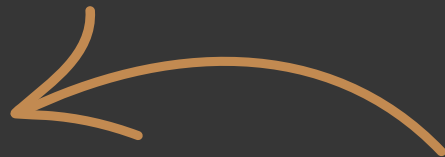# Meet The Founders

Brad King

Infrastructure and Security

Matt Limb

Python Software Development

A management team with strong technical skills who can relate to our **target customers**

The Problem with Threat Intelligence

Unreliable
Reasoning behind TI is kept secret, with no examples or raw data to build detection rules

Stale
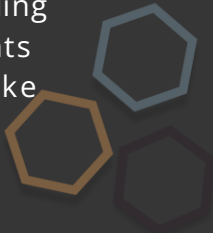Assessing the current real-world risk for a threat is hard due to stale and outdated TI

Fear
Scaremongering and panic prevent high risk threats from being a priority.

Lack of Context
IOCs and TI have limited context, making building defences, threat hunts and investigations take time.

Solution
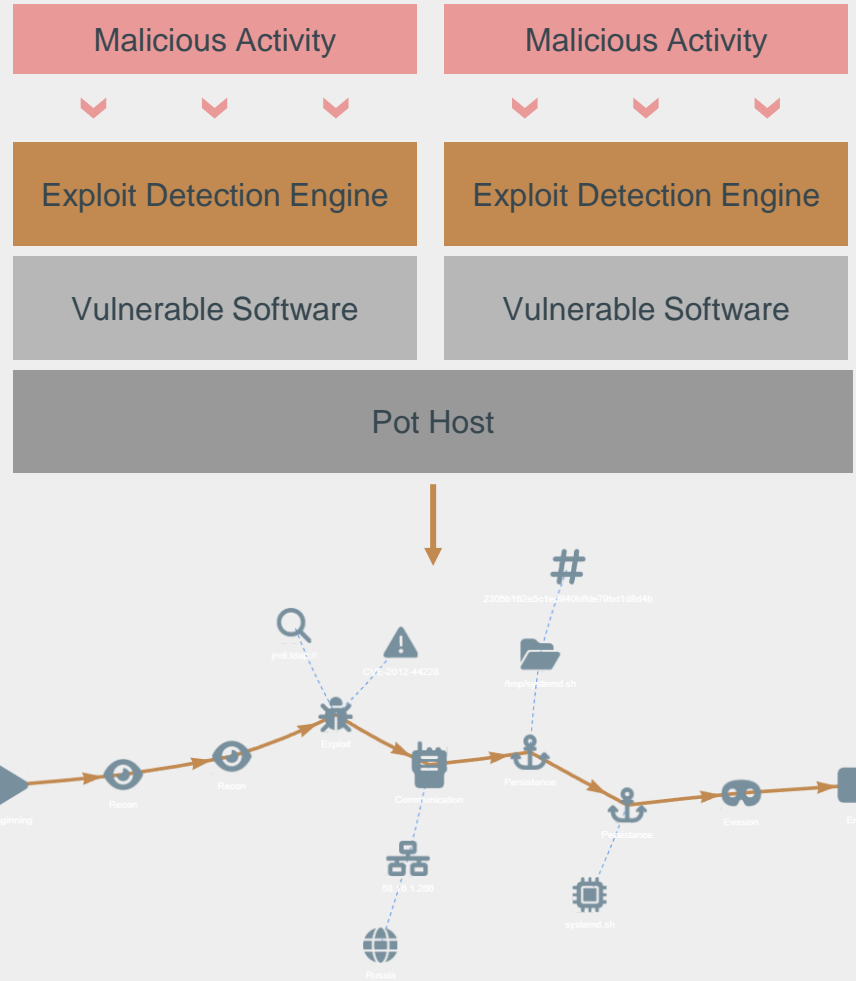
Track the real-world activity of cyber **attackers** **in the wild, to create activity-driven** **contextualized** **Threat Intelligence.**

