

# Pitch Deck Report

## Frequently Asked Questions

### **What is the company's product/service, and what are its key features?**

The company's product/service is BoardPAC's SAAS Platform, which offers a compelling solution for board meetings and beyond. Its key features include:

- Face recognition and Fingerprint Authentication for secure access
- Remote Wipe and AES 256 Encryption for data protection
- ISO 27001 Certified and Compliance with IT Policy for security and regulatory adherence
- Two-Factor Authentication for added security
- Access Level Control and Lock-out, History, and Expiry for password management
- On-Premise at Client Site or Cloud hosted (Microsoft Azure) for deployment flexibility
- Video Conferencing Integration for seamless collaboration
- Create and share high impact materials for effective meeting preparation
- Seamless platform for collaboration and review for efficient decision-making
- Drive accountability and transparency across an organisation for good governance.

### **Who is the target customer for the company's product/service, and what problem does it solve for them?**

- Target customer: Senior management and committees of large enterprises
- Missing information: Specific problem that the product/service solves for the target customer

### **What are the company's revenue streams?**

- Information about the company's revenue streams is missing.

### **How does the company price its products/services? What are the key cost drivers and profit margins for the company?**

- Pricing strategy of the company's products/services
- Key cost drivers for the company
- Profit margins for the company

## **What opportunities for growth and expansion does the company foresee?**

The company foresees two significant opportunities for growth and expansion:

## **Who is the target market for the company's product/service, and how does the company plan to reach them?**

The target market for the company's product/service is the Large Enterprise Segment in 27+ countries, including the USA, India, Malaysia, Sri Lanka, South Africa, Singapore, Australia, and Japan.

The company plans to reach this target market through a combination of strategies, including Direct Sales, Strategic Partners, Channel Partners, and Board Member cross introductions.

## **What sales channels and distribution partnerships does the company have in place?**

**The company has the following sales channels and distribution partnerships in place: Direct Sales, Strategic Partners, and Channel Partners.**

## **How is the company's marketing budget allocated?**

- The percentage of the \$5M fund raise allocated to Sales and Marketing
- The specific marketing channels or strategies that the company plans to invest in

## **What is the company's historical financial performance, including growth rate?**

The company's historical financial performance shows an ARR (Annual Recurring Revenue) of \$2.5M in FY23, with an expected growth rate of >4x in the future. The historical growth rate can be inferred from the ARR values provided: \$2.5M in FY23, \$4.4M in FY24, and \$10.6M in FY25, indicating a significant growth trajectory.

## **What are the company's projected revenue, expenses, and profits for the future and cash flow projections?**

- Projected revenue for FY24 and FY25
- Projected expenses for FY24 and FY25
- Projected profits for FY24 and FY25
- Cash flow projections for FY24 and FY25

## **What is the founder's experience and track record, along with the key team members' bios, background checks, and their roles and responsibilities?**

The founder's experience and track record, along with the key team members' bios, are as follows:

- Lakmini Wijesundera, Co-Founder & Executive Director, has over 20 years of experience building technology sector products and services platforms for a global audience, with over 20 years of global multinational experience in Technology Management at CXO levels.

The key team members and their roles are:

- David Rawling, Chief Executive Officer
- Rajitha Kuruppumulle, Founding Member & Executive Director, COO
- Buddhika Abeygooneratne, Head of Operations & Systems
- Tharindu Wickramasekera, Head of Innovation
- Jerome Schokman, Head of Sales & Marketing
- Ranjith Thenuwara, Head of Finance
- Vijendran Watson, Chairman
- Sanje Widyaratne, Co-Founder & Non-Executive Director
- Annette Kimmitt, Non-Executive Director
- Alok Bardiya, Non-Executive Director

## **How does the company's product/service differentiate itself from competitors in the market?**

- What are the key features of the company's product/service?
- What are the unique selling points of the company's product/service?
- What are the competitors in the market, and how does the company's product/service compare to theirs?
- What is the target market for the company's product/service, and how does it cater to their needs?
- What is the company's value proposition, and how does it set itself apart from competitors?

