




Cyber Security


BUSINESS PLAN


Because we care, we're security aware.




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Table of Contents

Executive Summary	4
The Business	5
Management	5
Customers	6
Business Target	6
3 Year profit forecast	6
Chart	6
Company Summary	7
Company Owner	8
Why the Business is being started	8
How the Business will be started	8
Startup cost	9
Chart	9
Startup Requirements	9
Services for customers	12
Products and services	13
Marketing Analysis	14
Market Trends	15
Marketing Segmentation	15
Marketing share	16
Chart	16
Corporate Sector & Business Owners	16
Institutions & Organizations	16
Celebrities & Individuals	17
Business Target	17
Product Pricing	17
Strategy	18
Competitive Analysis	19
Sales Strategy	19
Sales Monthly	20
Chart	20
Sales Yearly	21
Chart	21
Sales Forecast	21

Chart	21
Personnel plan	22
Company Staff	23
Average Salary of Employees	23
Financial Plan	24
General Assumptions	25
Brake-even Analysis	25
Pro Forma Profit And Loss	25
Profit Yearly	27
Chart	27
Gross Margin Yearly	27
Chart	27
Pro Forma Cash Flow	28
Pro Forma Balance Sheet	29
Business Ratio Analysis	30

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1.

Executive Summary

The Business

Management

Customers

Business Target



REMEMBER

Before you think about how to start a cybersecurity company, you must create a detailed cybersecurity business plan. It will not only guide you in the initial phases of your startup but will also help you later on. You can also consult this cybersecurity company business plan so as to get an idea.

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TIP

Sinq Tech is a standard and leading cybersecurity firm that is based in Mountain View – California here in the United States of America. We are in business to design cybersecurity solutions for our various clients – domestic and corporate. Asides from our core services, we also offer consultancy training, and technical support to our numerous clients.

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The Business



TIP

Sinq Tech will be owned by John Gleeker who is a Masters in Information Security and has revolutionary cybersecurity business ideas. The business is meant to secure the data of its clients from cyber crimes and unnecessary threats.

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Management



TIP

John has obtained the services of experienced and skilled software and computer engineers.

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Customers



TIP

Our customers will be business owners, government agencies, and institutes. We'll secure our customer's data by blocking its access to unauthorized users.

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Business Target



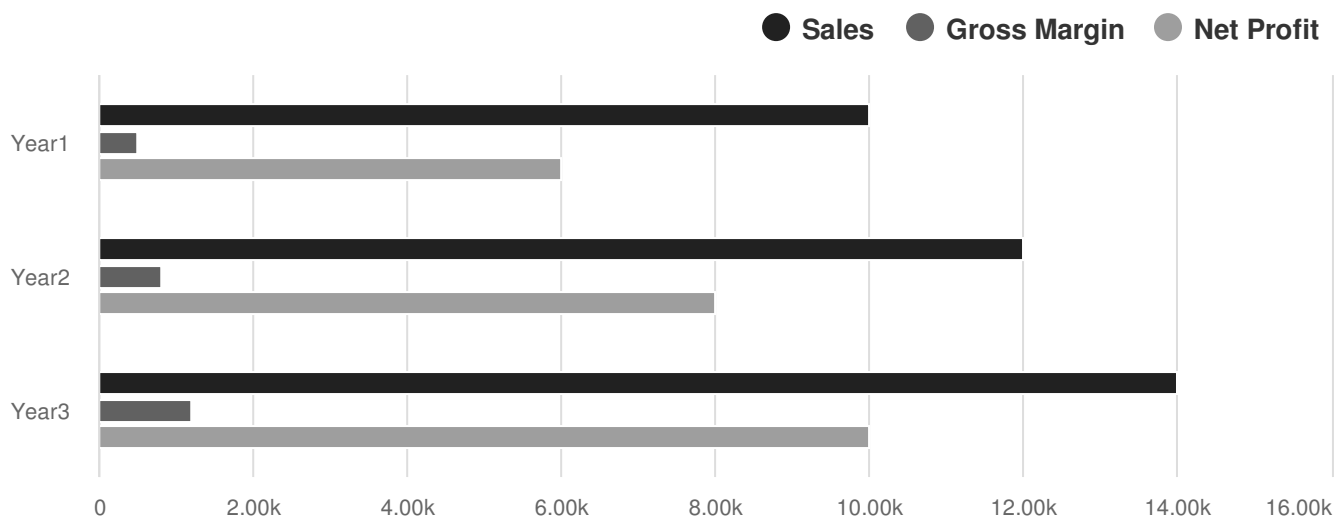
TIP

Our target is to balance the initial cost of the startup with earned profits by the end of the first year and to achieve the net profit margin of \$10k per month by the end of the first year.

