

<p><b>Key Partners ?</b></p> <p>1. Who are your key partners?</p> <div> <p><b>Advertisers</b></p> <p>Advertise our product and also pay us to advertise other products</p> </div> <div> <p><b>Investor</b></p> <p>Fund servers and Administrative Team</p> </div>	<p><b>Key Activities ?</b></p> <p>1. What are your key activities?</p> <div> <p><b>Active Platform</b></p> <p>Platform must be accessible for users to access our content &amp; for all revenue streams</p> </div> <div> <p><b>Updates</b></p> <p>Administrative team must post new security topics, exercises and news articles</p> </div>	<p><b>Value Proposition ?</b></p> <p>1. What are your value propositions?</p> <div> <p><b>Usability</b></p> <p>Ability to learn and implement computer security methods</p> </div> <div> <p><b>Design</b></p> <p>Appealing website design and content organisation</p> </div> <div> <p><b>Accessibility</b></p> <p>Easily accessible website and information.</p> </div> <div> <p><b>Risk + Cost Reduction</b></p> <p>Through knowledge gained on our site, users may reduce the risk and cost of security implementations on their websites.</p> </div>	<p><b>Customer Relationships ?</b></p> <p>1. Your customer relationships?</p> <div> <p><b>Self-serve</b></p> <p>We provide the tools and users will learn on their own</p> </div>	<p><b>Customer Segments ?</b></p> <p>1. Customer Segments</p> <div> <p><b>Niche market</b></p> <p>Although we try to get as many users as possible, it is mostly target to people with some use of computer security</p> </div>
<p><b>Cost Structure ?</b></p> <p>1. What about your cost structure?</p> <div> <p><b>Value driven</b></p> <p>we are content creators and the better we deliver it, the more value we and the user will get</p> </div> <div> <p><b>Fixed cost</b></p> <p>not much variability in cost. cost not dependent on number of users</p> </div>	<p><b>Revenue Streams ?</b></p> <p>1. What are your revenue streams?</p> <div> <p><b>Advertising [Dynamic Bargaining Pricing]</b></p> <p>Allow advertisers to show ads on our website</p> </div> <div> <p><b>Subscription Fees [Fixed Price]</b></p> <p>\$1 to upgrade for premium account.</p> <p>Premium accounts would have:</p> <ul style="list-style-type: none"> <li>-ad removal</li> </ul> </div>			

-subscriber assets when talking  
to community

Donations from community  
[Dynamic Pricing]

use paypal or some other  
crowdfunding effort with  
community