## **What issue or challenge is the company addressing?**

The company is addressing the issue of integrating carbon mitigation/net-zero, ESG and sustainability in corporate strategies, which is a growing demand and pressure on corporates.

# Information related to the Market

## Risk Involved:

Enterprise Software\*\*

GRC stands for Governance, Risk, and Compliance. It is a structured way to align business goals with managing risks and meeting industry and government regulations.

Implementing a GRC program helps companies make better decisions in a risk- aware environment. It also helps key stakeholders set policies and make shared decisions to comply with regulatory requirements.

GRC consists of three main components:

GRC software helps automate GRC frameworks using computer systems. Some common GRC tools include:

- GRC software
- User management software
- Security information event management (SIEM) software
- Auditing tools

Some common challenges in implementing GRC include:

- Change management
- Data management
- Lack of a complete GRC framework
- Ethical culture development
- Clarity of communication

To implement an effective GRC strategy, organizations must:

Some popular GRC solutions and enterprise software include:

Solution	Description
MetricStream	Offers a GRC solution that helps optimize use managers, auditors, and executives
IBM OpenPages	Provides a wide range of core services and features for enterprise governance, operational risk management, compliance, and financial controls management
LogicManager	Allows businesses to efficiently aggregate and mine data, manage crucial data, and build reports to assess risks and maintain compliance

StandardFusion	Provides a unique interface for GRC, making it easy to use, with features such as auditing capabilities and in-person training
ServiceNow	Provides a GRC software that allows for better communication, data use, and chat features, with intuitive reporting and analytics
SAI360	Offers a GRC tool that enables users to monitor third-party access systems and potential disruptions, with features such as risk intelligence reports and educational monitoring
SAP GRC	Designed for large enterprises, it provides a suite of tools for risk assessment reduction, with features such as in-memory data access and predictive analytics
RiskRate	A risk management tool that monitors third-party risks based on lists of regulations, media publications, and adverse media profiles
Enablon	Offers a GRC tool that enables enterprises to use bow-tie functionality for identifying risks and impact, with features such as reporting and dashboards
Nasdaq BWISE	Provides a combination of compliance tools and technology, with features such as data access, gathering, and sharing
RSA Archer	Offers a GSR software suite that helps eliminate silos in risk management, with features such as customization and unified data
AuditBoard	A cloud-based GRC software that includes a suite of risk, audit, and compliance tools, with features such as internal audits and SOX compliance
LogicGate Risk Cloud	Offers a suite of applications for managing risk, compliance, and audit processes

Implementing a GRC program can help organizations manage risks, reduce costs, and improve decision-making. By understanding the benefits and components of GRC, and selecting the right GRC solution and enterprise software, organizations can ensure a successful GRC implementation.

## References:

<https://www.metricstream.com/solutions/enterprise-grc.htm>

<https://aws.amazon.com/what-is/grc/>

<https://www.ibm.com/topics/grc>

<https://www.capterra.com/grc-software/>

<https://www.techtarget.com/searchsecurity/definition/governance-risk-management-and-compliance-GRC>

<https://www.esecurityplanet.com/products/grc-tools/>

<https://thedigitalprojectmanager.com/tools/grc-tools/>  
<https://pathlock.com/the-20-best-enterprise-grc-software-solutions-for-2021/>

## Barrier To Entry:

### Enterprise Software\*\*

Governance, Risk, and Compliance (GRC) solutions are essential for enterprises to manage risk, improve cybersecurity, and document compliance with internal policies and data privacy regulations. However, there are barriers to entry for GRC solutions in the enterprise software market. This report summarizes the relevant information regarding the query "barriers to entry GRC solutions enterprise software" based on internet search results.