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000

2.

Company Summary

Company Owner

Why the Business is being started

How the Business will be started

Company Owner



TIP

John has a master's degree in Information Security from Harvard University and is an expert in the domain of cyber-security. He has been working in Symantec as a Cryptographer for ten years, but now he has decided to start a cyber-security business.

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Why the Business is being started



TIP

John has always been passionate about learning more about securing data from hackers, by starting a cyber-security business. He has a team of excellent security analysts and vulnerability assessors. He wants to use his and his team's IT skills to avail of the cybersecurity business opportunities.

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How the Business will be started



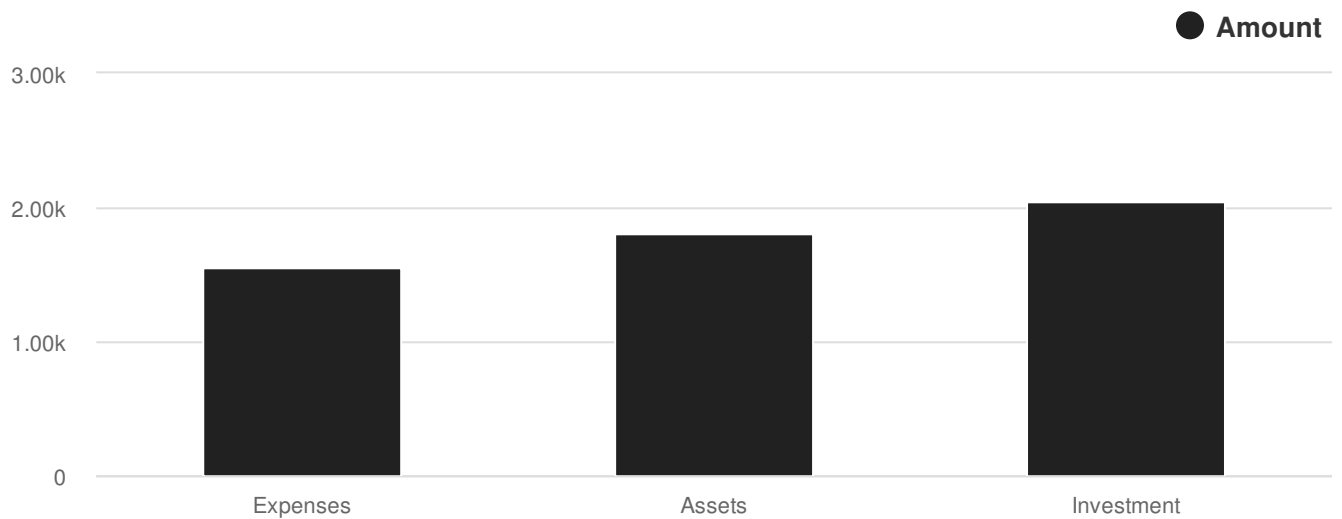
TIP

John will rent a large office near Mountain View – California. The latest computers, servers, laptops, intrusion detection and prevention systems, anti-malware, and other tech things will be purchased for the startup besides the usual inventory. The company will undertake various measures to make sure that employees and networks are secured from un

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Startup cost



Cost distribution

Amount

Expenses	1550
Assets	1800
Investment	2050

Startup Requirements

The detailed startup requirements are given below:

Start-up Expenses	Amount
Legal	\$55 300
Consultants	\$0
Insurance	\$32 750
Rent	\$32 500
Research and Development	\$32 750
Equipment Expense	\$32 750
Signs	\$1 250
TOTAL START-UP EXPENSES	\$187 300
Start-up Assets	\$220 875
Cash Required	\$332 500
Start-up Inventory	\$32 625

Start-up Expenses	Amount
Other Current Assets	\$232 500
Long-term Assets	\$235 000
TOTAL ASSETS	\$121 875
Total Requirements	\$245 000
START-UP FUNDING	
START-UP FUNDING	\$273 125
Start-up Expenses to Fund	\$151 875
Start-up Assets to Fund	\$123 000
TOTAL FUNDING REQUIRED	\$0
Assets	\$23 125
Non-cash Assets from Start-up	\$18 750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$18 750
Cash Balance on Starting Date	\$21 875
TOTAL ASSETS	\$373 125
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$620 125
Planned Investment	\$620 125
Investor 1	\$0
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$620 125

Start-up Expenses	Amount
Loss at Start-up (Start-up Expenses)	\$313 125
TOTAL CAPITAL	\$251 875
TOTAL CAPITAL AND LIABILITIES	\$251 875
Total Funding	\$255 000

3.

