

# Project Analysis

Project Name: Random Password Generator (RPG)

## Company and Product:

- What is the product / service?

RPG is a software tool designed to assist users in creating secure and robust passwords or passphrases for various purposes, such as online accounts, system logins, or secure document access. This product is built to enhance the security of user accounts and sensitive information by providing a reliable mechanism for generating strong and unpredictable authentication credentials. The product supports individuals and organizations in maintaining better cybersecurity practices by mitigating the risks associated with weak or easily guessable passwords. Besides, the product could integrate with other existing workflows.

- Can the company have success? How?

Our company offers unique and advanced features that set RPG tool apart from competitors. This could include customizable parameters, integration capabilities, or additional security measures.

- What is your business model and pricing?

We offer three business model:

1. **Free Version:** Offer a basic version of the password generator for free with essential features. This can attract a broad user base.
2. **Premium Version:** Introduce a premium or paid version with advanced features, customization options, and additional security measures.
3. **Enterprise Version:** Provide enterprise-level licensing for organizations that require additional security features, centralized management, and integration with existing identity and access management systems.

## Pricing model:

We Provide a free trial version and a premium version for personal use for 20 Euros. For enterprise version, we Price the tool based on the features and functionalities it offers.

Organizations can select packages that best suit their needs, paying for the specific features they find valuable.

- **Who are your customers?**

RPG can cater to a diverse range of customers across different sectors and user profiles.

Here are potential customer segments for our product:

General Users, Small, Medium-sized, and Large-sized businesses, IT and Security Professionals, Web Developers and System Administrators, Password Management Service Users, Cybersecurity Providers, Software Development Teams.

- **Can you scale the product?**

We design the tool to be scalable, accommodating a growing user base and potential increases in demand. Ensure that the infrastructure can handle increased usage without compromising performance.

## **Team:**

- **What is your motivation?**

In this technology-driven world, the motivation to create this tool there is a vital need to improving cybersecurity, promoting user awareness, and addressing common challenges related to password strength and security. Creating complex passwords manually can be challenging and time-consuming. A password generator tool simplifies this process, making it convenient for users to obtain strong passwords without the need for memorization.

- **Did the team already build up something?**

Yes, the team have already worked other successful product.

- **Who are other shareholders?**

There are no other shareholders at this moment.

## **Market and competitive advantages and operations:**

- **What is your target market?**

The target market for RPG tool is broad. Our main target market is corporations working in the IT-related field specially software development and cybersecurity providers.

- Who are your target customers? Describe your perfect customer!

We have three main target customers including:

1. IT administrators, system administrators, and security professionals responsible for managing user accounts, access controls, and overall cybersecurity within organizations.
2. Developers and administrators that requiring a reliable tool for generating secure passwords for their applications, databases, and system-level access.
3. Companies or individuals offering cybersecurity services that can integrate RPG tool as part of their services.

- What is your use-cases?

RPG tool serves various use cases across individual users and businesses, including: Account Creation, Password Rotation, Password Recovery, Secure Document Access, Secure Online Transactions.

- What are the entry barriers?

At this moment the most challenging barrier is gaining potential customers.

- Are there any competitors on the market?

Yes, Dashlane is another widely used password manager tool that offers a random password generator. It helps users create complex passwords and securely stores them for easy access but their features are limited and it works only for individual users and small businesses.

- Can you operate without restrictions in terms of time and space?

Yes, we can operate without any restrictions.

- What type is your company?

Our company is Limited Liability Company