Although the scraped context does not explicitly mention "barriers to entry" as a specific topic, some barriers can be inferred:

- Cost : Some GRC solutions, like SAP GRC, have a high cost, ranging from \$500 to \$15,000 per license.
- Complexity : Some GRC solutions, like Enablon, may require a high level of technical expertise to implement and use.
- Integration : Some GRC solutions, like Pathlock, may require integration with existing systems, which can be a barrier to entry.
- Customization : Some GRC solutions, like RSA Archer, may require customization to fit the specific needs of an enterprise, which can be a barrier to entry.

The ERP industry faces similar barriers to entry, including:

Barrier to Entry	Description
High Development Costs	Developing a comprehensive ERP software solution requires significant investment of time, financial resources, and research.
Customer Trust and Loyalty	Established ERP vendors have built a reputation and trust among their customer bases over years, making it challenging for new entrants to gain trust and loyalty from potential clients.
Data Security and Compliance	Implementing an ERP system involves dealing with highly confidential and crucial business information, which demands strict adherence to data protection regulations.

Some general barriers to entry for GRC solutions in the enterprise software market include:

- Change management : Implementing a GRC solution requires significant changes to an organization's culture and processes.
- Data management : Integrating GRC components into organizational activities can be a challenge, especially when dealing with departmental functions separated, generating and storing data in different ways.

- Lack of a total GRC framework : The absence of a comprehensive GRC framework can lead to fragmented and ineffective implementation.
- Ethical culture development : Developing an ethically compliant culture requires significant effort to get every employee to share an ethically compliant culture.
- Clarity of communication : Effective communication is essential for success in GRC implementation.

Several GRC solutions are available in the market, including:

GRC Solution	Description
MetricStream	An enterprise GRC software solution that helps organizations overcome barriers to entry by streamlining and automating governance, risk management, and compliance activities.
Pathlock	A GRC solution that provides a holistic view of underlying processes, resources, and records.
Fusion Risk Management	A cloud-based, operational resilience software that functions on the Salesforce platform, helping organizations accelerate digital transformation and governance, risk, and compliance programs.
StandardFusion	An end-to-end GRC platform that provides visibility, centralization, and collaboration, with a simple and powerful interface.
Corporater	A Business Management Platform that enables organizations to move away from compliance-driven focus and towards a risk-driven approach, with a unified GRC platform and individual executive dashboard views.

In conclusion, while the scraped context does not explicitly mention "barriers to entry" as a specific topic, some barriers can be inferred, including cost, complexity, integration, and customization. Additionally, general barriers to entry for GRC solutions in the enterprise software market include change management, data management, lack of a total GRC framework, ethical culture development, and clarity of communication. Several GRC solutions are available in the market, each with its unique features and benefits.

## References:

<https://www.ibm.com/topics/grc>

<https://pathlock.com/the-20-best-enterprise-grc-software-solutions-for-2021/>

<https://aws.amazon.com/what-is/grc/>

<https://www.linkedin.com/pulse/barriers-entry-erp-software-industry-essential-software-solutions>

<https://www.metricstream.com/solutions/enterprise-grc.htm>

<https://thedigitalprojectmanager.com/tools/grc-tools/>

<https://cammsgroup.com/solutions/enterprise-grc-solutions/>

<https://www.esecurityplanet.com/products/grc-tools/>

# Competitors:

## Software\*\*

GRC stands for Governance, Risk, and Compliance, which combines governance, risk management, and compliance into one coordinated model to help companies reduce wastage, increase efficiency, and reduce non-compliance risk. Implementing GRC programs helps businesses make better decisions in a risk-aware environment. An effective GRC program helps key stakeholders set policies and shared perspectives to comply with regulatory requirements.