Services for
customers



REMEMBER

If you are starting a computer security business, you must focus on the services, you will provide to your customers. This sample business plan of Sing Tech will guide you on how to start your own cyber security business.

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Products and services



Dark Web Monitoring Agent

This system will detect the compromised credentials associated with your personnel and notify to block his access before they breach your data.



Next Generation Endpoint Protection

This system will detect zero-day threats and restore the database in case of attack and recover it from error.



Firewall & Managed Firewall

This system will monitor your networks, connected with multiple sources and block sophisticated malicious attacks by using Intrusion Detection and Prevention System.



Cyber Security & Network Assessment

This system will protect the client by internal threats by strictly controlling the addition of unauthorized users. This system will ensure that unauthorized users can't access the internet data and can't make any changes to lock-down servers and computers.

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4.

Marketing Analysis

Market Trends

Marketing Segmentation

Business Target

Product Pricing



REMEMBER

The most deciding and important feature of a cybersecurity business plan is an accurate marketing analysis. A perfect cybersecurity company business plan is the one in which you have mentioned your target customers and devised your policies according to them. Correct marketing analysis of the IT security consulting business plan will help you by clearly def

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Market Trends



TIP

The demand for cybersecurity is increasing day by day. According to a report by IBISWorld, the business is growing at a considerable rate of 5.2% annually. There are about 16,000 cybersecurity centers working in the United States.

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Marketing Segmentation



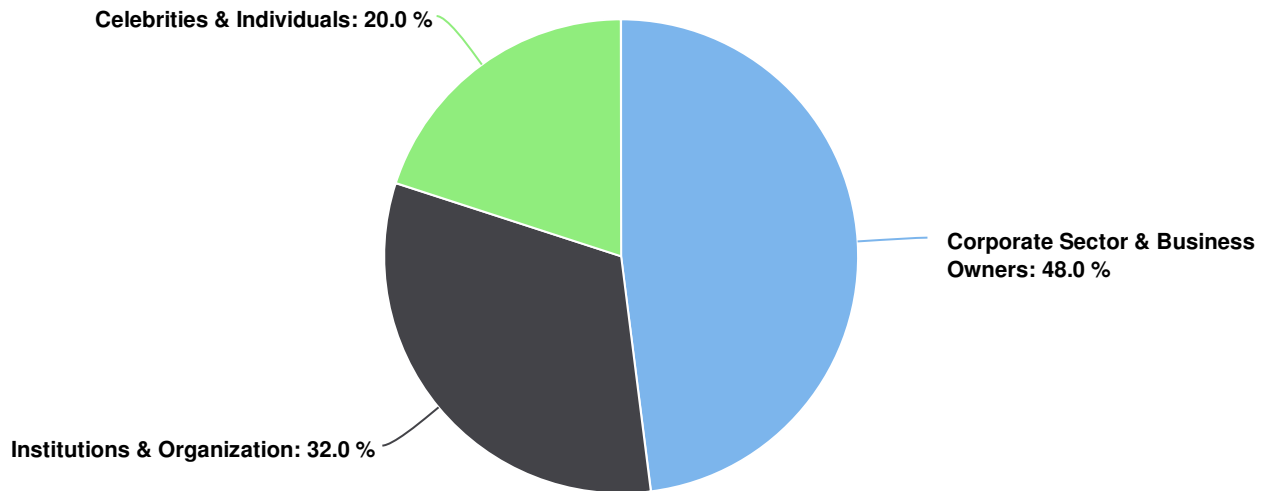
TIP

Our business has a worldwide scope, however, we will only target the companies and institutes of Mountain View – California at the initial stage. The following groups will prove our major customer’s category.

