Security Company to Set Up USC as Safety School

**EDUCATION:** Armorway developed patents through project at university.

A Santa Monica tech company focused on security and birthed at USC has now locked up the school as a customer. Armorway Inc., a security analytics firm co-founded by Zareh Baghdasarian, Manish Jain and James Pita in 2013, has developed a software program that uses game theory to analyze real-time data in an effort to enhance security efforts.

“When you play any game, each of you wants to win,” said Jain, Armorway’s chief technology officer. “But the outcome depends on what both of you do. We model security on these games.”

**TECHNOLOGY**

**OMAR SHAMOUT**

Armorway’s platform culls data from sources such as on-site cameras, historical crime records, social media, geolocation information, crowd movement patterns and real-time incident reporting. It then applies an advanced algorithm to movement patterns and real-time incident reporting. The company also has plans to expand its software’s capability and offer analysis to businesses in the cybersecurity, social marketing and financial auditing sectors.

Next, the company is expanding its customer base to include hotels, and its first business customer is the new Hotel Covell, a boutique inn founded by local hotelier Dustin Lancastert that opened its Hollywood Boulevard doors last month.

“An e-commerce business, we look for other channels,” said Parachute founder and Chief Executive Ariel Kaye, a former ad executive. Parachute raised an undisclosed amount of seed funding last March from New York’s Mesa Ventures and Century City’s Queensbridge Venture Partners, among others. The company’s products include a top sheet selling for $50 and a $169 duvet cover. Kaye said the company has a seven-figure run rate, a term used to denote projected annual revenue based on monthly sales figures.

Each room at Hotel Covell is designed to represent a different stage in the life of a fictional character, a writer named George Covell. All the sheets and pillowcases in its five themed suites are supplied by Parachute, whose Egyptian cotton products are designed in Los Angeles and manufactured in Italy’s Tuscany region.

Though Parachute plans to open a few pop-up stores later this year, Kaye explained that placing her products in hotels is an alternative to opening her own permanent brick-and-mortar store.

She considers it another form of marketing. “For someone to find out about us while sleeping in our product, that’s as good as it gets,” she said.

**Rebooting**

West Hollywood’s Machinima, a YouTube multichannel network for video-game aficionados, has hired former Sony Pictures Television Inc. executive Jamie Weissenhorn as chief revenue officer. … Good Worldwide Inc., a media and consulting firm in Mid-Wilshire that focuses on social causes, has brought on Jeff Dossett as chief revenue officer. Dossett had served on Good’s board since 2008. … Damien Retureau has joined Manhattan Beach travel advertising technology provider ClickTrips as managing director for Europe, the Middle East, Africa and Asia.

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**Accepting Nominations!**

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You are invited to nominate deserving individuals (must be based in Los Angeles County) for consideration.

To obtain the nomination form, please contact Naz Bayazit via email at nbayazit@socalbusinessjournals.com.