🇺🇸 Veteran-Owned · Remote-First · FedRAMP-Ready 🇺🇸

Executive Snapshot

Problem: Federal missions delay while waiting months or years for ATOs, costing taxpayers billions.

Solution: True North's real-time compliance dashboards export FedRAMP 20x-ready evidence with military-grade precision.

Benefit: Slashes ATO wait times from 18+ months to approximately 3 months; critical national security missions launch sooner with full compliance.

TRUE NORTH INSIGHTS

VETERAN-LED TECHNOLOGY SOLUTIONS

True North Banner

True North Insights delivers military-grade compliance solutions that accelerate mission delivery for federal agencies. Our veteran-led team brings precision, reliability, and security expertise to government technology challenges.

MISSION: To secure America's digital infrastructure with unwavering integrity and veteran-led excellence.

Core Competencies

Problem: Many vendors claim compliance expertise but lack the technical depth and military discipline to deliver.
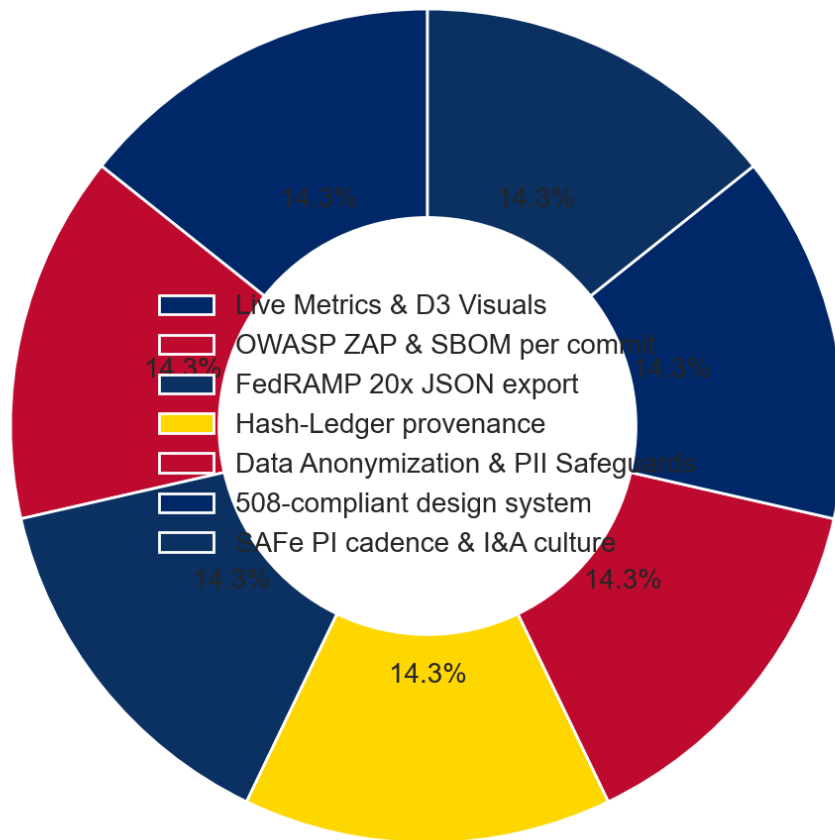
Solution: Six battle-tested capabilities-from real-time WebSocket D3 visualizations to immutable SBOM-per-commit security chains.

Benefit: Prime contractors gain an immediately deployable, audit-ready subcontractor with veteran-led security operations.

True North Core Competencies

Live Metrics & D3 Visuals — 14.3%
OWASP ZAP & SBOM per commit — 14.3%
FedRAMP 20x JSON export — 14.3%
Hash-Ledger provenance — 14.3%
Data Anonymization & PII Safeguards — 14.3%
508-compliant design system — 14.3%
SAFe PI cadence & I&A culture — 14.3%

Core Competencies

- **Live Metrics & D3 Visuals (WebSocket)** - Real-time security monitoring with military-inspired tactical displays

- **OWASP ZAP & SBOM per commit** - Continuous security validation with cryptographic supply chain verification

- **FedRAMP 20x JSON evidence export** - Automated compliance documentation ready for accelerated processing

- **Hash-Ledger provenance + optional Hyperledger** - Immutable audit trails with blockchain-level integrity

- **Data Anonymization & PII Safeguards** - Automated masking and privacy controls for sensitive information