Helping businesses to **defend** against cyber attacks

Solution - Technology
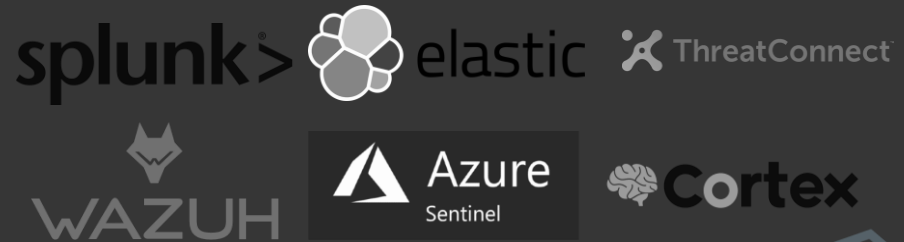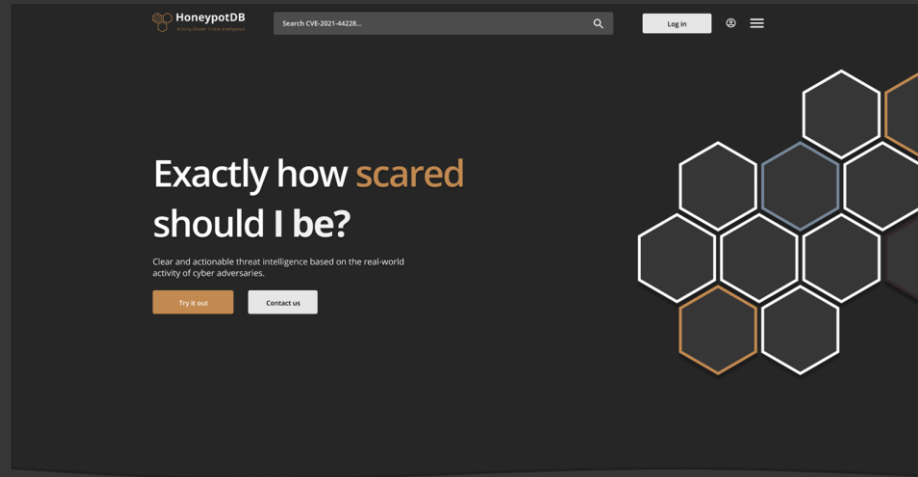
Capable of rapidly deploying thousands of honeypots for the latest vulnerabilities, collecting terabytes of data to generate quality intelligence.

Solution - Product

Powerful search, attack chain visualizations and example alerts.

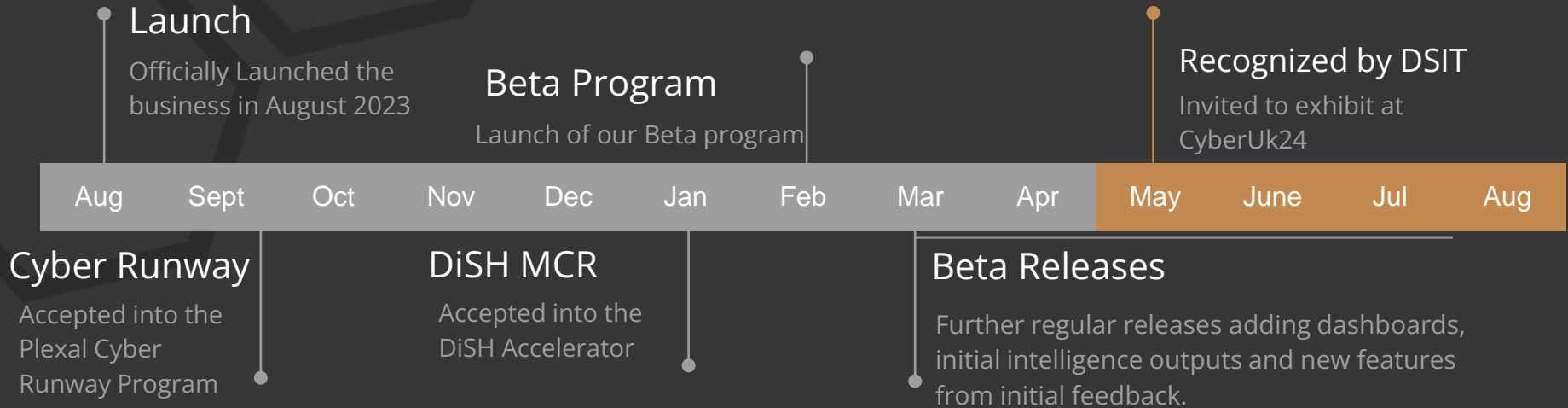Delivered via our web console, coupled with a seamless API for automations and integrations.

