

# Cybersecurity Technology to Practice

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Technology

Governance  
and  
Management

Marketing  
and Sales

Execution  
and  
Fulfillment

Intellectual  
Property  
and  
Special  
Sauce

Financial  
Situation  
and Path

Legal  
Situation

Adoption

It's a long way  
It takes a long time  
It takes a lot of effort  
You likely cannot do it alone

# Overview

We Help Grow  
Companies

How it came to be

What it is

How does it work

Our plan

Your part in it

It seems so simple...

Only everything else?

A lot of moving parts

Do you believe it?

Will you join us?

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# Some background details

We Help Grow  
Companies

## The numbers

Per Wiltbank:

Angel-group-backed startups  
Investing after due diligence  
Supporting those companies  
10 years after investment

70% have not returned the investment  
22% have returned 1x-10x  
4% returned 10x-30x  
4% returned > 30x  
Average returns are ~24% IRR  
Average exists were ~4.5 years

Assume these facts are correct

How can I invest to get those returns?

## A portfolio approach

Statistics say:

- I need ~45 investments
- for 95% likelihood
- of average return (9x in 10 years)
- My approach:
  - Find a niche with rising boats
  - Invest in a portfolio in the niche
  - Design it so that:
    - Failures are not 100% losses
    - Successes leverage failures
    - Try for positive cash flow
- Did I mention:
  - I am not a billionaire!

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**40 investments @\$20K/ea = \$1M = OUCH!**

# How do I hack the system?

We Help Grow  
Companies

## What it takes to succeed:

- A good CEO and team
- A good technology
- Excellent marketing and sales
- Proper legal footing
- Outstanding fulfillment
- Money and time to get there

## What do you have?

- A good technology
- A technical lead / limited team

## What do I need?

- What you have PLUS
- Everything else!



Ahah!!! All I need is everything else!

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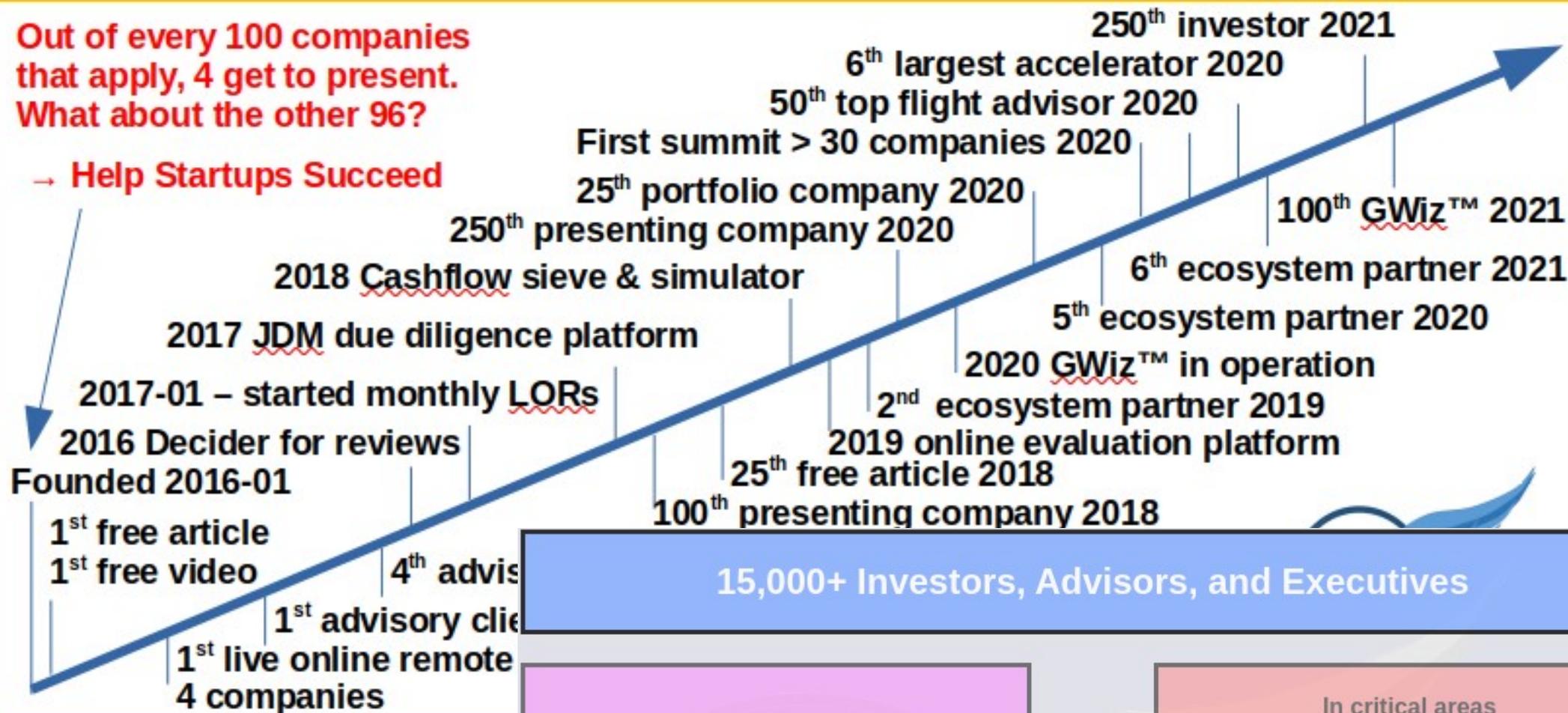
An ecosystem to help grow companies