- **508-compliant design system** - Accessible interfaces ensuring mission availability for all personnel

- **SAFe PI cadence & I&A culture** - Military-inspired agile development with intelligence and adaptability

True North's Army Veteran Leadership Advantage

American Excellence

ARMY VETERAN PRECISION

Mission-Focused Leadership

HEARTLAND

BE LEGENDARY

- Heartland work ethic
- Legendary commitment to excellence
- Resilience in challenging missions

- Battle-tested processes
- Mission-first mentality
- Disciplined execution
- Security mindset
- Adaptable under pressure

100% Army veterans - Committed to American excellence

Veteran Leadership

Roadmap (5 Program Increments)

Problem: New security technology without disciplined, phased deployment plans fails at pilot stage, wasting resources.

Solution: Military-inspired SAFe Program Increment cadence delivers five precisely scheduled, mission-critical capabilities.

Benefit: Agency stakeholders gain predictable quarterly progress visibility; funding alignment stays on-target throughout implementation.

Five-Year Strategic Roadmap

2025-05-04
American Excellence
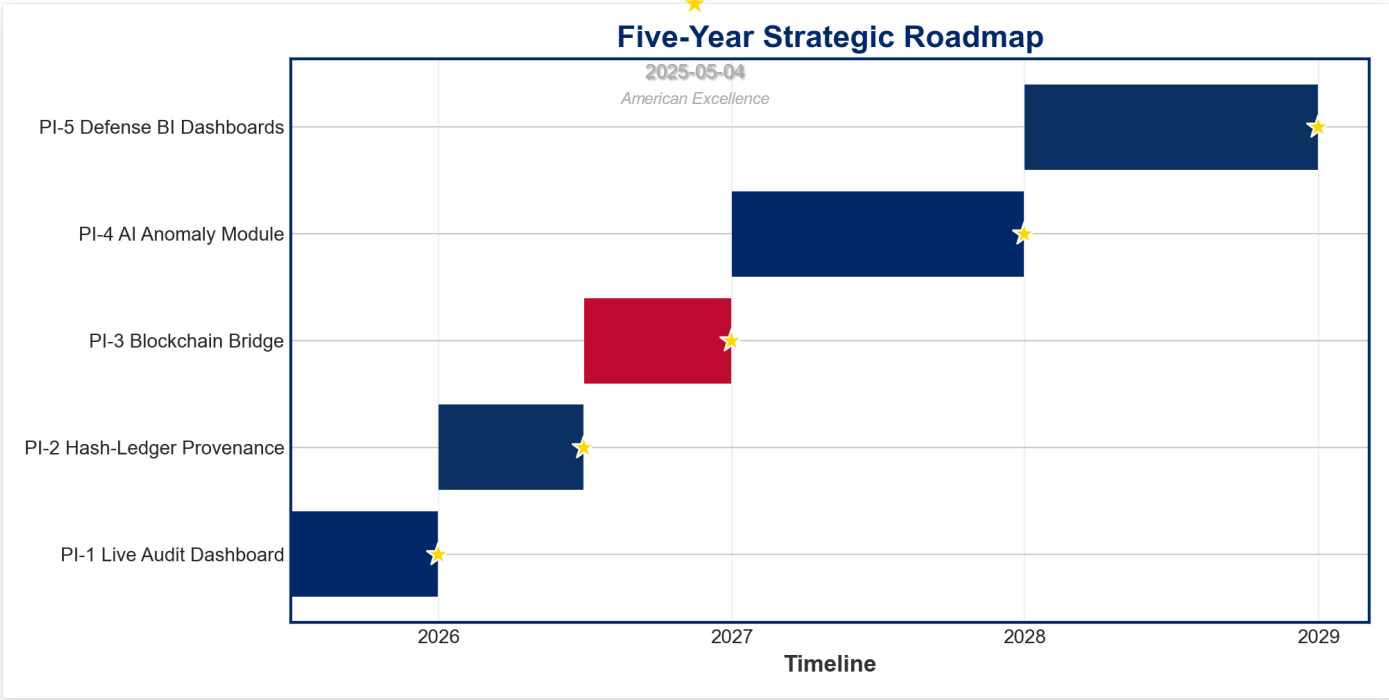
Roadmap Timeline

Increment	Deliverable	Outcome
PI-1 FY 25 H2	Live Audit Dashboard	Ends spreadsheet audits; P-Card friendly
PI-2 FY 26 H1	Hash-Ledger Provenance	Every config & log traceable
PI-3 FY 26 H2	Blockchain Bridge	Immutable chain-of-custody
PI-4 FY 27	AI Anomaly Module	2 s triage meets zero-trust SLA
PI-5 FY 28	Defense BI Dashboards	Force-readiness & asset tracking

Each Program Increment follows military-grade planning and execution standards with transparent metrics and accountability.