Integrations

Milestones and Traction

Launch

Officially Launched the business in August 2023

Beta Program

Launch of our Beta program

Recognized by DSIT

Invited to exhibit at CyberUk24

Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug

Cyber Runway

Accepted into the Plexal Cyber Runway Program

DiSH MCR

Accepted into the DiSH Accelerator

Beta Releases

Further regular releases adding dashboards, initial intelligence outputs and new features from initial feedback.

Goto Market Strategy

Beta Fee
£1,000

Beta Program
01

Feedback & Traction

Collect feedback from early customers to inform our roadmap and show traction

Marketing
02

Spread the word

Exhibit at events & run competitions to increase brand visibility, lead generation, and beta testers

Beta Realses
03

Continued Improvement

Collaboration & feedback from beta testers drive frequent releases with new features and improvements, enticing more beta testers.

Major Release
04

Beta Testers become Clients

Our first major release converts existing beta testers into full paying customers

Beta Period
1-2 Years~

Business Model and Pricing

A Software as a service (SaaS) product, targeting managed security service providers (MSSPs) and enterprise companies.

Generating regular recurring revenue through product sales and ad-hoc consulting.

Free

✓Individuals
✓Researchers
✓Basic intelligence
✓Simple data queries
✓Quick access and sharing
✓Limited usage quota

Free

Enterprise

✓MSSPs and SOCs
✓Complex searches
✓Customer Alerts
✓Malware Samples
✓Analyst Defense Training

£50,000+ /year*

Basic
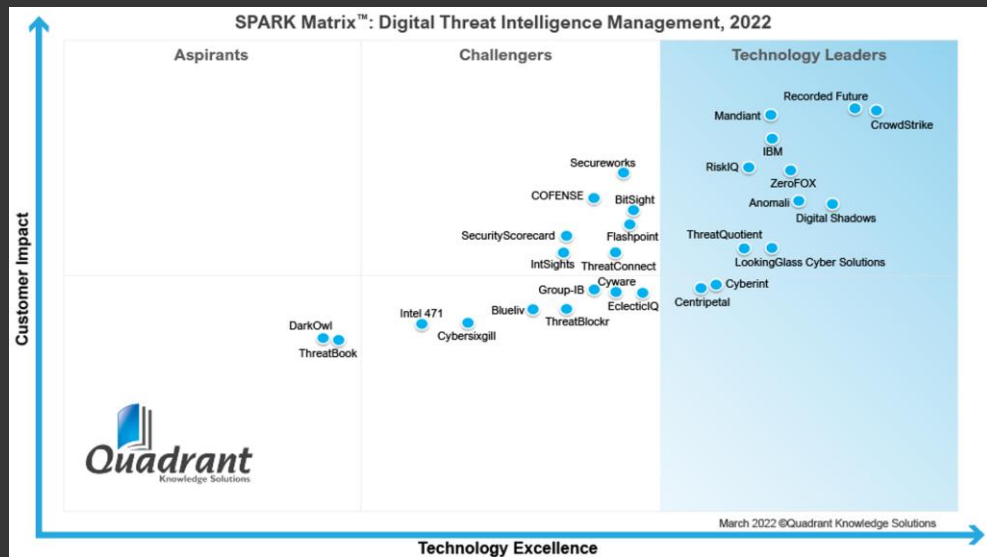
✓Security Teams
✓Access to search console and visuals
✓In-depth intelligence
✓Higher Usage Quota
✓Advanced tooling Integrations

£25,000 /year*

* Initial estimations based on pricing research of popular competitors. [f,g]

Competitors

A **diverse sector** with many strong players, each with their own specialities.

We have a unique focus on providing attack **examples** and **context** to make building defence easier.