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Marketing share



Segments	Market share
Corporate Sector & Business Owners	48
Institutions & Organization	32
Celebrities & Individuals	20



TIP

This target group will comprise of all the hotels, restaurants, real estate owners, manufacturers and distributors, branding agencies, and most significant software development firms. The business owners have now acknowledged that the breaches of their data can have drastic consequences and can even lead to the cessation of their business.

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Corporate Sector & Business Owners

Start writing here...



TIP

Our second target group comprises institutions and organizations located worldwide including schools, colleges, and universities, government and public-sector organizations, religious and sports organizations, political parties, etc. These organizations will also need our services for securing their network and server to block the access of unauthorized users to

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Institutions & Organizations

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Our third target group consists of actors, media persons, sportsmen, bloggers, and other people who can need our services if some unauthorized user tries to access their accounts.

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Celebrities & Individuals

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Market Analysis

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Corporate Sector	48%	22 334	32 344	43 665	52 544	66 432	10,00%
Institutions & Organisations	32%	12 867	14 433	15 999	17 565	19 131	15,32%
Celebrities & Individuals	20%	11 433	13 344	16 553	18 745	20 545	13,43%
Total	100%	46 634	60 121	76 217	88 854	106 108	9,54%

Business Target



To achieve the net profit margin of \$10k/month by the first year, \$15k by the second year, and \$25k by the third year

To balance the initial cost of the startup with earned profits by the end of the first year

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Product Pricing



Product pricing is one of the most important factors in deciding the strategy for any business. The cyber-security services are in great demand due to the advancements in technology to prevent the trade of personal data. However, we have almost the same rates as most of the cyber-security businesses in our vicinity.

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5.

Strategy

Competitive Analysis

Sales Strategy



REMEMBER

If you are going to start a cyber security business, and want to expose your business to a wider audience, there is a way that we call improving sales. For gaining a lead over your competitors, you have to make an exceptional cyber security business model.

The sample sales strategy of Sing Tech is given for

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Competitive Analysis



TIP

Our biggest competitive edge is that each member of our team is insured and licensed, besides being skilled and expert, and can resolve any issue regarding cyber-security instantly. We are offering a wide range of services to our customers. Moreover, we are located in an area that is the center of small and large businesses and institutes who need their data

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Sales Strategy



TIP

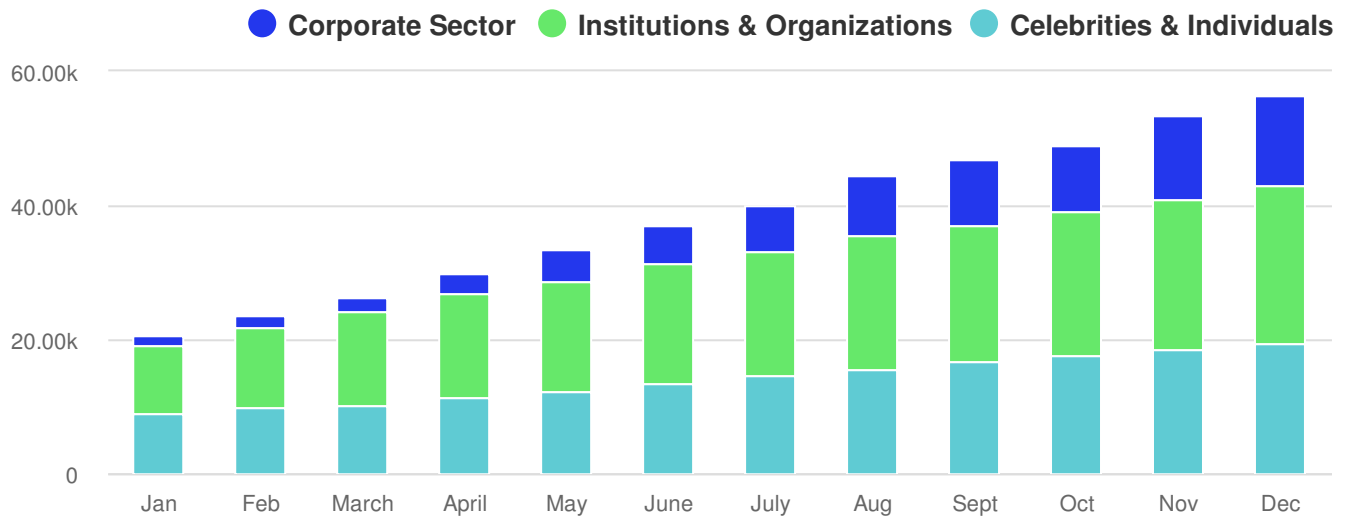
A startup cannot thrive without proper publicity and advertisements; we will adopt various means to advertise our service.

