



A Certified Service Disabled Veteran-Owned Small Business



***Cyber Security  
Media Monitoring  
Monitoring, Evaluation and Learning  
Polling***

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## Combining Behavioral Science and Computer Science to Protect Data

Comprehensive protection:

**Phishkill** – Shown to reduce susceptibility to social engineering attacks by over 80%.

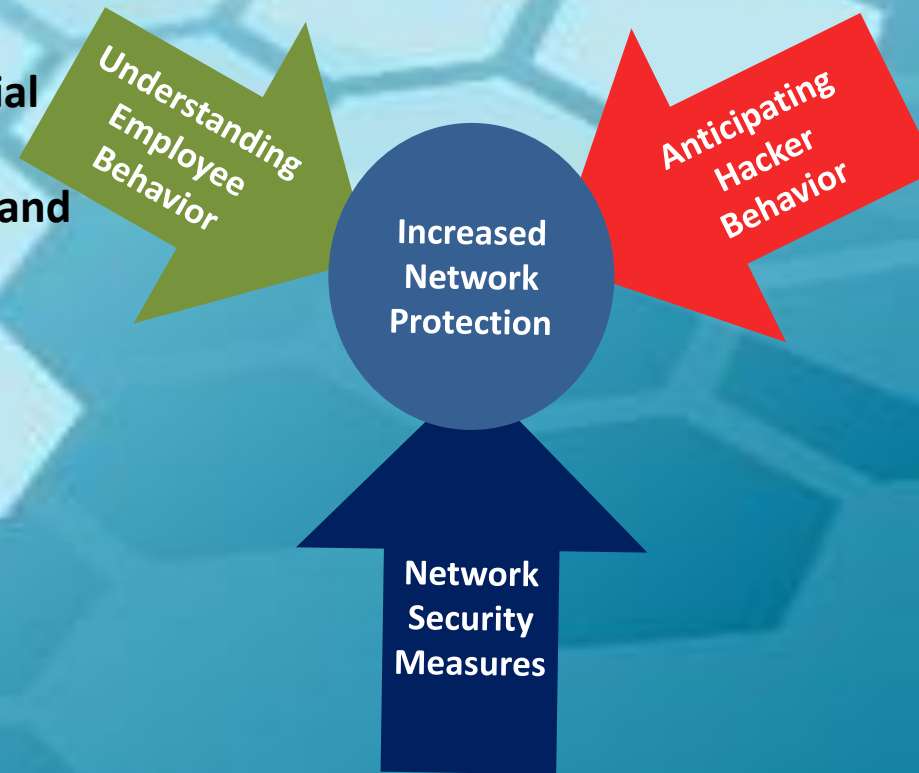
- Comprehensive Risk Assessments to understand employee behavior and modify it through training and rewards
- Active defenses through password and penetration testing

**Tigerphish** – Mitigate damage if a breach occurs

- ID hardware and software vulnerabilities
- Structure data to minimize accessibility
- Security Policy analysis

**Cleanphish** – Get back to full operations quickly

- Intrusion detection
- Incident response
- Recovery and remediation



Current and Recent Clients  
US Cyber Command

## Rigorously Measuring Program Effectiveness in Real Time

### Evaluate Theory of Change

“Are we doing the right things?”

#### Analysis Factors

- Development Outcomes
- Logic Trace
- Historical Successes/Challenges
- Cultural Appropriateness
- Resource Allocation
- Stakeholders
- ID Explicit and Implicit Assumptions
- Integration/Interaction With Other Programs
- Absorption Rate and Required Threshold

Focused,  
Collectible,  
Objective  
Measures of  
Performance  
and  
Effectiveness

### Performance and Impact Evaluations

“Are we doing things right?”

#### Baseline and Longitudinal Monitoring

- Program Design
- Resource Allocation
- Attitudes, Beliefs, and Behavior
- Program Effectiveness
- Counterfactual Analysis
- Comparison With Expected Improvement Curve