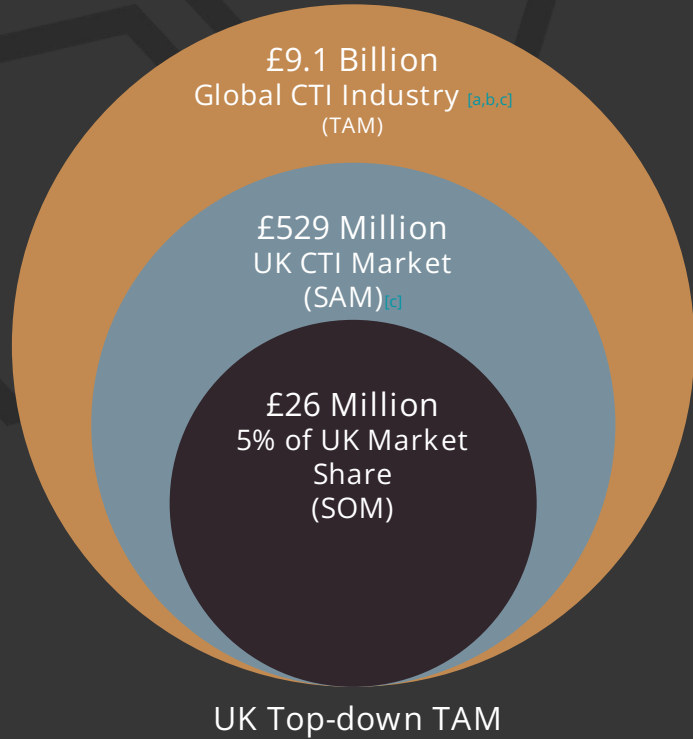SPARK Matrix™: Digital Threat Intelligence Management, 2022

CTI Market Size – UK

£9.1 Billion
Global CTI Industry [a,b,c]
(TAM)

£529 Million
UK CTI Market
(SAM)[c]

£26 Million
5% of UK Market
Share
(SOM)

UK Top-down TAM
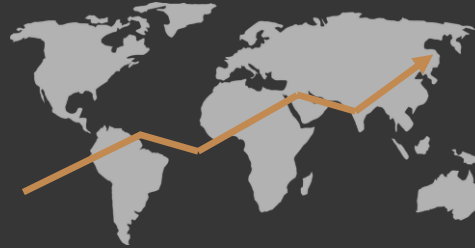
Bottom-up TAM:

£30K pricing targeting
11,394 UK based
customers, 5% market
share.

£17 Million
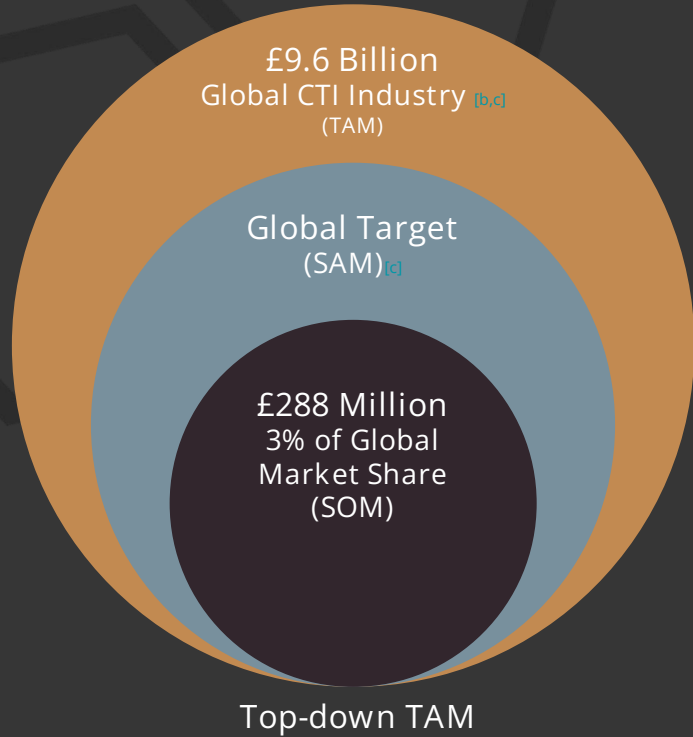
Aspirations to enter
Global Markets

A healthy sized
intoductory
market to enable
us to scale

CTI Market Size – Global

£9.6 Billion
Global CTI Industry [b,c]
(TAM)

Global Target
(SAM) [c]

£288 Million
3% of Global
Market Share
(SOM)

Top-down TAM

Bottom-up TAM:

£30K pricing targeting
196,088 global based
customers* [h,i]
3% market share.