- We will hold seminars and workshops to aware business owners about the cybersecurity threats

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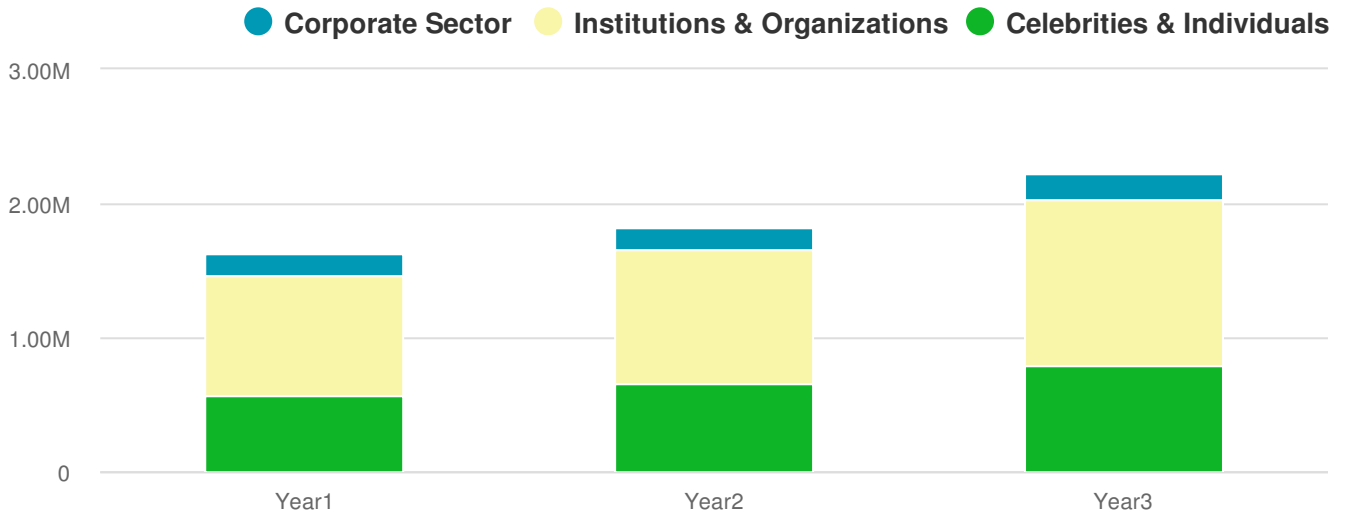
Start Writing here...

Sales Monthly



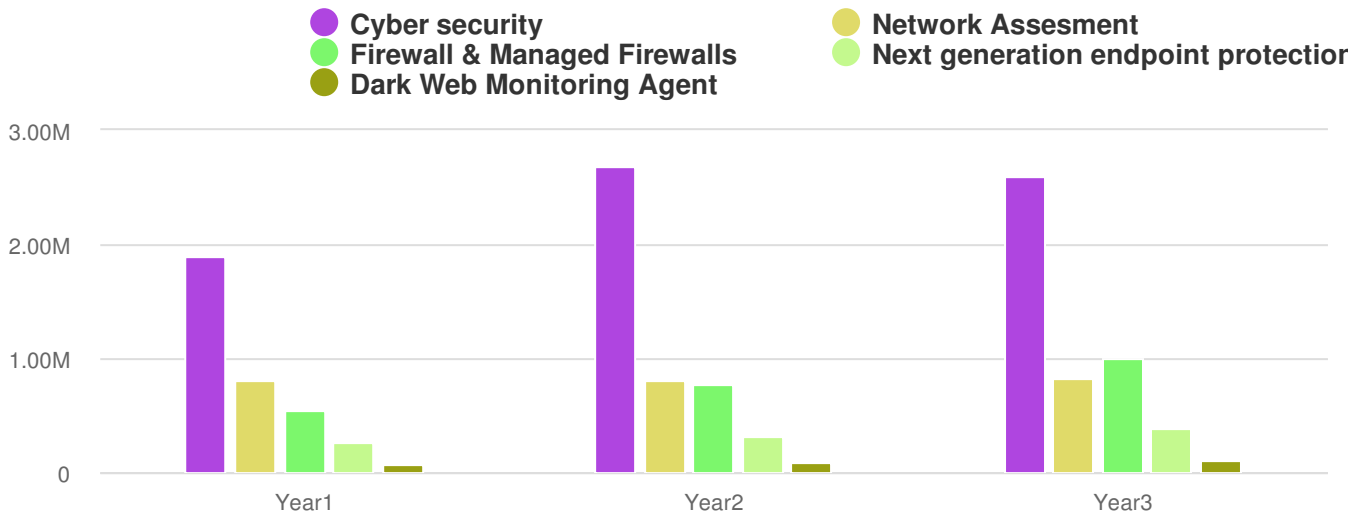
Month	Corporate Sector	Institutions & Organiz...	Celebrities & Individua...
Jan	1550	10000	8956
Feb	1800	12000	9845
March	2050	14000	10245
April	3050	15457	11452
May	4500	16457	12345
June	5740	17845	13457
July	6874	18652	14569
Aug	8956	19874	15654
Sept	9854	20145	16784
Oct	10000	21457	17564
Nov	12457	22356	18654
Dec	13547	23458	19541