# All I need is everything else!

We Help Grow Companies

Out of every 100 companies that apply, 4 get to present. What about the other 96?

→ Help Startups Succeed



15,000+ Investors, Advisors, and Executives

Expert Advice

Technology

Events

In critical areas

- Governance and Management
- Marketing and Sales
- Fulfillment and Execution
- IP and Special Sauce
- Financial Situation and Path
- Legal and Regulatory Issues

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So I built it

# Expert advice

We Help Grow  
Companies



## Governance

~50 advisors

Many CEOs

We've seen this movie

## Execution

Synergistic Group

Operations folks

Maturing Fulfillment

## Financing

Find Funds Faster

2,000+ Investors

Grants Team

Financial Engineering

## Go To Market

Marketing planners

Top of Sieve Team

Engaged Experts

## IP and Sauce

Many patent holders

IP Protection experts

Securing & Leveraging IP

## Legal

Legal connections

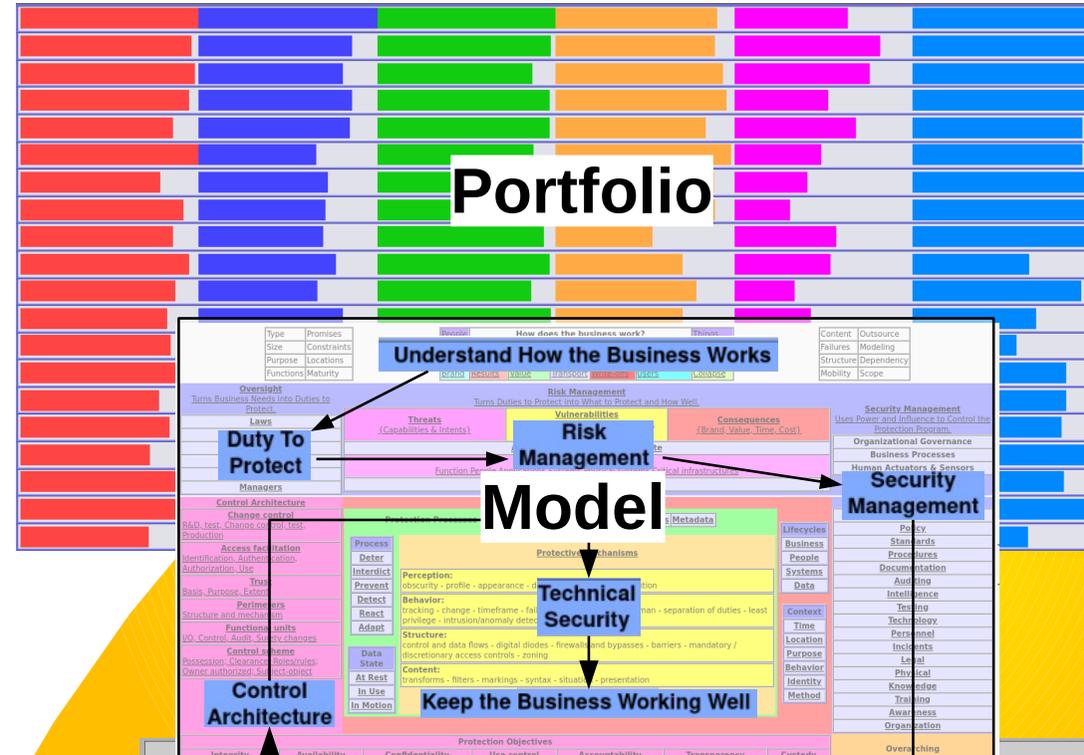
Internal legal

Not Just Compliance

# Technology to support growth

We Help Grow Companies

- Portfolio overview and analysis
- GWiz™ Growth Wizards metrics
- JDM Descriptive and drill-down
- Apps embedded and independent
  - Sales sieves and simulations
  - Go to market development tools
  - Decider & decision support tools
  - Gigs planning and support tool



Summary	Clue				Surety			Maturity			
	Subject Area	Score	Clue	Weighted	Diff	Score	Surety	Weighted	Score	Maturity	Weighted
Business Understanding	45.19%	Responding	4.52	27.50	43.42%	Low	4.34	36.96%	Repeatable	3.70	
Duty to Protect	11.11%	Noticing	1.11	22.50	11.11%	None	1.11	7.40%	None	0.74	
Risk Management	35.29%	Responding	3.53	42.50	35.29%	Low	3.53	24.49%	Initial	2.45	
Security Management	13.15%	Noticing	1.31	61.00			1.31	9.30%	None	0.93	
Control Architecture	7.86%	Sleeping	0.79	31.00			0.79	6.19%	None	0.62	
Context Controls	1.67%	Sleeping	0.17	24.50	1.67%	None	0.17	1.67%	None	0.17	
Direct Controls	1.00%	Sleeping	0.10	41.50	1.00%	None	0.10	1.00%	None	0.10	
Scores and totals	16.47%	[Noticing] 16.47	35.75	16.21%	[None] 16.21	12.43%	[Initial] 12.43				
Clue	16.47%										
Surety	16.21%										
Maturity	12.43%										
Progress	28.30%										
2021-03-30											

