**Problem Statement (Explain what’s wrong and the problem you have uncovered)**

Regrettably, we are living in an increasingly hostile cyber environment where threats to the integrity of any company’s Computer Infrastructure are looming large. What has been sufficient protection in the past is become less so as hacking apps proliferate and increasingly sophisticated hackers result in successful penetrations of Computer Systems become more and more common.

**Get Worse (Explain the likely outcome of not solving this problem)**

The software and hardware we require to undertake normal business operations has become more complex over time and the freely available tools needed to undertake a successful hack are becoming more and more powerful. This means that continuing to operate your Network in the same manner as in the past may leave the company exposed to the possibility of a successful cyber-attack.

**Glimmer of Hope (What you can do to fix this problem)**

While I am sure that the Network is performing adequately and keeping potential hackers at bay at present, the risk of a successful attack is ever increasing.

To that end I would propose that a detailed risk assessment be undertaken to identify any potential weaknesses in the Network as a whole, analyse those weaknesses and propose changes to mitigate any weaknesses found.

**Novel Solution (The idea you have that can solve the problem)**

I firmly believe that it is a good idea to have a fresh set of eyes look over the entire Computer Network.

I am proposing a minimally invasive deep dive into your Network, to identify all Hardware, Software and Firmware as well as associated configuration files and system controls with a view to fully analysing any vulnerabilities found and proposing changes to mitigate these vulnerabilities.

**Credibility (Why you are the person to solve the problem)**

I have over 20 years of experience in the administration of Computer Networks, from networks comprising 380 users spread over 6 European Capitals to small networks comprising one server and two PCs. However, in the 5 years since I ceased performing that role, the cyber environment has become much more hostile with the incidence of successful attacks increasing year on year at a frightening rate.

Combined with my newly earned knowledge of the techniques and methods available to modern hackers, all of which is derived from my current studies in Cyber Security, I believe I am a good choice to undertake a review of the Company’s Network Infrastructure.

**Vision (Inspire your audience, paint the picture of the outcome once solved)**

While the Network appears to be performing in a satisfactory manner at present, future adverse changes to the external cyber environment may result in your Network being compromised.

Should you accept my proposal, any potential weaknesses will be identified, comprehensively analysed and a course of action proposed to eliminate or significantly reduce those weaknesses.

This will greatly reduce the possibility of a successful hacking attack in the short to medium term