Service Portfolio (excerpt)

Problem: Government contracting officers face complex procurement obstacles when trying innovative security solutions.

Solution: True North's comprehensive service menu spans from Micro-Purchase threshold engagements to enterprise IDIQ contract add-ons.

Benefit: Agencies can start with low-risk $10K prototypes and scale to enterprise solutions with proven performance and zero procurement friction.

Engagement	Vehicle / Ceiling	Deliverables	Outcome
Prototype Audit Dashboard	Micro-Purchase ≤ $10 K	5-widget dashboard; FedRAMP JSON	Instant insight
Pilot Audit-as-a-Service	SAP ≤ $250 K	Full-stack + ZAP/SBOM	Cuts prep 40 %
SaaS License Pack	GSA MAS $30 K/yr	Multi-tenant dashboards	Always-on compliance
Provenance Ledger Add-On	IDIQ $150 K	Hash-ledger + Hyperledger	Immutable custody
Zero-Trust Architecture	OTA $250-500 K	NIST 800-207 blueprint; ZTA KPI dashboard	Accelerates zero-trust adoption

All services delivered with veteran-led teams bringing military precision and unwavering integrity to every engagement.

Five-Year Financial Trajectory

Problem: Inaccurate growth projections ignore small-business ceiling complications and create teaming agreement risks.
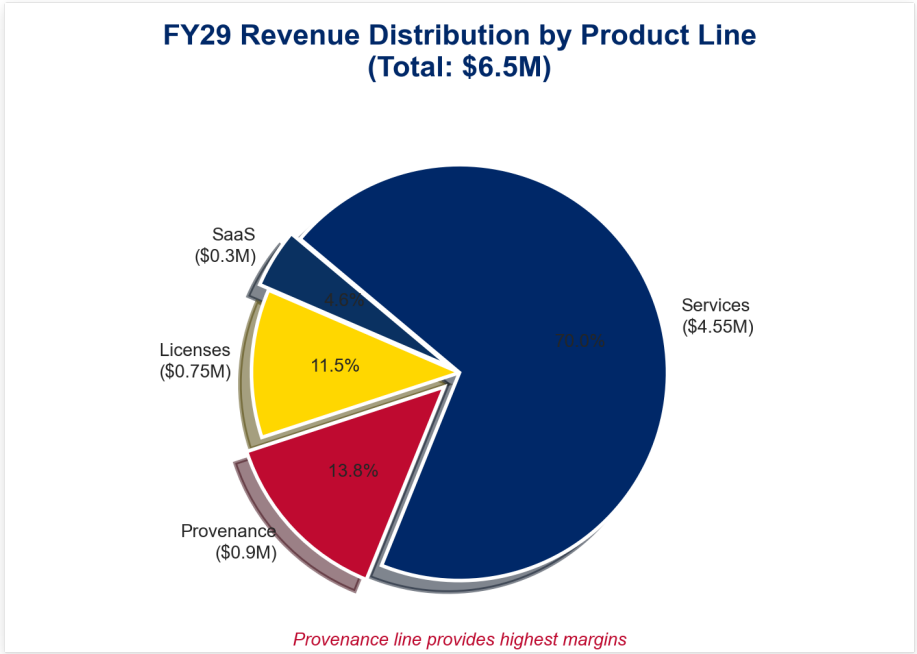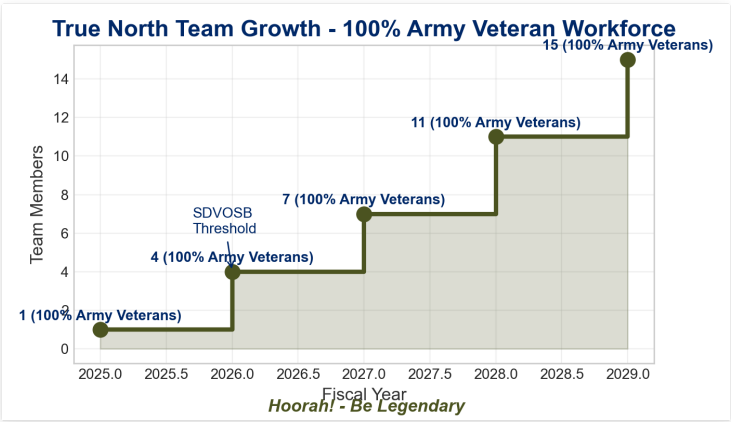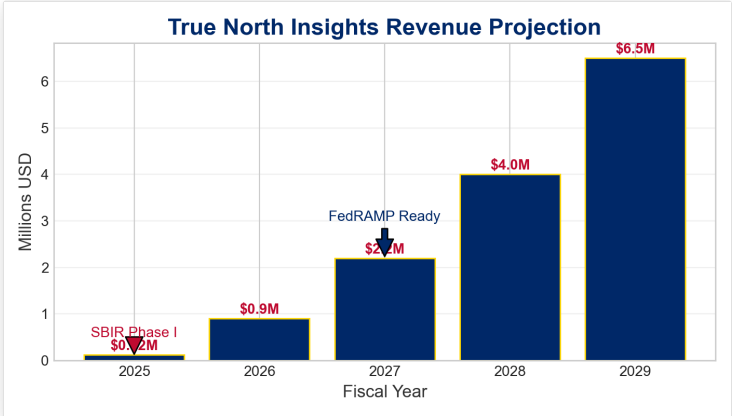
Solution: True North's precision financial model maintains revenue under small business thresholds through FY27 with controlled scaling.