#### Current and Recent Clients

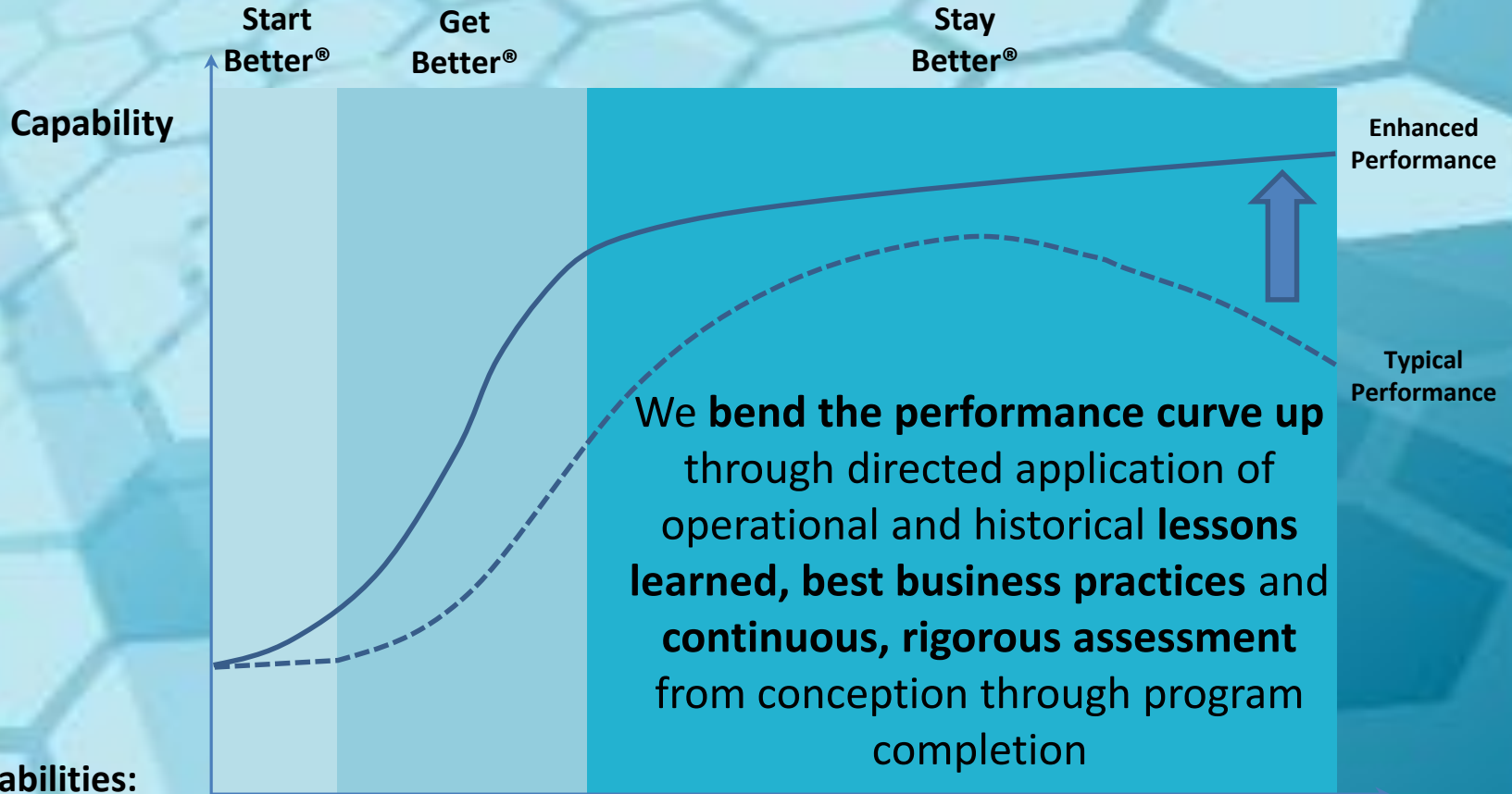
Joint Staff J7

US Special Operations Command  
Broadcasting Board of Governors

#### Tools

- In-country network development
- Direct and Indirect Observation
- F2F and Remote Surveys
- Focus Groups
- Advanced Statistical Analysis
- Curated Data and Reports
- Economic Assessments
- Social Assessments
- Direct Observation

## Continuous Learning Structured Performance Improvement



**Capabilities:**

- Ops Research Analysis
- Lessons Learned
- Effects Assessment
- Coaching
- Individual Training
- Collective Training

Planning -----> Training -----> Deployment -----> Delivery-----> Completion

**Current and Recent Clients:**

- Joint Staff J7
- US Special Operations Command
- Broadcasting Board of Governors
- Department of Veterans Affairs

## Media Monitoring Enabling Better Decisions

- 7,500+ Government Websites
- 40,000+ News Sites
- 5,000+ Think tanks, Advocacy Groups, Trade Associations.
- 200,000+ Online Blogs
- Facebook, YouTube, Twitter and regional equivalents (vKontakt, etc.)