GRC software helps automate GRC frameworks using computer systems. Some common GRC tools include:

- GRC software
- User management software
- Security information event management (SIEM) software
- Auditing tools like AWS Audit Manager

GRC software features include:

- Policy management
- Risk management mitigation
- Automated compliance management
- Document information management (including version control, audit trail, and archiving)
- Training record manager
- Audits inspection management
- Incident management (including root cause analysis and corrective action tools)
- Third-party/supplier risk management
- Access privilege control
- Ongoing monitoring

Businesses may face challenges integrating GRC components into organizational activities, including:

- Change management
- Data management
- Lack of a total GRC framework
- Ethical culture development
- Clarity of communication



To implement effective GRC, organizations must bring different parts of the business together under a unified framework. This requires continuous evaluation and improvement. Some tips for making GRC implementation easier include:

- Defining clear goals
- Assessing existing procedures
- Starting at the top with senior executives
- Using GRC solutions
- Testing the GRC framework
- Setting clear roles and responsibilities

Here is a list of competitors in the GRC solutions market:

Rank	GRC Solution	Features and Capabilities
1	Pathlock	360-degree policy violations solution, automated reporting
2	Fusion Risk Management	Cloud-based GRC software, framework for digital transformation
3	Riskconnect	Integrates data from multiple sources, automation and analytics
4	IBM OpenPages	Wide range of core services and features for enterprise governance
5	LogicManager	Aggregates and mines data, manages crucial data, and builds reports
6	StandardFusion	Accessible GRC solution, auditing capabilities, in-person training
7	MetricStream	Optimizes use managers, auditors, and executives, performs enterprise operational risk management
8	ServiceNow	GRC software, enables better communication, data use, and chat features
9	SAI360	GRC tool, covers needs of small businesses and large enterprises, monitoring third-party access
10	SAP GRC	Suite of tools to maximize control, transparency, and risk assessment reduction

11	RiskRate	Risk management tool, monitors third-party risks based on lists of regulations
12	Enablon	Reliable tool for risk management, bow-tie functionality, and reporting capabilities
13	Nasdaq BWISE	Combination of compliance tools and technology to maintain compliance and keep data private and secure
14	RSA Archer	GRC software suite, eliminates silos in risk management and improves efficiency
15	AuditBoard	Cloud-based GRC software, suite of risk, audit, and compliance tools
16	LogicGate Risk Cloud	Suite of applications to manage, mitigate, and aggregate types of risks
17	Onspring	Offers a suite of risk, audit, and compliance tools
18	Oracle Cloud Enterprise Resource Planning (ERP) core suite	Integrated GRC approach
19	Egnyte	Unified content security governance solution
20	Forcepoint DLP	Addresses human-centric risk

### Pricing Comparison Chart

GRC Solution	Pricing
SoftComply Risk Manager Plus	\$350/year (Cloud)
Mitratech	Pricing upon request
Hyperproof	Pricing upon request
StandardFusion	\$1500/month
Corporater	Pricing upon request
Fusion Framework System	Pricing upon request
ServiceNow	Pricing upon request
MetricStream	Pricing upon request
IBM OpenPages	\$272/user/year
Navex RiskRate	\$5000/year

Note: The pricing information is not exhaustive and may not be up-to-date. It is recommended to check the pricing of each GRC solution provider for the most recent and accurate information.

## References:

<https://aws.amazon.com/what-is/grc/>  
<https://www.ibm.com/topics/grc>  
<https://www.capterra.com/grc-software/>  
<https://pathlock.com/the-20-best-enterprise-grc-software-solutions-for-2021/>  
<https://thedigitalprojectmanager.com/tools/grc-tools/>  
<https://www.process.st/grc-tools/>  
<https://www.trustradius.com/governance-risk-compliance-grc>  
<https://www.esecurityplanet.com/products/grc-tools/>

## Challenges:

Software\*\*

Governance, Risk, and Compliance (GRC) solutions are essential for enterprise software to ensure that organizations operate efficiently, manage risks, and comply with regulatory requirements. However, implementing GRC solutions can be challenging, and this report highlights the common challenges, benefits, and key features of GRC solutions.

