2. Problems

List your customers' top problems

Lack of Well-Trained Cybersecurity Professionals Highly Advanced and Evolving Attack vectors result in damage of resources

Need for Readiness and Incident Response Testing

High Price

Existing Alternatives

List how these problems are solved today

keysight cyberrange

cyrin.atcorp

cyberbit

cloud ranges

4. Solutions

Outline possible solutions for each problem

use better monitoring software and highly skilled people with real-world skills

Teach them how to stay alert and active in attack situations

Build affordable softwares

8. Key metrics

List key numbers telling how business is doing today

No. of sales

No. of universities purchased scenarios

3. Unique Value Proposition

Single, clear, compelling message that turns an unaware visitor into an interested prospect

Train cyber professionals against advance threat in real world environment

High-level Concept

List your X to Y analogy (e.g. YouTube = Flickr for videos)

Playground of cyber soldiers

9. Unfair Advantage

Something that can't easily copied or bought

Integrated Learning management system

Affordable

Interactive and gamified elements

5. Channels

List your path to customers

Seminars & workshops

Blogs

Early Adopters

List characteristics of your ideal customer

1. Customer Segments

Educators: Seeking to implement

basic and advanced cybersecurity

education course

Seeking training and continuing

education for security operations,

analysis, and forensic specialists

Seeking "situational operations"

testing for new products, software

releases, and organizational

restructuring

List your target customers

Universities and organisation looking to train workforce moving into cybersecurity-related fields and positions

7. Cost structure

List fixed and variable costs

Design and IT, infrastructure and development

Equipment

Transportation

6. Revenue streams

List sources of revenue

Paid customers

Scenario sales