£176.5 Million

A versitile product
that can target a
global market
with continued

growth

* Based on number of UK customers extrapolated to estimate global number of customers, due to lack of global data- (1/UK Cyber Market share%) * UK Market Size
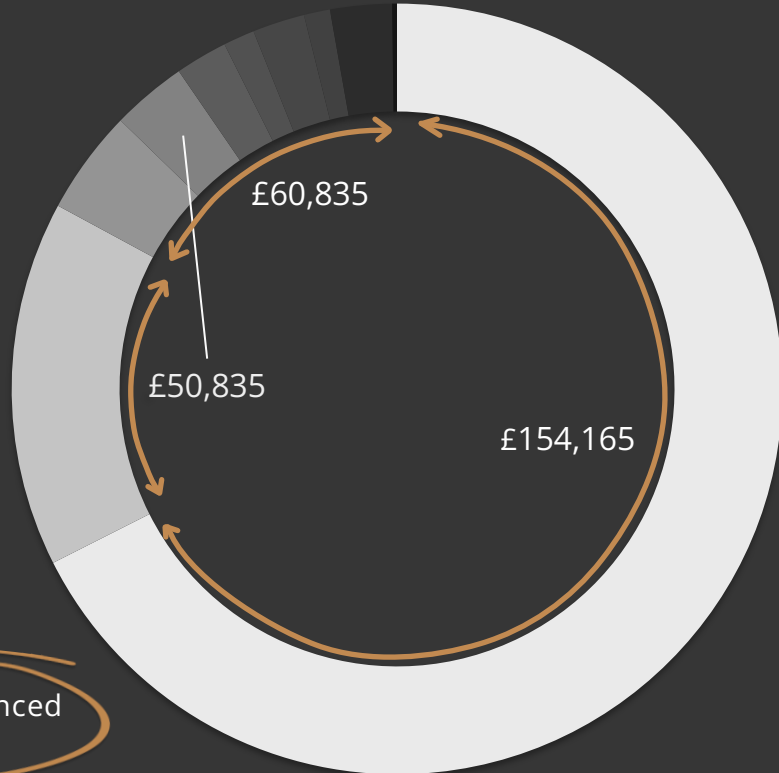
The Ask

Raising £250,000
£3.5M Pre-Money*
(7%~)
SEIS Eligible

SaaS Experienced Investors

Commercial Experienced Investors

Cyber (TI) Experienced Investors

£60,835

£50,835

£154,165

Salaries
CEO, CTO, Product Engineer, Python Developer, Security Engineer

Marketing
- Events
- Website Design
- Beta Program Engagements

Web Development
- Website
- Product Console
- Possibly do ourselves

Offices
Manchester, Bolton Offices hired spaces

Office Utilities
- Laptops
- Office 365
- Collaboration Software

Traveling
Event and meeting travel expenses

Consulting
Consulting time with industry experts, CISO's & scenario analysis

Accounting
Account firm package subscription

Legals
Seed Legals

Other
Insurance, Infrastructure (Currently free), compliance and certifications

Sources and Attribution

a)   Future Market Insights TI Market Outlook 2024 to 2034 - https://www.futuremarketinsights.com/reports/threat-intelligence-market
b)   Markets and Markets CTI Market by component - https://www.marketsandmarkets.com/Market-Reports/threat-intelligence-security-market-150715995.html#:~:text=The%20global%20threat%20intelligence%20market,6.5%25%20during%20the%20forecast%20period.
c)   Statista CTI Market size 2023 to 2033 - https://www.statista.com/statistics/1230328/cyber-threat-intelligence-market-size-global/
d)   Statista Cyber Security market Worldwide - https://www.statista.com/outlook/tmo/cybersecurity/worldwide
e)   Statista Cyber Security Market UK - https://www.statista.com/outlook/tmo/cybersecurity/united-kingdom (Used to estimate UK CTI sized based on UK General Cyber size)
f)   Greynoise Pricing - https://www.greynoise.io/pricing
g)   Group-IB Pricing - https://www.group-ib.com/services/investigation-subscription/
h)   Global Cyber Securiy Market Size - https://www.statista.com/outlook/tmo/cybersecurity/worldwide
i)   UK Cyber Security Market Size - https://www.statista.com/outlook/tmo/cybersecurity/united-kingdom (5.80% of global market)