## Management

**Objectives:** (Assessment → Defined problems) Board sets quarterly and annual performance and growth goals and identifies overall strategic objectives.

**Quality:** (Personality, Vision, Objective Driven) Board sets values and vision.

**Schedule:** (Urgency → Timing) Board identifies strategic time frames for identified objectives.

**Budget:** (Importance → Spending) Board reviews and opines on budgets and uses internal audit to verify that expenditures are properly allocated.

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**Outside Sources:** Information is received by the Chairman and Board and CEO → They get external Advice and Intelligence

**Decision Time Frames:** Emergency: Hours; Urgent: Days; Timely: Weeks; Day-to-day: Quarters; Occasional: Quarters

**Ownership Control:** → Decisions are made and executed by the Voting Members; They provide outboard influence and Sharing → Understand Business and Define Duties

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**Outside Sources:** Information is received by the CEO and Executive Team → They get external Advice and Sharing

**Decision Time Frames:** Emergency: Minutes; Urgent: Hours; Timely: Days; Day-to-day: Weeks; Occasional: Quarters

**Executive Control:** → Decisions are made and executed by the CEO and Executive Team; They provide outboard influence and Sharing → Understand Business and Define Duties and Manage Risk and Specify Operations and Verify Operations

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**Objectives:** (Assessment → Defined problems) CEO works with board to define and assess performance and growth goals and form overall strategic objectives. Top management team provides CEO with their roll-ups and as a committee forms internal paths forward and assignments for completing those tasks.

**Quality:** (Personality, Vision, Objective Driven) Based on board-specified quality objectives, CEO codifies and promulgates vision and mission.

**Schedule:** (Urgency → Timing) Based on long-term strategy, CEO prioritizes activities for the top executive team and sets time requirements on completion.

**Budget:** (Importance → Spending) CEO works with top executive team to identify budget and assure that it is consistent with the tactics and planning of other top executives.

# Events



## Monthly open advisory

## Weekly closed advisory

## Monthly CEOs forum

You should (be) present!