Sales Yearly



Financial Year	Corporate Sector	Institutions & Organiz...	Celebrities & Individua...
Year1	158745	895665	568654
Year2	164548	1004512	658457
Year3	186541	1245587	784512

Sales Forecast



Financial Year	Cyber security	Network Asse...	Firewall & Ma...	Next generati...	Dark Web Mo...
Year1	1887030	802370	539320	265450	78512
Year2	2680320	815430	770230	322390	85451
Year3	2588240	823540	1002310	393320	98754

6.

Personnel plan

Company Staff

Average Salary of Employees



REMEMBER

After knowing the basics of how to start a cyber security business, the most important step is to hire hard-working, skilled and honest professionals to assist you in running your business. Here is the sample personnel plan of Sinq Tech.

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Company Staff



TIP

John will be the manager himself, however, he'll hire the following staff:

- 1 Accountant to maintain financial and other records
- 5 Security Engineers and Architects for developing security software
- 3 Technicians to operate the servers and other machines

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Average Salary of Employees

	Year 1	Year 2	Year 3
Accountant	\$85,000	\$95,000	\$105,000
Security engineers	\$133,000	\$166,000	\$199,000
Technicians	\$35,000	\$42,000	\$59,000
Cryptographers	\$100,000	\$133,000	\$170,000
Virus Technicians	\$63,300	\$70,000	\$76,700
Managing Assistants	\$85,000	\$92,000	\$109,000
Penetration Testers	\$100,000	\$133,000	\$166,000
Customer Representatives	\$85,000	\$95,000	\$105,000
Total Salaries	\$331,300	\$411,000	\$504,700

7.

Financial Plan

General Assumptions

Brake-even Analysis

Pro Forma Profit And Loss

Pro Forma Cash Flow

Pro Forma Balance Sheet

Business Ratio Analysis



REMEMBER

If you are going to start your own cybersecurity business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your incomes and expenses, and how will you recover investments from the profit, etc. So, you should focus on your financial plan if you want to expand your business.

