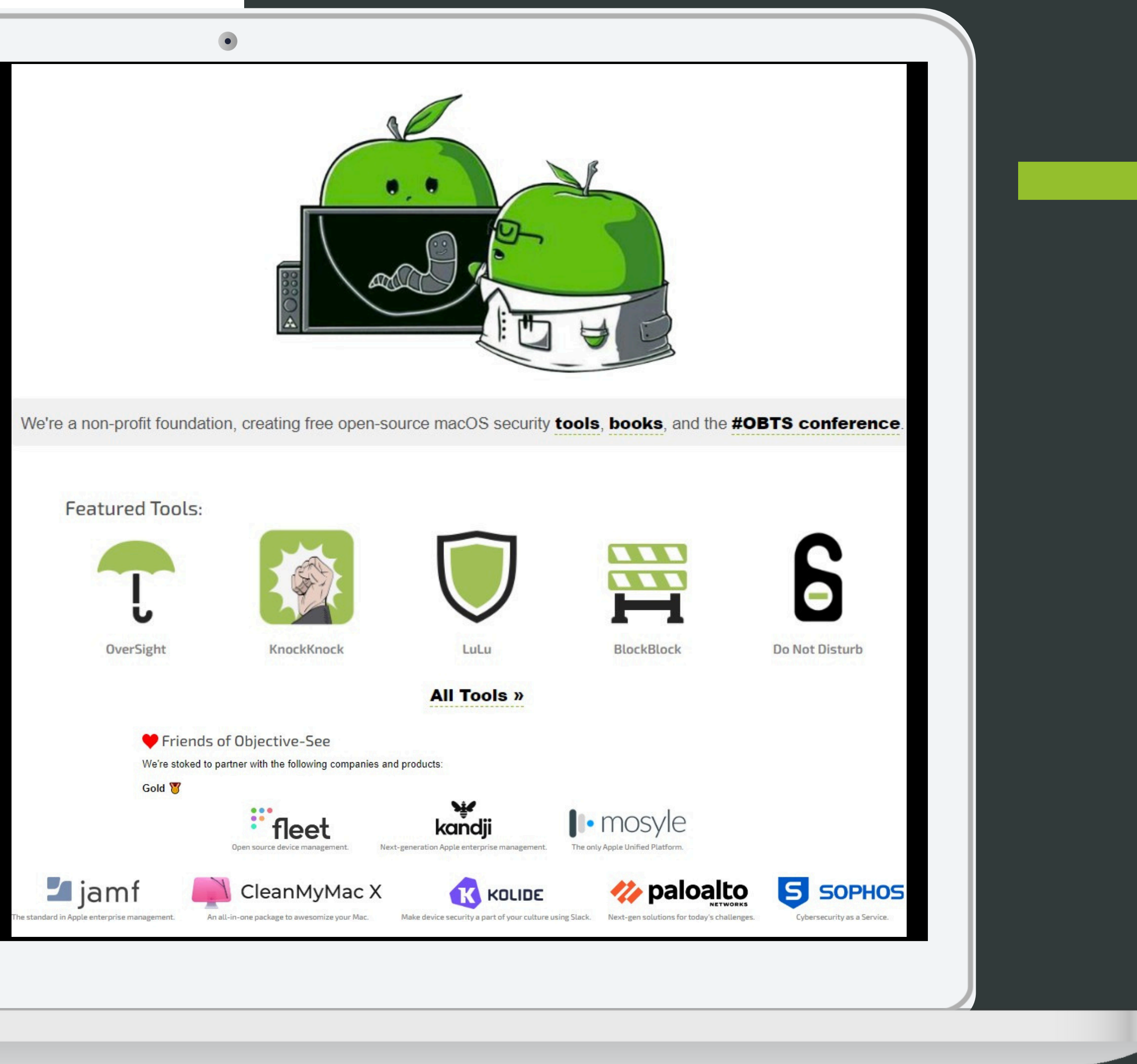
25.000

Pageviews per week, with the majority of visitors being first time users!



New visitors

Returning visitors





EvadingEvasions @EvadingEvasions · Mar 23

You're a legend mate, good job for making these tools.