<b>Executives</b>	Seeking startup, funding, emergence, growth, or exit assistance.
<b>Providers</b>	Supporting services for investors and companies.
<b>Funders</b>	Loans, Notes, Equity, Grants, and other sources of funding.
<b>Members</b>	Members who want to actively participate in the event.

## The Cyber Show



The Cyber Show™

[Click here to join our mailing list](#)

Interesting conversations with interesting people



Fred



Chris

KMBY 1240 AM - Wed 0900-1000 Pacific

Weekly Radio Show

0900-1000 Pacific Every Wednesday



## ELN and conferences

What you do and what you get

## Go To Angel

What you do:

- Fill out your **GWiz™** executive summary
- Record your pitch
- Answer questions live
- Attend your investor follow-on call

What you get:

- A listing in A2E's Global Directory
- A pitch to our global investment community.
- Appearance on The Cyber Show.
- Investor follow-on call

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Events to build you and your community

**ANGEL TO EXIT™**  
WE HELP GROW COMPANIES

Confidential – limited to the participants



A2E.co

# Our CyCo program

- **Goal:**

- Start 1 CyCo per month

- **Supports:**

- ½ time exec assistant
- ½ time top of sales sieve
- Chartered accountant
- Advisory board & contacts
- CFO assistant
- Radio show presence
- Tools and techniques
- Conference presence

- **CyCo:**

- Cyber (security)
- Company

- **Standard plan (sort of):**

- 3 months to plan it
- 9 months of \$30K/mo burn rate
- Required supports
- Get to cash flow neutral

- **More money if successful**

- Maybe...

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2023 to date: ~8 tries, 3 running, 2 pending

# From here to where?

Technology

Adoption

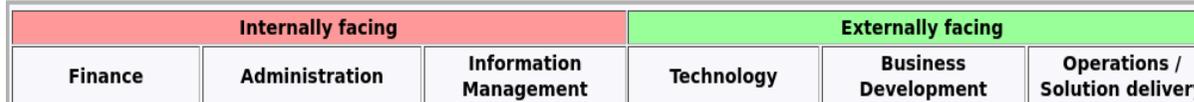
Measure

Subject Area	Performance				Stage			Maturity		
	Score	Performance	Weighted	Diff	Score	Stage	Weighted	Score	Maturity	Weighted
Governance and Management	42.86%	Walking	0.43	11.25	40.00%	Emerging	0.40	44.62%	Repeatable	0.45
Marketing and Sales	15.71%	Sitting	0.16	37.50	12.14%	Startup	0.12	14.29%	Initial	0.14
Execution and Fulfillment	82.14%	Running	0.82	12.75	71.43%	Emerging	0.71	73.57%	Defined	0.74
Intellectual Property and Special Sauce	58.18%	Jogging	0.58	10.75	41.67%	Emerging	0.42	48.18%	Repeatable	0.48
Financial Situation and Path	18.00%	Sitting	0.18	17.25	17.16%	Startup	0.17	20.00%	Initial	0.20
Legal Situation	55.42%	Jogging	0.55	13.25	33.75%	Startup	0.34	40.00%	Repeatable	0.40
<b>Average and weighted scores and totals</b>	<b>45.38%</b>	<b>[Walking]</b>	<b>45.39</b>	<b>13.91</b>	<b>36.02%</b>	<b>[Emerging]</b>	<b>36.02</b>	<b>40.11%</b>	<b>[Repeatable]</b>	<b>40.11</b>