Benefit: Prime contractors can confidently team without risking size standard complications while enabling veteran-focused growth.

FY	Drivers	Revenue (M)
2025	12 micro-purchases	0.12
2026	24 micro + 1 pilot	0.90

FY	Drivers	Revenue (M)							
2027	3 dashboards + SaaS prep	2.20							
2028	SaaS + 3 licenses	4.00							
2029	Provenance + seats	6.50							

True North Insights Revenue Projection

SBIR Phase I
$0.2M

$0.9M

FedRAMP Ready
$2.2M

$4.0M

$6.5M

Fiscal Year: 2025, 2026, 2027, 2028, 2029
Millions USD

True North Team Growth - 100% Army Veteran Workforce

15 (100% Army Veterans)

11 (100% Army Veterans)

7 (100% Army Veterans)

SDVOSB Threshold

4 (100% Army Veterans)

1 (100% Army Veterans)

Fiscal Year

Hoorah! - Be Legendary

FY29 Revenue Distribution by Product Line
(Total: $6.5M)

SaaS ($0.3M) — 4.6%

Licenses ($0.75M) — 11.5%

Provenance ($0.9M) — 13.8%

Services ($4.55M) — 70.0%

Provenance line provides highest margins

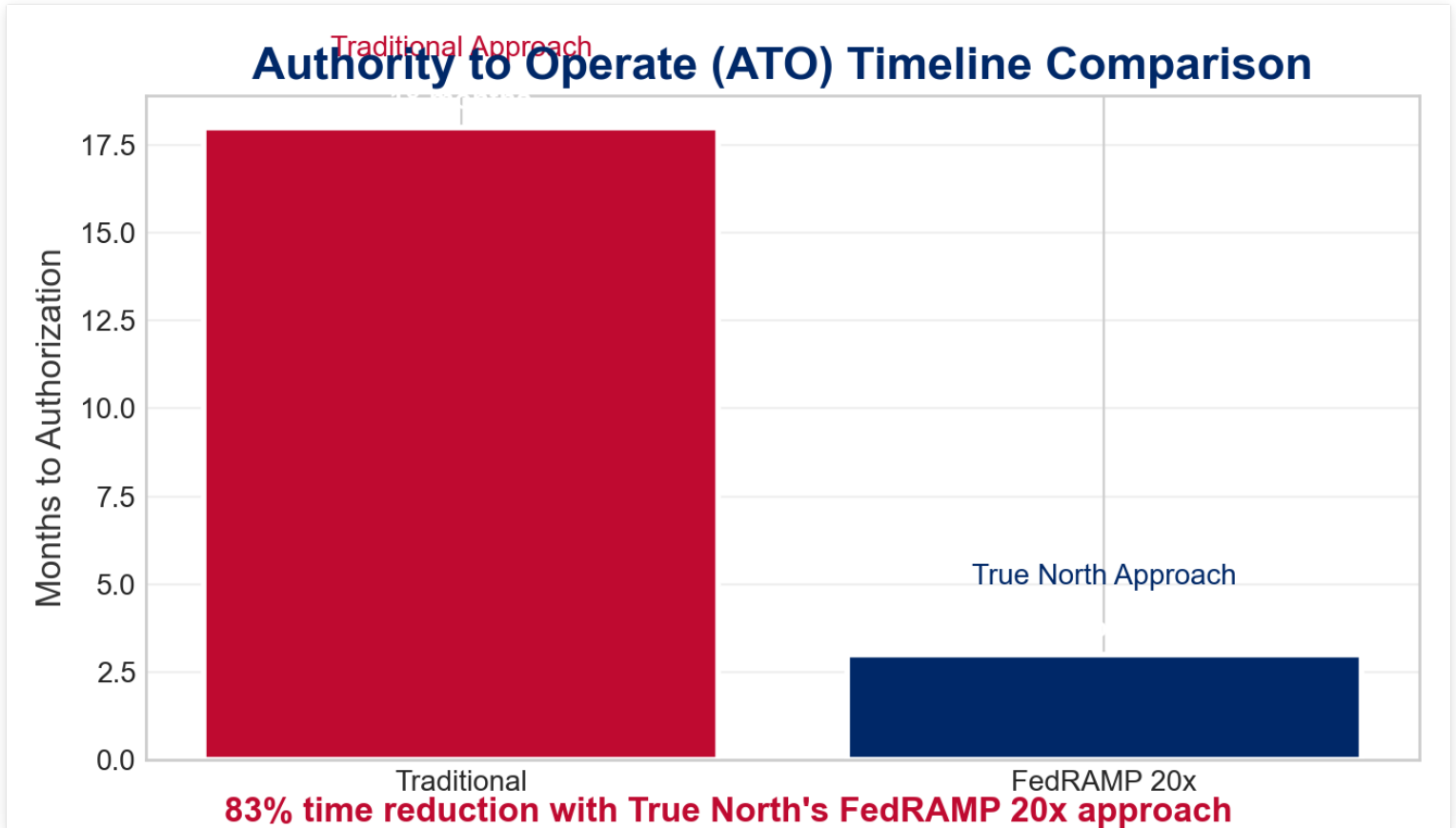# FedRAMP 20x Impact

Problem: Manual security compliance processes and paper-based evidence packages create massive authorization backlogs.

Solution: True North's tactical dashboards continuously emit OSCAL JSON evidence compatible with FedRAMP 20x automated processing.

Benefit: Revolutionary improvement cuts Moderate Authority to Operate timeline by approximately 83%, enabling faster mission execution.