Objective-See @objective_see · Mar 23

👏 Appreciate (and wholeheartedly agree w/) @Volexity's recommendations of leveraging our free open-source tools, BlockBlock & KnockKnock, to both detect and (proactively) protect against this new threat!

Can grab these, and our other tools from:
objective-see.com/products.html

[Show this thread](#)

Tools

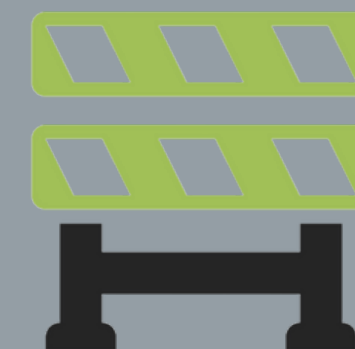
Objective-See is known for its free, open-source macOS security tools. They protect Mac users around the world, even against novel attacks and are widely regarded as the de-facto security tools for macOS.



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.

Mac Informer awards



mac security tools

<https://objective-see.org> › tools

Tools - Objective-See

LuLu is the free, open-source, firewall for **Macs**, that can protect your network connections and detect malicious activity. [Learn more »](#) · [download](#). [Do Not ...](#)

[LuLu](#) · [ProcessMonitor](#) · [Do Not Disturb](#) · [TaskExplorer](#)

<https://www.apple.com> › macos › security

macOS - Security - Apple

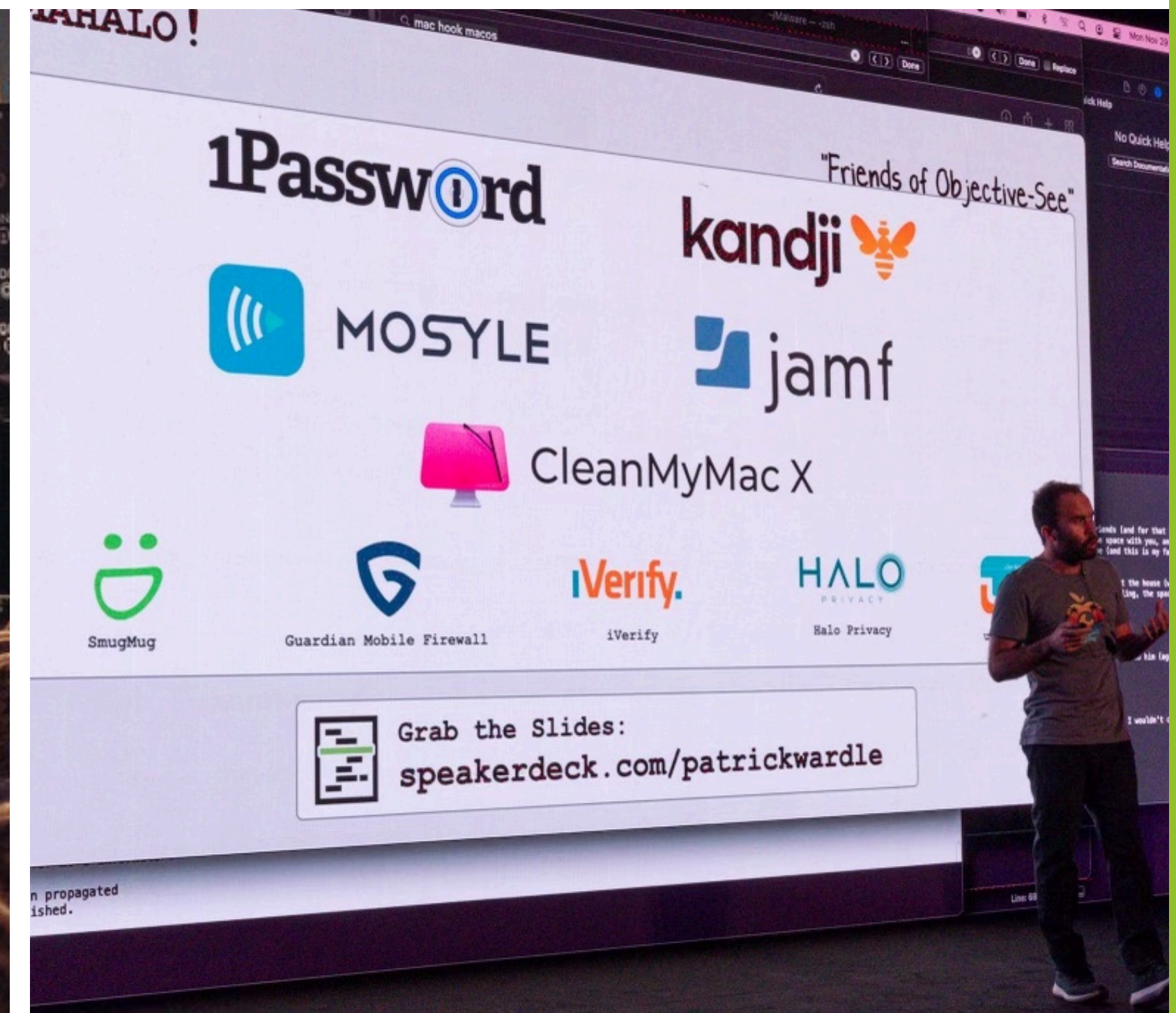
macOS is designed with powerful, advanced technologies that work together to keep your **Mac** and built-in apps more private and more secure.