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General Assumptions

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

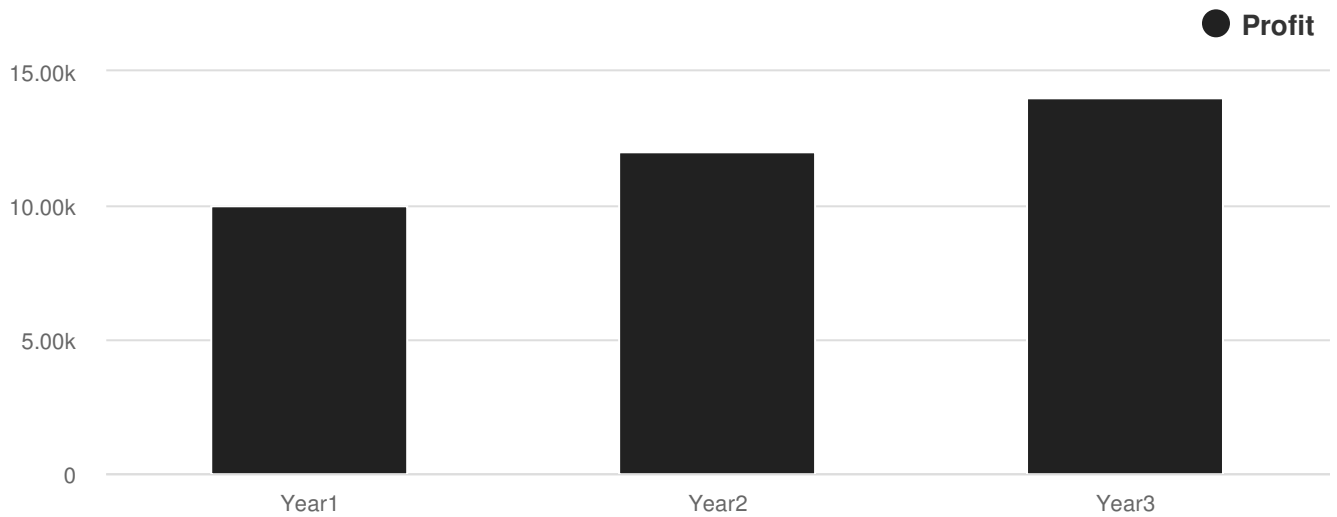
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Pro Forma Profit And Loss

	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206

	Year 1	Year 2	Year 3
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year

Profit

Year1

10000

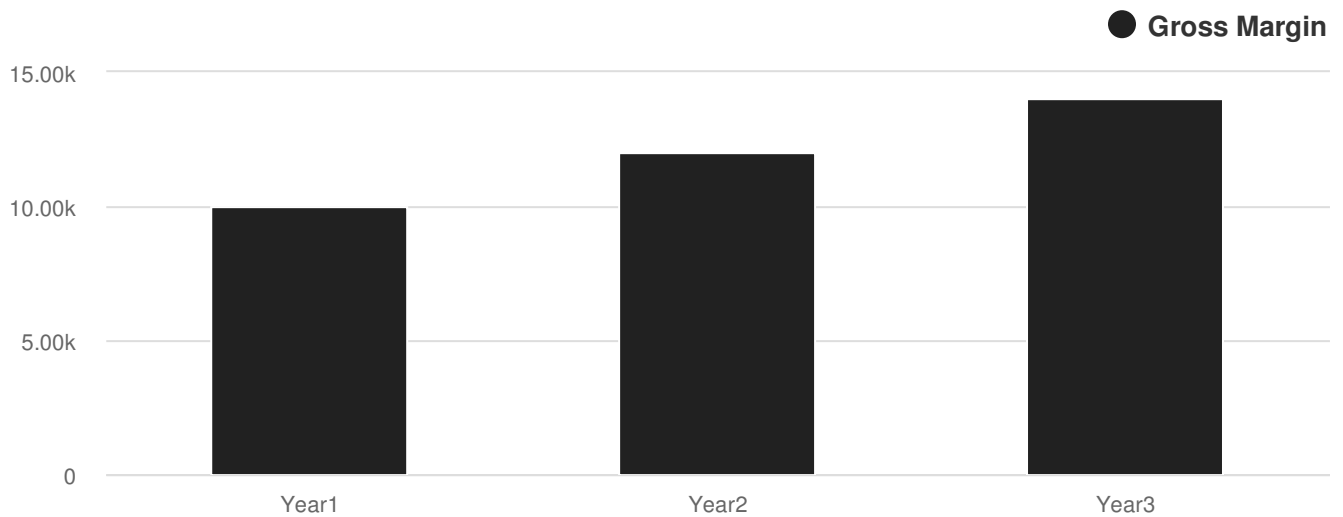
Year2

12000

Year3

14000

Gross Margin Yearly



Financial Year

Gross Margin

Year1

10000

Year2

12000

Year3

14000

Pro Forma Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures			
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882

Cash Received	Year 1	Year 2	Year 3
Net Cash Flow	\$11 551	\$13 167	\$15 683
Cash Balance	\$21 823	\$22 381	\$28 239

Pro Forma Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Liabilities and Capital			
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020

Assets	Year 1	Year 2	Year 3
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratio Analysis

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%

	Year 1	Year 2	Year 3	Industry Profile
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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