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# NIST Assist

Business Plan

**NIST Assist Team**

**Founded 2013**

## Executive Summary

### Product

Microsoft 365 Reseller and Managed Service Provider for Risk Management (Risk Management as a Serivice).

NIST Assist is a Microsoft Silver Partner and License Reseller, providing Multi-Partner Products and Services packaged with Risk Management as a Service. Products include:

* Microsoft 365 Licenses
* Risk Management advisorship
* Professional Services
* White label products and services

### Customers

Small to medium size companies, primarily in the government contracting sector, and customers in various supply chains who have security and compliance requirements regulated by an agency or industry association. Increasing markets are opening up due to increased governmental requirements such as CMMC, and heighted states of awareness regarding security and compliance in general. NIST Assist has also generalized and templatized risk management as a service for the general market.

Differentiating components that are key to future growth center on a two-factor approach of (1) muti-partner relationships we apply to our customer eco system to address the customers key risk areas, and (2) the application of the NIST standards that focus on security and compliance controls that reduce risk and increase efficiencies of the customer through standardization and corporate maturity. Our customer engagement model has a feedback loop of recuring risk management meetings with each customer, this allows NIST Assist to pick and chose which areas of improvement are most profitable to take on internally, and those that are best served through strategic alignment of specialized service providers. For example, we identify backup as a risk, and resell backup services to the customer. On the other hand, a customer who needs a custom app solution is more likely to choose to have us create one for them as their trusted technology partner.

## Company Description

### Mission Statement

NIST Assist is dedicated to supporting organizations in adopting standards and practices through incremental improvements. Our mission is to assist customers in identifying and navigating their unique roadmap to success. We are committed in this endeavor to the foundational principles of confidentiality, integrity, and availability.

### Principal Members

Scott Parramore

Don Griggs

Shouvik B.

Lance Gable

### Legal Structure

Readypool Technical Services DBA NIST Assist is a sole proprietor established in 2013.

NIST Assist llc. has been established since 2021. Current bank account is B of A DBA Business Account.

The plan is to buy out the DBA and assign ownership in NIST Assist llc. accordingly, transfer agreed funds to new B of A (or other) NIST Assist llc. business account, and close the current DBA account. Other steps include replacing line of credit with resellers.

NIST Assist llc. has teaming agreement with B12 and has several contracts in various states of execution at any given time. This agreement provides the NIST Assistance program to its clientele as a white label service.

## Market Research

### Industry

In general, the Risk Management as a Service concept can be applied to any industry, but has its largest footprint in Security and Compliance sector because these are foundational components of a risk management framework. NIST Assist has an established reputation in this industry as a Microsoft Silver partner for a over a decade.

Our market has 3 areas:

SMB Business space (O365)

We Can Do It Consulting will join the office management and business process improvement consulting industry. Generally, larger consulting firms, such as KEG Consulting, work with international corporations while smaller consulting firms work with both large corporations and smaller organizations, usually closer to home. Consulting firms structured like ours also have a history of working with local, state, and federal government agencies. The consulting industry is still recovering from the economic recession. It was hit hardest in 2009 when the industry shrank by 9.1%. However, as the economy recovers, the industry is showing signs of growth. A recent study stated that operations management consulting is projected to grow by 5.1% per year for the next several years.

### Detailed Description of Customers

The target customers for We Can Do It Consulting are business owners, human resources directors, program managers, presidents or CEOs with 5 to 500 employees who want to increase productivity and reduce overhead costs. Specifically, we specialize in consulting white collar executives on office processes such as job tracking, production, getting the most out of meetings, leadership, financial or hiring best practices, and other needs relevant to potential customers who serve in a management role within small or large organizations that may be bogged down by processes, bureaucracy, or technical experts with little leadership experience. To capitalize on opportunities that are geographically close as we start and grow our business, We Can Do It Consulting will specifically target executives within companies in the manufacturing, automotive, healthcare, and defense industries. This will allow us to take advantage of the company’s close proximity to hospitals (one of the largest employers in the region), automobile and vehicle parts factories, and government contractors supporting the nearby former Air Force base, now an aviation technology center.

Additional customer targets include establishing primer contractor eco-systems. Prime contractors have requirements to use small businesses, and there is a common security and compliance watermark they must adhere to within their supply chain. NIST Assist provides the prime contractors with white labeled security and compliance services that are applied to the sub-contractors. Subcontractors are generally small to medium size companies who are in a mentor/mentee program with a prime contractor, and are generally not prepared to navigate the public sector requirements. NIST Assist has established relationships with at least one entity of this nature and has standardized the approach and solution package.

### Company Advantages

The overall company advantage is the Risk Management approach. Customers pay us a recuring subscription fee to help ensure they are secure and compliant with the appropriate levels of risk management for their organization. This is done through regularly scheduled risk management meetings. The results of these meetings have 3 outcomes:

1. The customer will be required to perform some activity, and will have to make a choice about how to address a risk: We discuss the options, and determine if outsourcing is viable. History shows that customers will outsource everything they do not have to do if they can justify the cost.
2. NIST Assist will perform a task order: A Risk Management Master Agreement is used as a vehicle to charge one off projects to the customer as a monthly line item
3. NIST Assist will engage one of its approved partners to provide a product or service: We continue to grow reseller relationships with key partners who can provide ancillary services through a white label or teaming agreement.

