



## INNOVATION & HEALTH CARE

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### JUST LAUNCHED PROJECT WITH HOMELAND SECURITY

# SKETCHING A PLAN FOR THE TRIAD AS A CYBERSECURITY HUB

There is nothing to believe from Rob Arnold's appearance that he sometimes testifies before Congress, attends meetings in Washington, D.C. with Cabinet members and top representatives from McAfee Inc. (NYSE: MFE), Apple Inc. (NYSE:AAPL), Microsoft (NASDAQ:MSFT) and others.

Yet Arnold is quickly becoming an expert voice in the national conversation on cybersecurity – all this from a quiet launch in 2015 out of a small Winston-Salem incubator at Flywheel co-working space.



Rob Arnold

Arnold and his partners at Threat Sketch, a cybersecurity startup with two government contracts through the U.S. Department of Homeland Security, are keen to take their company's model for protecting nonprofits and small government entities from the threat of cyberattacks and making the same protections available to – and affordable for – small businesses.

Threat Sketch already has demonstrated rapid growth, outgrowing its Flywheel space and taking up a second location inside the Winston Starts incubator recently launched in Winston-Salem. From there, Arnold hopes to grow larger still and occupy dedicated space and employ more than the 23 full-time, part-time and contracted employees on staff.

"As one of our early investors point-



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*This week marked the soft launch of Threat Sketch's first endeavor with the U.S. Department of Homeland Security, shoring up nonprofits' defenses against the threat of outside attacks.*

ed out, we are exceptionally well positioned, timing wise. Everybody kind of wants to be in cybersecurity now," he said.

Threat Sketch takes an asset profile of the entity it is working with, breaking down 10 to 12 categories of potential cyber risk. It then overlays cybercrime statistics on top of that, Arnold said.

From there, Threat Sketch works with the company's CEO, IT crowd, even the sales and marketing team to put in place prevention and preparedness steps regarding a potential attack.

The model works across all three

target sectors Threat Sketch has marked out for its projected growth: nonprofit, small government and small commercial business. Within a few years, Arnold expects to either be acquired or profitable enough not to need to be.

"We assume that's going to happen, but if it didn't it is going to still be such a cash cow that – because our kind of back-of-the-napkin pro formas – could easily exceed \$100 million in terminal revenue value in a relatively short period of time," he said.

Arnold's ambition for his efforts in cybersecurity step outside of his own company. He intends to help build a

framework for a center for cybersecurity in the Triad that will be on par with what the Research Triangle Park in Raleigh is for pharmaceuticals or what Durham is known for in software development.

"We are representing the region," Arnold said. "I'd really like us to find some way to come together and build a center of excellence within the Piedmont Triad."

The framework is there, he said.

"I feel like I've made enough inroads at the national level that I can help coalesce and help make those kind of things happen, but I can't do it alone," he said.

### ▶ A SHIFT TOWARD MANAGEMENT OF OWN HEALTH



Burlington-based LabCorp has launched Pixel by LabCorp.

## LABCORP TO OFFER SELF-TESTING HOME KITS

Patients can self-test for some diseases via a new feature hitting the market.

Burlington-based life sciences and lab testing giant LabCorp (NYSE: LH) has launched Pixel by LabCorp, a consumer-initiated self-collection wellness test offering screens for heart health, diabetes and colorectal cancer.

Consumers purchase a Pixel by LabCorp test package and within a few days receive a self-collection kit, along

with a physician review. The patient collects the sample and returns the postage-paid package back to LabCorp.

The company then emails a report to the patient's online LabCorp account within three or more days of receipt of the returned kit.

"We are seeing a profound shift in consumers' attitudes and expectations about how they want to access health care," said David P. King, LabCorp's

chairman and CEO. "Consumers are focusing on monitoring and improving their health and wellness, rather than reacting to symptoms of disease. Pixel by LabCorp represents a powerful new tool for consumers to manage their health by initiating high-quality LabCorp testing where and when they choose."

Pixel by LabCorp is available to consumers 18 or older in 45 states. It's not offered in Maryland, Massachusetts, New Jersey, New York or Rhode Island.