**1. Value Proposition**

**Primary Promise:**  
Deliver timely, accurate, and context-rich cyber threat intelligence that enables organizations to **detect, prevent, and respond** to cyber threats faster, with reduced risk and operational costs.

**Key Benefits:**

* Consolidate multiple threat feeds into a single actionable source.
* Reduce false positives & alert fatigue.
* Automate defense actions across security infrastructure.
* Enhance SOC efficiency & decision-making.
* Facilitate compliance and reporting.
* Support proactive threat hunting & cyber resilience.

**2. Target Customer Segments**

* **Enterprise Customers** (finance, healthcare, telecom, retail, manufacturing)
* **Critical Infrastructure Providers** (energy, utilities, transport, OT/SCADA)
* **Managed Security Service Providers (MSSPs)**
* **Government & Defense Agencies**
* **Cybersecurity Consultancies & Red Teams**
* **Technology Vendors** (integrating TIPs with their solutions)

**3. Revenue Streams**

* **Subscription Licensing Model** (SaaS)
  + Tiered pricing (Basic, Professional, Enterprise) based on features & volume of data processed.
  + Per-user or per-seat pricing for analyst teams.
  + Per-asset or per-feed licensing for large deployments.
* **On-Premise Licensing**
  + Perpetual license + annual support/maintenance fees.
* **Pay-Per-Feed Intelligence Marketplace**
  + Sell curated proprietary threat feeds inside the platform.
* **Professional Services**
  + Custom integrations, feed onboarding, SOC training.
  + Incident response support.
* **Premium Add-ons**
  + AI-assisted threat analysis modules.
  + Dark web monitoring packages.
  + Industry-specific intelligence packs.
* **Partner Program Revenue**
  + White-label TIP for MSSPs and OEMs.

**4. Key Activities**

* Threat feed aggregation and integration.
* Continuous platform development & feature innovation.
* Machine learning model training for threat scoring.
* Partnerships with intelligence providers, ISACs, and SOC automation vendors.
* Customer onboarding & SOC team training.
* Ongoing monitoring and updates for threat databases.
* Compliance & certification maintenance (ISO 27001, SOC 2, etc.).

**5. Key Resources**

* **Technology**: Cloud infrastructure (AWS/Azure/GCP), AI/ML models, API framework, data storage & analytics engines.
* **Data**: Commercial & OSINT threat feeds, proprietary research, dark web sources.
* **People**: Threat researchers, AI engineers, data engineers, backend developers, security analysts, sales teams.
* **Partnerships**: Cyber threat feed vendors, industry ISACs, MSSPs.

**6. Key Partnerships**

* **Feed Providers** (commercial + open-source)
* **SOAR/SIEM vendors** (Splunk, IBM QRadar, Palo Alto Cortex XSOAR)
* **Security Hardware Vendors** (firewalls, IDS/IPS, EDR)
* **Industry Threat Sharing Communities** (ISACs, ISAOs)
* **Cloud & Infrastructure Providers** (AWS, Azure, GCP)
* **Incident Response Companies** for collaboration.

**7. Channels**

* **Direct Sales** → Enterprise accounts, MSSPs, governments.
* **Channel Partners** → Cybersecurity resellers, system integrators.
* **Online SaaS Platform** → Self-service subscription sign-up.
* **Cybersecurity Events & Conferences** (RSA, Black Hat, GISEC).
* **Webinars & Threat Reports** → Lead generation.

**8. Cost Structure**

* R&D & product development (engineering, AI/ML, UX/UI).
* Data feed acquisition/licensing costs.
* Cloud hosting and storage costs.
* Sales & marketing (events, content, partnerships).
* Threat research team salaries.
* Customer support & SOC analyst team.
* Compliance & certification expenses.

**9. Competitive Differentiators**

* **AI-driven contextual scoring** to reduce false positives.
* **Modular architecture** for custom deployment (cloud, hybrid, on-premise).
* **Deep integration ecosystem** with SIEM, SOAR, EDR, and DevSecOps pipelines.
* **Industry-specific intelligence packs** (finance, healthcare, OT/ICS).
* **Dark web + encrypted platform intelligence** with multi-language coverage.
* **Analyst productivity tools** (storyboards, automation, visual link analysis).

**10. Example Pricing Structure**

* **Basic** ($2,000/month): Core feed ingestion, basic dashboards, up to 5 users.
* **Professional** ($5,000/month): All Basic features + AI scoring, SOAR/SIEM integration, dark web monitoring, up to 20 users.
* **Enterprise** (Custom Quote): All features + unlimited users, on-premise option, custom feeds, dedicated support, SLA guarantees.