

# PRESS RELEASE

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## Authomate Joins Baker Donelson Cybersecurity Accelerator

November 11, 2016

**The Baker Donelson Cybersecurity Accelerator announces the addition of its newest participant: Authomate, a pioneer of next generation authentication solutions.**

Launched in 2015, [Authomate](#) offers a patented advanced authentication solution that significantly reduces the risk of stolen credentials by uniquely tying a person to their smartphone, so the smartphone close to an application, system or website will log in the user seamlessly and without end user friction, eliminating the need to enter user names, passwords and one time codes. Authomate's StrongPass solution simplifies the user experience while increasing security by leveraging multiple unique factors from a user and their smartphone, including biometrics and location. Once the user verifies their identity with StrongPass, the smartphone in proximity to an application, website or system seamlessly authenticates the user. StrongPass allows enterprises to implement strong security hygiene, while eliminating the security vulnerabilities of weak and reused passwords, forgotten passwords that lead to costly recovery processes and password spreadsheets that may be shared between team members. Unlike competitors in this space, Authomate provides a significant increase in user convenience, reduced risk and reduced cost to manage, while increasing end user adoption.

"We are pleased to have been selected to participate in the Baker Donelson Cybersecurity Accelerator and believe Baker Donelson's reputation and focus on cybersecurity will help extend Authomate's exposure within government and enterprise organizations," said Jeff Schmidt, Authomate's President and CEO. "Our participation in Cybercon 2016 was a great opportunity to experience Baker Donelson's relationships in the marketplace. In addition, the Accelerator's focused mentor group provides us access to cybersecurity and entrepreneurial experience, as well as a commitment to roll-up their sleeves to help us expand our market penetration and customer base."

The mission of the Baker Donelson Cybersecurity Accelerator is to accelerate the growth of domestic and international cybersecurity companies within Atlanta's unique cybersecurity ecosystem. It provides office space and connects emerging companies to mentorship, talent, customers and capital. The program offers unique benefits to cybersecurity startups, including discounted office space and dedicated mentors with broad experience and a large network in cybersecurity and startups.

"Our program is designed to help promising international and domestic cyber companies leverage the many assets that are part of Atlanta's thriving cybersecurity ecosystem," said Justin Daniels, the head of the Baker Donelson Cybersecurity Accelerator and Baker Donelson's Atlanta Emerging Companies Group. "Authomate is a prime example of the type of company this accelerator is designed to help. They have created an innovative, workable solution to an important cyber challenge. We're very excited to play a role in helping Authomate leverage Atlanta's cyber ecosystem to realize its fullest potential."

The addition of Authomate marks the second participant in the accelerator. RaceIQ, which offers cybersecurity software for the automotive market to detect and mitigate vehicle data hacks, malware and virus uploads, became part of the accelerator in August 2016. RaceIQ recently presented at Venture Atlanta, the premier venture conference in the Southeast.