Govern

Ownership and Board Cognitive System			
Intent: Self Image and World Image / Knowledge, theories, models of people, systems, and the World	Quality: (Personality, Vision, Objective Driven)	Schedule: (Urgency → Timing)	Budget: (Importance → Spending)
Information is received by the Chairman and Board and CEO → They get external Advice	Decision Time Frames Emergency: Hours Urgent: Days Timely: Months Day-to-day: Months Periodic: Quarters Occasional: Years	→ Decisions are made and executed by the Board and CEO They provide outboard influence → They provide internal Advice and influence and Sharing and Requirements and Mandates and Directives	Ownership Control Understand Business and Define Duties and Architect Controls and Directives
Top Management Cognitive System			
Information is received by the CEO and Executive Team → They get external Advice and Intelligence and Sharing	Decision Time Frames Emergency: Minutes Urgent: Hours Timely: Days Day-to-day: Weeks Periodic: Months Occasional: Years	→ Decisions are made and executed by the CEO and Executive Team and CXO They provide outboard influence and Sharing → They provide internal influence and Requirements and Mandates and Directives and Policy	Executive Control Understand Business and Define Duties and Manage Risk and Specify Operations and Verify Operations and Set Objectives
Personal and Professional and Groups and Governmental and Legal and Advisors and Regulators and Auditors	→ They get external Advice and Intelligence and Sharing → They get internal		
Objectives: (Assessment → Defined problems)	Quality: (Personality, Vision, Objective Driven)	Schedule: (Urgency → Timing)	Budget: (Importance → Spending)

Manage



Explain

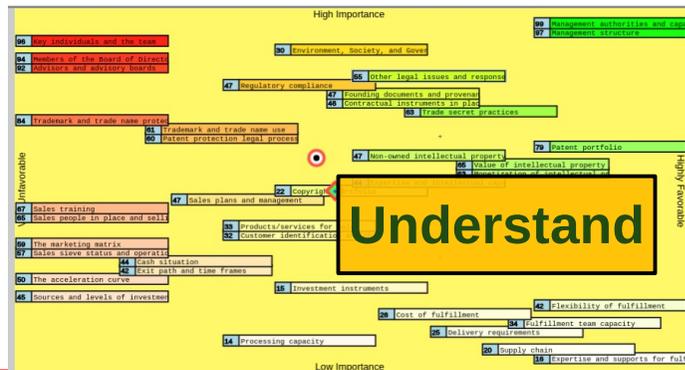
**FireBot™**  
Stop Half Of Home Fires  
Industry: Consumer Products  
Business problem: Residential stovetop fires cause billions of dollars of damage every year.  
Our solution: 5-year battery operated fire suppression device, installs in all kitchens 5 minutes. 139M units every 5 years in US.

Mature

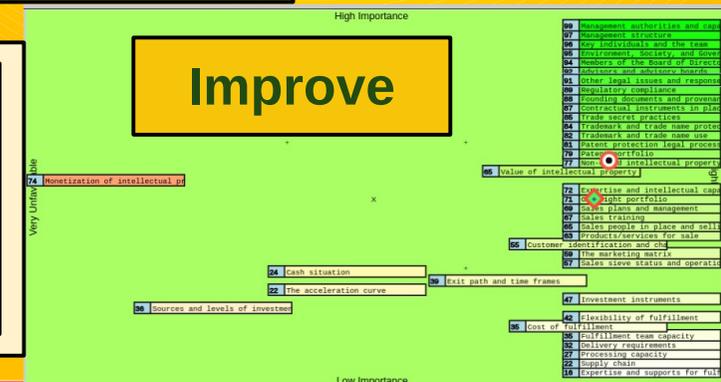
Startup → Emerging → Growth → Market leading  
None → Initial → Repeatable → Defined → Managed

Financial Projections	Actual	Projections assuming full funding as of today				
Last Yr	Year 1	Year 2	Year 3	Year 4	Year 5	
Revenue	-\$14,000,000	\$35,000,000	\$102,000,000	\$245,000,000	\$514,000,000	
Direct costs	\$350,000	\$5,900,000	\$12,700,000	\$37,000,000	\$89,000,000	
Gross Margin	(\$350,000)	\$8,100,000	\$22,300,000	\$65,000,000	\$156,000,000	
Indirect costs	-\$2,000,000	\$4,000,000	\$6,000,000	\$8,000,000	\$10,000,000	
EBITDA	(\$350,000)	\$6,100,000	\$18,300,000	\$59,000,000	\$148,000,000	
Share (%)	N/A%	0.03%	0.04%	0.06%	0.08%	

Understand



Improve



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There are a lot of things to do

# The opportunity in front of you

15,000+ Investors, Advisors, and Executives

Expert Advice

Technology

Events

In critical areas

- Governance and Management
- Marketing and Sales
- Fulfillment and Execution
- IP and Special Sauce
- Financial Situation and Path
- Legal and Regulatory Issues

Startup - Emerging - Growth - Market Leading

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