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.

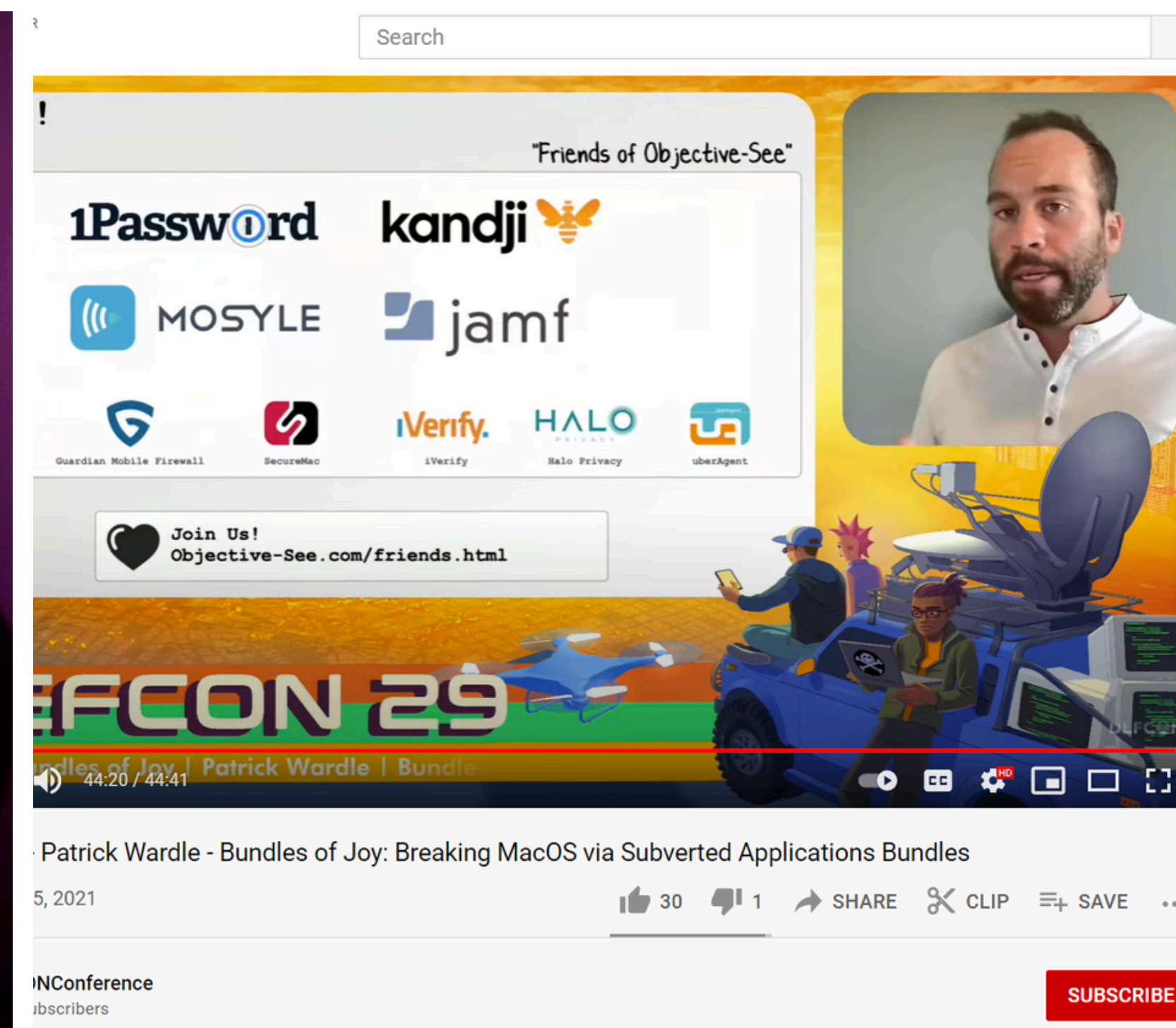
By sharing novel macOS cybersecurity research, Patrick is able to bring attention to the need for 3rd-party security tools, especially in the enterprise.