Authority to Operate (ATO) Timeline Comparison

83% time reduction with True North's FedRAMP 20x approach

The FedRAMP 20x initiative modernizes cloud service authorization through automation. True North's solutions are specifically designed to integrate with this process, providing machine-readable OSCAL documentation that dramatically accelerates authorization timelines.
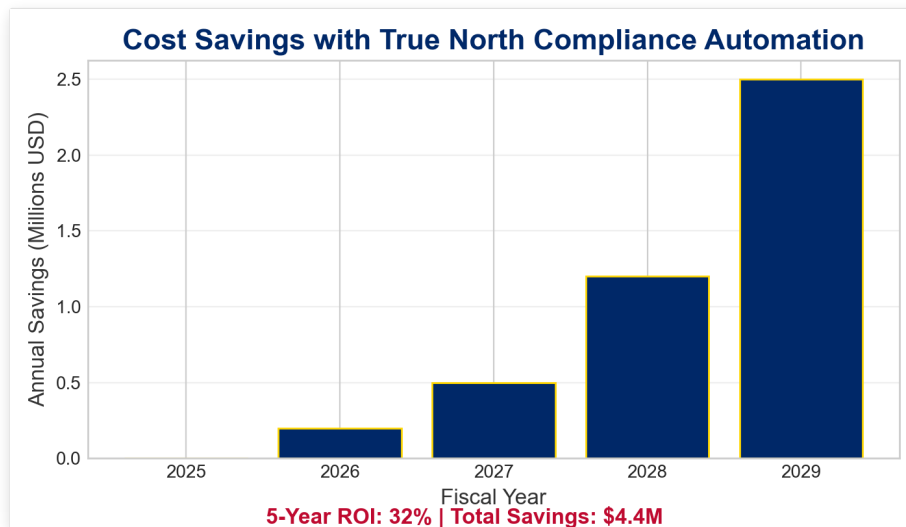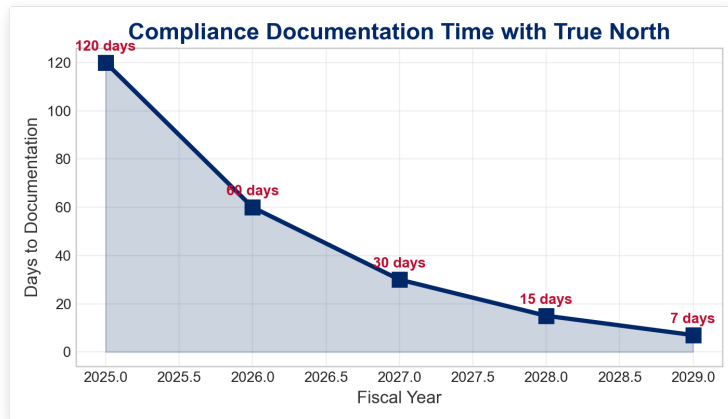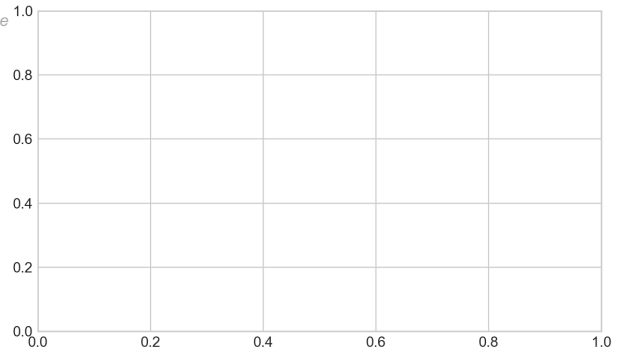
Security Metrics Impact

Problem: Organizations struggle to demonstrate security ROI with traditional compliance approaches.

Solution: True North's continuous monitoring provides real-time security improvement metrics tied to mission outcomes.

Benefit: Leadership gains quantifiable evidence of security posture improvement and clear financial return on security investment.

Compliance Documentation Time with True North

120 days

60 days

30 days

15 days

7 days

Days to Documentation

Fiscal Year

Cost Savings with True North Compliance Automation

Annual Savings (Millions USD)

Fiscal Year

5-Year ROI: 32% | Total Savings: $4.4M

True North's approach delivers quantifiable security improvements and measurable return on investment. Our military-precision metrics provide leadership with the insight needed to make informed security decisions and demonstrate tangible value to stakeholders.

Veteran Leadership Advantage

Problem: Technical teams often lack the disciplined leadership needed for high-stakes security implementations.

Solution: True North brings legendary work ethic and military precision to every engagement with battle-tested processes.

Benefit: Agencies gain the proven reliability of America's heartland veterans who understand both the mission and the technology at stake.

True North Insights is proudly 100% Army veteran-owned and operated, bringing military discipline and legendary work ethic to government technology solutions. Our leadership team includes veterans who embody the 'Be Legendary' spirit in every engagement with federal agencies.

Core Values: - **Integrity:** Unwavering commitment to truth and ethical standards - **Excellence:** Military-grade precision with heartland reliability - **Service:** Putting mission and country first - **Innovation:** American ingenuity solving complex challenges

"Hoorah! We bring legendary commitment to your technology mission."

FY25 Q4 Project Implementation

Problem: New programs struggle with first-time implementation and establishing trust with stakeholders.

Solution: True North provides a clear, predictable delivery timeline with defined milestones and military precision.

