

# Business Model Canvas

<i>Designed for:</i>	ProxyMind (CyberAi Tool)	<i>Designed by:</i>	3 Men In the Middle	<i>Date:</i>	28 / 9 / 2025	<i>Version:</i>	1
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Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
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)	Continuous AI model improvement (new attack patterns) Product development & UI enhancements Security validation & testing Marketing & community building Enterprise onboarding	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	Community-driven support (forums, Discord/Slack) Self-service portal & dashboard Free trial / open-source demo Enterprise-grade support (account managers, SLAs)	Early adopters (B2C): Independent penetration testers Early adopters (B2B): Security teams at small/medium startups Later: Large enterprises, consulting firms, banks
Key Resources			Channels	
AI engineers & security researchers Proprietary AI models (trained on traffic datasets) Cloud/GPU infrastructure Specialized security tools UI/UX design expertise			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	
Cost Structure		Revenue Streams		
Salaries (engineering, research, sales) Cloud/GPU hosting (non-linear scaling costs) Marketing (conferences, events, campaigns) Licensing, training, certifications		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 ( $\approx$ 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)