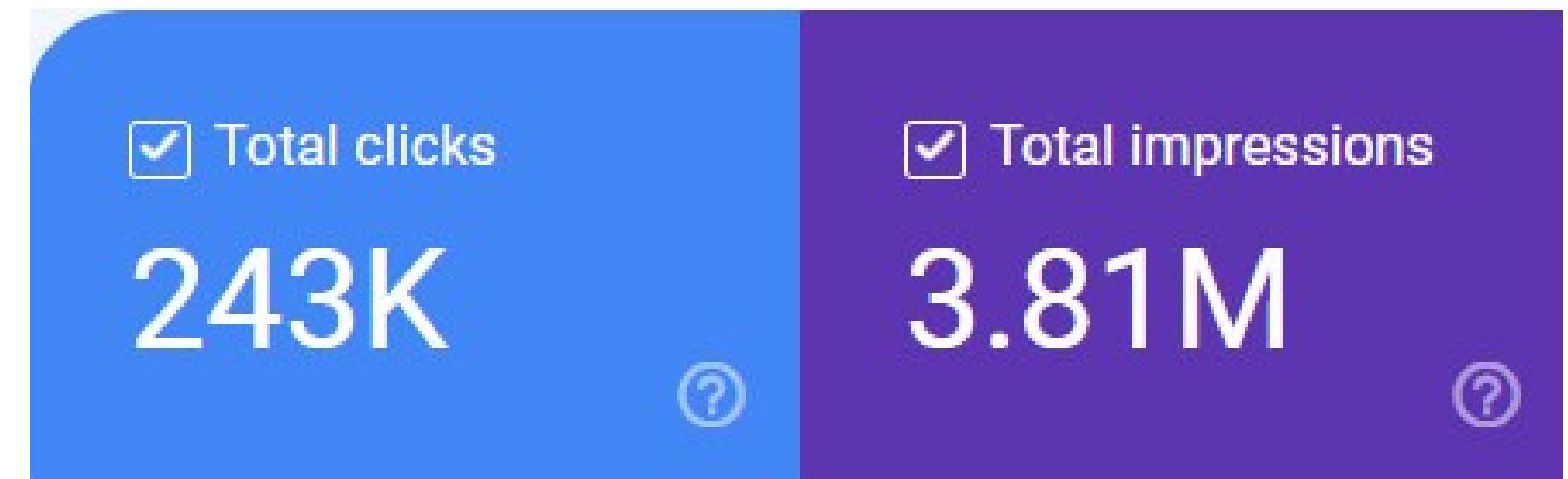
Worldwide conferences



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.”

Audience

Current audience

Objective-See Newsletter ▼

This audience has **45,451** contacts.

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



1800+ 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

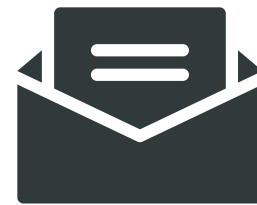
Patrick is constantly featured in cybersecurity news/podcasts/interviews all over the world for his research and insight.



Some of the appearances include: Finance Yahoo, Forbes, AP news, 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 300,000 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.