Benefit: Clients receive transparent progress tracking and early confidence in delivery capabilities.
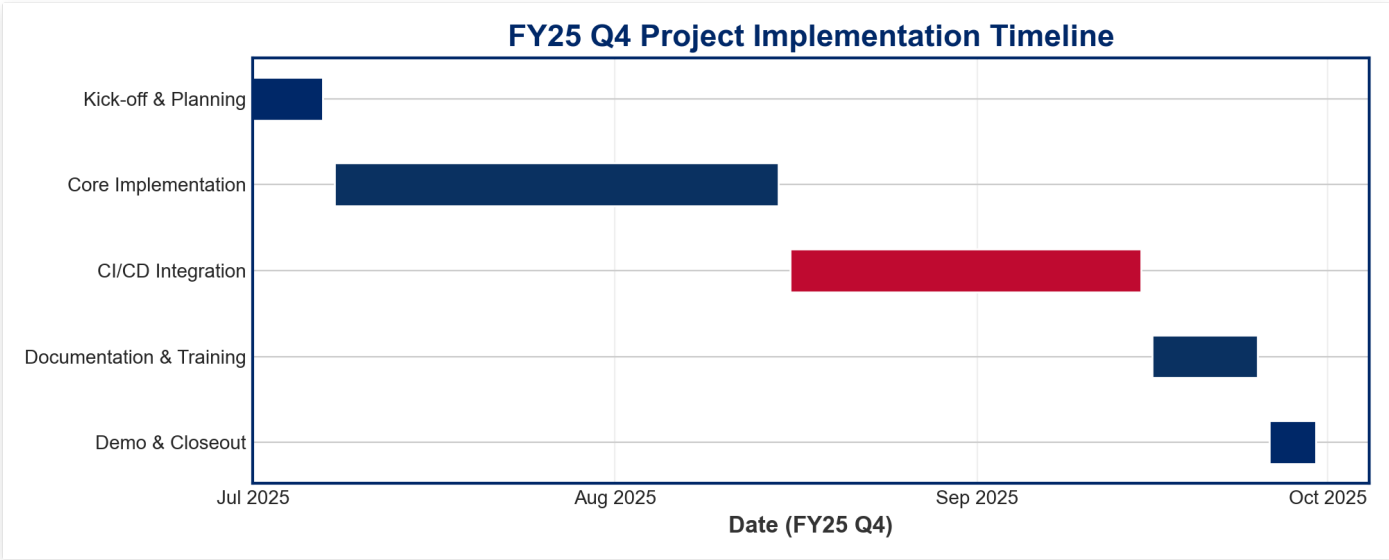
Q4 Project Timeline

Our first micro-purchase project delivers a **FedRAMP 20x JSON Export Proof-of-Concept** with the following phases:

Timeframe	Phase	Deliverables							
July 1-7, 2025	Kick-off & Planning	Charter; schema documentation							

Timeframe	Phase	Deliverables
July 8 - Aug 15, 2025	Core Implementation	Working script + Angular component
Aug 16 - Sep 15, 2025	CI/CD Integration	GitLab CI jobs; validation reports
Sep 16-25, 2025	Documentation & Training	README; OpenAPI spec; training
Sep 26-30, 2025	Demo & Closeout	Stakeholder demo; feedback capture

This initial project serves as a foundation for future engagements and demonstrates our military-precision delivery capabilities.

Go-to-Market Strategy

Problem: Innovative security startups struggle to establish credibility and access federal contract vehicles.

Solution: True North employs a phased approach leveraging veteran networks and legendary business ethic for precise channel targeting.

Benefit: Low-risk entry points for clients and predictable growth for True North's veteran-led team from America's heartland.

True North's go-to-market approach leverages our veteran network and legendary business ethic:

- **Anchor Pilots:** Strategic pilots with defense agencies (micro-purchases)
- **Thought Leadership:** "Road to Immutable Audit" blog series & Bunker Labs program
- **Delivery Cadence:** Quarterly PI Planning with Inspect-&-Adapt cycles every 8-12 weeks
- **Veteran Network:** Leveraging connections from military service for introductions to prime contractors
- **Strategic Location:** Midwest headquarters provides additional contracting advantages
- **Legendary Advantage:** Bringing "Be Legendary" work ethic to every federal engagement

Our approach exemplifies heartland values: starting small, proving our worth through honest work, and growing based on earned trust and proven performance.

True North Insights, LLC | Proud to serve America's technology needs

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