Because We Can Do It Consulting provides services, as opposed to a product, our advantages are only as strong as our consultants. Aside from ensuring our team is flexible, fast, can provide expert advice and can work on short deadlines, we will take the following steps to support consulting services:

Significant advantage is also gained by the founders 20 years of experience in this sector, and unique insights into teaching the fundamental principles of the trade craft to staff. By developing systems that enable our knowledge workers to manage customer maturity, we can effectively scale operations. As a small firm we spent years forging deep relationships and developed partnerships that have given us invaluable awareness of how companies successfully navigate through the 5 stages of maturity. The following highlights these advantages.

* As a Microsoft Partner our biggest advantage is the Partner Resources and Benefits that help bring solutions to market within the Microsoft Eco System. This is much like a franchise in that there are requirements and quotas that qualify partners for additional resources and benefits.
* We formulate a tight relationship with users and become a trusted advisor. Our personal white glove service and human touch are well received and highly valued in risk management; our customers trust us because we are in a high trust role
* Well documented, systematic, and transparent approach (using many of the Partner resources and benefits) translates to measurable results and dashboards that are built into the platform.
* Highly experienced core staff have been trained for over 1 year in each category of corporate maturity. They have had hands on experience and real world application of the cybersecurity maturity model. They have been trained from day one on the core principles of this business plan, and are prepared in their trade craft to train the trainer and scale operations using the “2 in a box” approach.

### Regulations

NIST Assist must maintain a security and compliance watermark that is commensurate with its customers. As a Managed Servie provider with a trust relationship we are considered an insider threat by definition and must maintain at a minimum the standards and practices as outlined in NIST Special Publications 800-171, DFAR 7022, and ISO 27001. In virtually all engagements our customers are onbpoarded with very low scores and high risk scenarios, and once we become the Digirtal Partner of Record, we have additional requirements and regulations from Microsoft that include Anti-Trust Training and Awareness and other requirements based on Duty of Care.

Regulations are a key factor in our business model. NIST Assist subscribes to multiple industry resources and has established service providers that supply a constant feed of changes to regulatory requirements and alerts customized for each customer.

## Service Line

### Product/Service

Services Include:

* Azure / Microsoft Products and Services centered on Microsoft 365
* Business Process Reengineering Analysis
* On-Site Office Management Services
* Business Process Reengineering
* Operations Improvement
* Risk Management / RMaaS

Revenue Streams:

* Microsoft / Azure / AWS License reseller - monthly recuring revenue
* Third party products and services - other income / internal user rights
* Managed Services / monthly recurring revenue
* Task orders and projects / time and material & fixed cost revenue
* Teaming agreements / white label monthly income

### Pricing Structure

We Can Do It Consulting will offer its services at an hourly rate using the following labor categories and rates:

* Principal, $150
* Account Executive, $140
* Project Manager, $135
* Project Coordinator, $100
* Business Analyst, $90
* Process Analyst, $90
* Financial Analyst, $85
* Technologist, $75

### Product Lifecycle

Customer / product lifecycle begins with an initial questionnaire that gives us situational awareness into the organization and gauges its maturity level. Once a subscription level is agreed upon, the customer is onboarded accordingly and where applicable becomes a Digital Partner of Record. The Digital Partnership is the vehicle upon which we transact with the provider on the customers behalf, and gives us an administrative role in the customers online tenant. All customers will eventually have an online tenant in Microsoft, Google, or AWS (or some hybrid). We primarily focus on Microsoft at this stage of growth, but some new customers may not migrate until their renewal date if applicable, so our lifecycle supports customers who are muti-tenant and in flux.

Once the administrative role is established we perform an assessment, most often based on NIST 800-171 because it is the basis for most baseline frameworks.

The outcome of the assessment is a list of immediate threats, corrective actions, and recommended activities that are presented as opportunities for improvement.

We then meet on a regular basis and discuss the most cost effective way we can address the items in order of priority.

The initial revenue stream begins with the subscription for risk management and has 1-3 year term pricing options. The second revenue stream begins when we start providing the licenses for the online tenant, which also carries 1-3 year terms that are not coterminous with managed services, they are separate agreements. These 2 primary monthly recurring revenue streams apply to virtually all customers.

The additional monthly recurring revenue streams may not apply in all cases and vary according to the agreement, provider, and other limitations. This revenue category is usually realized after the customer attains a higher maturity level.

### Intellectual Property Rights

We Can Do It Consulting is a trademarked name in the state of South Carolina, and we have filed for protection of our proprietary processes and other intellectual property, such as our logo. We have also registered our domain name and parked relevant social media accounts for future use and to prevent the likelihood of someone impersonating one of our consultants.

### Research and Development

The company is planning to conduct the following research and development:

* Create a custom technology solution for manufacturers of vehicles such as automobiles or airplanes that helps better track each manufactured piece and its status in the assembly process
* Determine the need for additional consulting services within our market related to tying improved processes to opportunities for increased sales and promotion to potential customers
* Find trends in software solutions that may provide potentially competitive automated services in order to ensure We Can Do It Consulting continues to carefully carve its niche in the marketplace

## Marketing & Sales

### Growth Strategy

To grow the company, We Can Do It Consulting will do the following:

* Network at manufacturing, automobile industry, and healthcare conferences
* Establish a company website that contains engaging multimedia content about our services
* As the business grows, advertise in publications that reach our target industries

### Communicate with the Customer

We Can Do It Consulting will communicate with its customers by:

* Meeting with local managers within targeted companies
* Using social media such as Twitter, YouTube, Facebook, and LinkedIn
* Providing contact information on the company website

### How to Sell

Currently, the only person in charge of sales for We Can Do It Consulting is the business manager, Guy Champ. As profits increase, We Can Do It will look to add an employee to assist with account management/coordination. This individual will also provide company social media and online marketing support. The company will increase awareness to our targeted customers through online advertising, proactive public relations campaigns, and attending tradeshows.