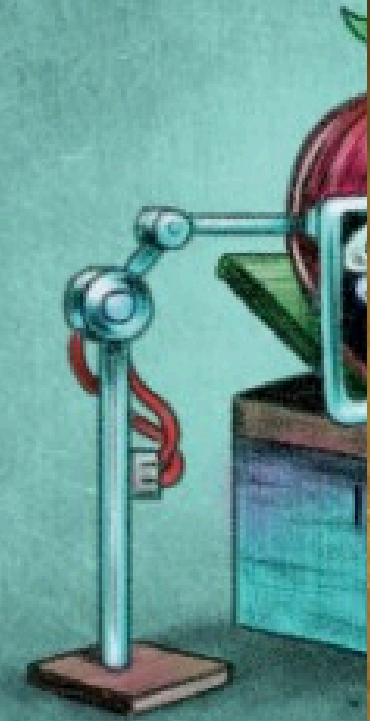
Some posts have proven incredibly popular, with over a 100,000 views.



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

The Art of Mac Malware

The Guide to Analyzing Malicious Software



Patrick

VOLUME 2

The Art of Mac Malware

Detecting Malicious Software



Patrick Wardle



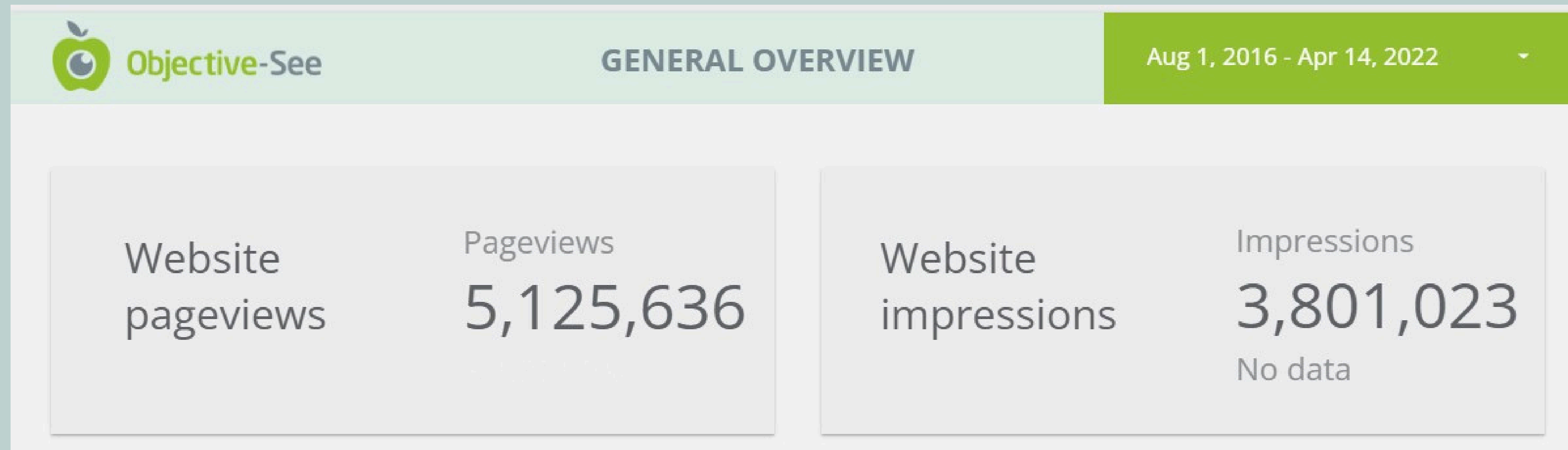
Book "The Art of Mac Malware"

Patrick Wardle's book series, including his first title which reached the #1 spot on Amazon, represents a significant educational resource on Mac security and malware analysis. By supporting Objective-See and becoming a Friend of the foundation, you'll not only help keep these valuable materials, already available as free digital downloads, accessible to the global cybersecurity community, but also gain valuable visibility. As a "Friend", your company will be highlighted on the books' website, www.taomm.org, aligning you with industry-leading expertise and a well-respected authority in Mac security.

