

Business Model Canvas

Designed for:

ProxyMind (CyberAi Tool)

Designed by:

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Version:

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Key Partners

Cloud & GPU providers (AWS, GCP, Azure) Universities & research labs (datasets, collaborations) Cybersecurity accelerators & investors Ethical hacker communities (bug bounty programs) SIEM/SOC vendors (potential integrations)

Key Activities

Continuous AI model improvement (new attack patterns) Product development & UI enhancements Security validation & testing Marketing & community building Enterprise onboarding

Key Resources

AI engineers & security researchers Proprietary AI models (trained on traffic datasets) Cloud/GPU infrastructure Specialized security tools UI/UX design expertise

Value Propositions

For Pentesters (B2C): - Real-time traffic analysis with ultra-low latency - Context-aware traffic triage (beyond Burp Suite) For Security Teams (B2B): - Runs locally (compliance-friendly) - Multi-user collaboration - Lightweight GPU/RAM usage (startup-friendly) - Cost-effective

Customer Relationships

Community-driven support (forums, Discord/Slack) Self-service portal & dashboard Free trial / open-source demo Enterprise-grade support (account managers, SLAs)

Channels

Awareness (TOFU): - Social media (LinkedIn, Twitter, GitHub) - SEO, blogs, podcasts - Conferences (BlackHat, DEF CON), universities Consideration (MOFU): - Free trial on website - Open-source demo (GitHub) - Webinars, workshops Conversion (BOFU): - SaaS subscriptions - Enterprise pilot programs - Partner resellers

Customer Segments

Early adopters (B2C): Independent penetration testers Early adopters (B2B): Security teams at small/medium startups Later: Large enterprises, consulting firms, banks

Cost Structure

Salaries (engineering, research, sales) Cloud/GPU hosting (non-linear scaling costs) Marketing (conferences, events, campaigns) Licensing, training, certifications

Revenue Streams

SaaS subscriptions (monthly/yearly): 300–500 EGP/user/month (~\$10–15) Enterprise premium plans (custom SLAs, integrations): 8K–15K EGP/month (~\$250–500) One-time consulting/customization: 15K–30K EGP/project (~\$500–1K) Training & certifications for pentesters: 3K–6K EGP/person (~\$100–200)

Detailed KPIs (Year 1 – Egypt, Baseline & Targets)

1. Customer & Growth

CAC: \$40–60 (≈1,200–1,800 EGP) → **Target:** \$30–40 (organic & referrals)

LTV: \$300–400 → **Target:** \$600–800 (B2B adoption)

Churn: 15–20% → **Target:** <10% (better onboarding & support)

Retention: ~60% → **Target:** 75–80% (annual plans + incentives)

Conversion (Trial→Paid): 5–8% → **Target:** 12–15% (funnel & testimonials)

2. Product & Usage

MAU: 50–100 → **Target:** 300–400 (community partnerships)

DAU: 15–25 → **Target:** 80–100 (free tier & low latency)

Stickiness: 15–18% → **Target:** 25%+ (integrations: Burp Suite, SIEM)

Feature Adoption (AI Analyzer): 30–40% → **Target:** 60–70% (accuracy boosts)

3. Financial & Revenue

MRR: \$500–1,000 → **Target:** \$3K–5K

ARR: ~\$10K → **Target:** \$50–60K

ARPU: \$20–30 → **Target:** \$40–50 (enterprise + training)

Burn Rate: \$6K–8K/month → **Target:** < \$10K/month

Runway: \$100K seed → 12–15 months

4. Technical & Operational

Model Accuracy: 70–75% → **Target:** 85%

False Positives: 15–20% → **Target:** <10%

Latency: 5–6s → **Target:** 2–3s

Uptime: 97% → **Target:** 99.5% SLA

5. Community & Brand

GitHub Stars: 0 → **Target:** 200+ (demo repo)

Conference Mentions: 0–1 local → **Target:** 1–2 regional/global

NPS: Not measured → **Target:** +15 baseline

Support: <48h → **Target:** <24h (community), <2h (enterprise)