Human-guided,  
context-sensitive,  
search

Tailored analysis to  
inform decisions

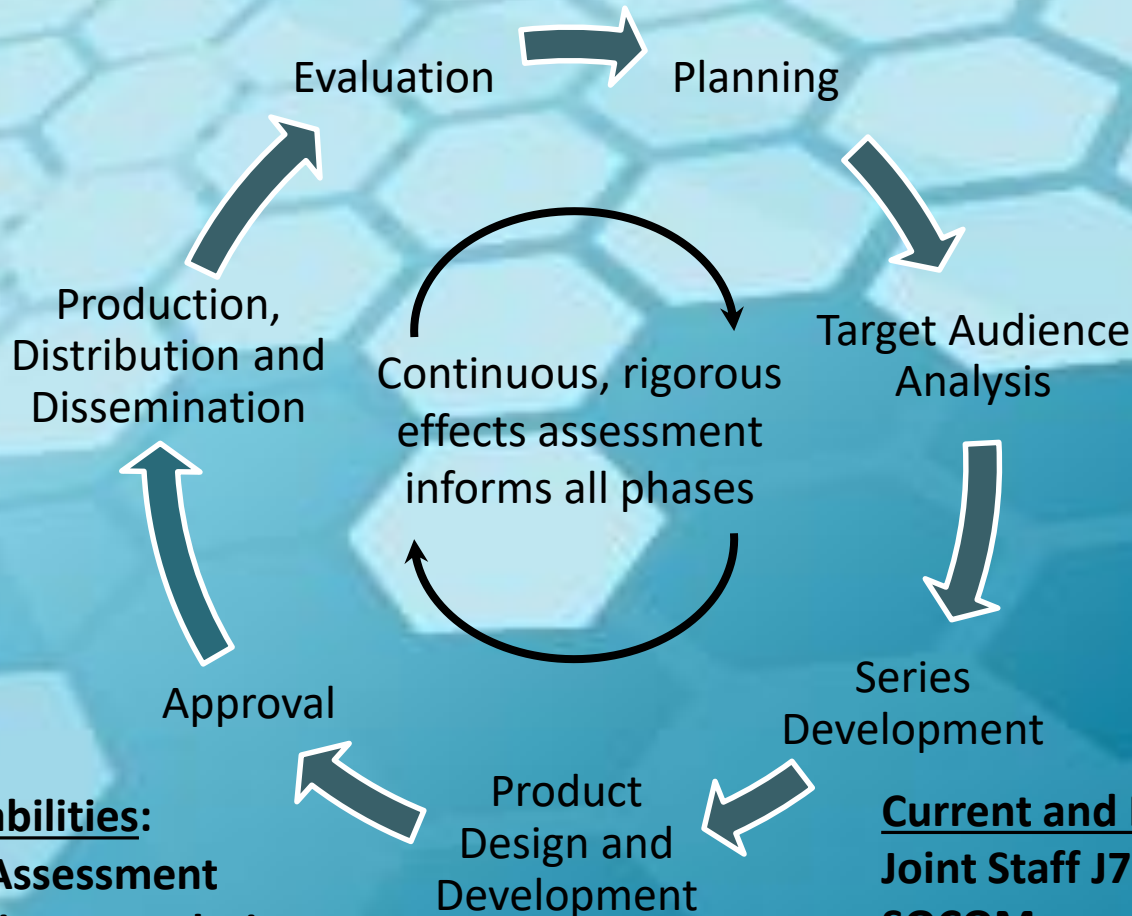
### Capabilities:

Media Assessment  
Target Audience Analysis  
Media Planning

### Current and Recent Clients:

Broadcasting Board of Governors  
Housing and Urban Development  
General Services Administration  
Department of Labor

## Information Operations Degrading Adversary Performance



### Capabilities:

Effects Assessment  
Target Audience Analysis  
Campaign Planning  
Culturally Effective Series Development  
Radio Broadcasting

### Current and Recent Clients:

Joint Staff J7  
SOCOM  
Regional Command (South)  
Moby Media (supporting  
ISAF, Kabul Embassies)



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# About TechMIS

**Top Secret Facility Clearance, Cage Code: 3L8X7**

## **Key People:**

- Steven Mains**      **CEO and Managing Partner**  
**Former Director, Center for Army Lessons Learned**  
**PhD, Computer Science, College of William and Mary**  
**MS, Computational Operations Research, College of William and Mary**
- Burt Squires**      **VP and Partner**  
**Former Systems Integration Engineer, NASA**  
**BS and MS, Engineering, Columbia University**
- Harvey Glasgow** **Controller and Partner**  
**Former CFO, Clayton Group**

## **Relevant NAICS Codes:**

- 541690 - Other Scientific and Technical Consulting Services
- 334220 - Radio and Television Broadcasting
- 518210 - Data Processing, Hosting, and Related Services
- 519110 - News Syndicates
- 519130 - Internet Publishing and Broadcasting and Web Search Portals
- 541910 - Marketing Research and Public Opinion Polling
- 541990 - All Other Professional, Scientific, and Technical Services
- 611430 - Professional and Management Development Training