Periodically Reports



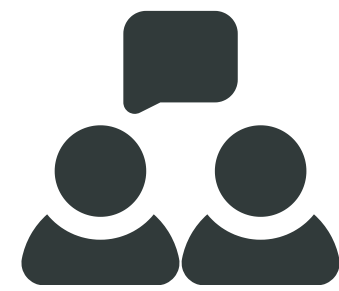
Objective-See periodically will put together a report for Gold level friends, that will include a variety of information including our websites, social networks, newsletter and blog performance as well as presence on media, latest Objective-See's news and more.



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:



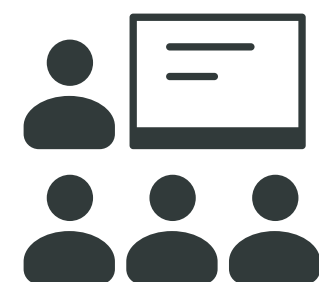
Mentorships



Students scholarships



Fundings for senior researchers



Objective for the We (#OFTW) event
<https://objective-see.org/we.html>

And more...



Students' feedback: #OFTW v1.0 & v2.0



Nikolis T. • 2nd

Jamf Certified Expert (400) | 🍏(Apple) & ☁️ SaaS fluent

2w • 🌐

Incredibly thankful for the opportunity to attend Objective-See Foundation, Inc's first #OFTW conference, learn from threathunters at Kandji, and hear from other industry experts.

It was a jam packed two days diving into labs and working with tools used to research everything from cryptojacking, all the way up to APT malware.

I met an amazing group of diverse people, and am super excited to keep in touch with them.

I really cannot express how amazing the opportunities that Patrick Wardle & Andy Rozenberg coordinated. Thank you both!



Olivia Gallucci (She/Her) • 1st

Offensive Security Engineer | MBA Candidate | Honors Security + CS @ RI...

2d • 🌐

Objective by the We 2.0 in Kyiv, Ukraine was amazing! 🇺🇦 🍏

Thank you [Objective-See Foundation, Inc](#), [MacPaw](#) 🇺🇦, [Moonlock](#), and [CleanMyMac Business](#); I am so inspired by the work you do, and am so grateful you put this event together.

I made so many new friends, and learned a ton. Special thanks to my new friend from the conference, [Daryna Horbacheva](#), for generously showing me around the city and saving me from a few tricky situations—you're a gem!

Lastly, I would love to thank [Andy Rozenberg](#) and [Patrick Wardle](#), who helped organize the conference and communications about the event.

I hope to see everyone again soon! Stay safe. ❤️

[#OBTW](#) [#OBTS](#) [#Security](#) [#MacPaw](#)

Level Breakdown

PERKS

As a “Friend” your company will be widely and continually recognized, in a variety of ways!

BRONZE

Recognition on the front page of Objective-See.org

Recognition on the front page of "The Art of Mac Malware" book site

Recognition at the "Objective by the Sea" (#OBTS) conference front page

Recognition on the #OBTS banners

Recognition via Twitter ~55K (@patrickwardle & @Objective_See accounts)

Recognition on slides, at Patrick's conference talks

SILVER

All BRONZE perks +

Recognition on Patreon

Tools mention ('About' window / installer/splash screen window)

Recognition via newsletter (~45K) and all blog posts

Discounted seat for Patrick's #OBTS training

2 free of charge #OBTS tickets

GOLD

All SILVER perks +

Recognition on #OBTS branding: swag / badge / talk recordings on Youtube

#OBTS: unlimited free of charge conference tickets,

One free of charge seat for Patrick's #OBTS training

Recognition in the second printed version of "The Art of Mac Malware"

PLATINUM

All GOLD perks +

Supporter of the Objective-We program and host of the #OFTW event

Periodic updates



Rates

GOLD level
\$10,000 monthly



SILVER level
\$5,000 monthly



BRONZE level
\$2,500 monthly



Exclusive for the Objective-We initiative supporters

PLATINUM level
\$120,000 (6 months)



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

5% discount on a six 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>

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
Discounted seat for Patrick's #OBTS training + 2 free #OBTS tickets		X	X	X
Recognition on OBTS branding: swag / badge / talk recordings on Youtube			X	X
OBTS: unlimited conference invitations, one free training seat			X	X
Recognition in the second printed version of "The Art of Mac Malware"			X	X
Periodic updates				X
Supporter of the Objective-We program and the #OFTW event				X