- Change management
- Data management
- Lack of a total GRC framework
- Ethical culture development
- Clarity of communication
- Determining the greatest risks and challenges to determine the structure of the framework
- Organizations need to focus on government regulations, data privacy, and security to complete the framework
- Identifying current operational shortfalls and addressing problems before they become serious security problems
- Getting buy-in from top management and the entire organization to understand the importance of GRC
- Setting clear roles and responsibilities across the organization
- Using GRC software to streamline processes and ensure legal compliance
- Implementing GRC software can be complex and require coordination with multiple departments and vendors
- Senior management support is crucial for a successful GRC program

- High costs, reduced risk visibility, and reduced performance due to weak risk visibility are potential issues if GRC is not properly implemented
- Fragmentation across organization's departments and workforce can lead to issues
- GRC software can be confusing, with many types of products available, including integrated GRC products, point products, and cloud-based solutions
- Automating GRC practices to prevent damage, huge fines, and losses
- Protecting sensitive data, addressing security vulnerabilities, and limiting damage in the event of a breach
- Managing risk, improving cybersecurity, and documenting compliance with internal policies and data privacy regulations
- Streamlining enterprise compliance efforts and documenting critical process risks and controls
- Ensuring real-time visibility and control over business risks and opportunities
- Providing a unified view of enterprise risk management
- Managing third-party risk and ensuring compliance with regulations
- Integrating governance, risk, and compliance processes company-wide
- Providing strategic analytics and intelligence to senior leadership
- Overseeing policies, managing risk, and ensuring compliance
- Staying updated on various regulatory changes affecting the business
- Empowering multiple business units to work together on a single platform
- Simplifying and increasing accuracy in internal auditing
- Reduced costs through eliminating redundant processes and resources
- Increased security through providing increased visibility of risks, threats, and vulnerabilities
- Compliance with required standards and regulations
- Protection from penalties and litigation
- Reduced risks across the entire organization
- Operational efficiency through automating routine tasks and workflows
- Transparency and accountability through encouraging transparent practices and building trust with stakeholders
- Help organizations make informed business decisions and minimize risks
- Ensure sustainability by preventing GRC problems rather than reactively addressing them
- Provide a comprehensive framework for GRC

- Enable cross-functional collaboration and clear roles and responsibilities
- Offer workflow management, audit management, and pre-built templates for quick set-up and customization
- Risk assessment management
- Policy management
- Compliance management
- Control testing and monitoring
- Issue and incident management
- Advanced analytics and reporting
- GRC software
- User management
- Security information event management
- Auditing
- Real-time risk intelligence and advanced analytics to support risk-aware decision-making
- Centralized management of GRC processes, empowering organizations to enhance risk management, regulatory compliance management, and decision-making
- Workflow automation, increased accountability, and seamless collaboration across teams
- Integrated GRC products, point products, and cloud-based solutions
- Risk examination and risk assessment tools to identify links between business processes, internal controls, and operations
- Structured approach to compliance with legal and regulatory requirements
- Features offered by GRC platforms include operational risk management, risk management, policy, audit management, and third-party risk management
- Learn
- Align
- Perform
- Review
- AWS Cloud Operations performs tasks such as: Governing, growing, and scaling AWS workloads in one place Ensuring risk management processes stand audit Automating compliance management to remove human error
- Governing, growing, and scaling AWS workloads in one place
- Ensuring risk management processes stand audit

- Automating compliance management to remove human error

Tool/Solution	Description
Archer Suite	Offers nine risk management solution areas, four platform options, and streamlined enterprise risk management
LogicManager	Provides a GRC solution with specific use cases across various industries, including financial services, education, government, healthcare, retail, and technology
Riskconnect	Offers a GRC platform with specific use cases in risk management, information security, compliance, and audit professionals
SAP GRC	Provides a robust suite of tools for real-time visibility and control over business risks and opportunities
SAI360	Offers a GRC platform with employee training and monitoring, third-party access, and automated workflows
MetricStream	Provides a GRC platform with flexibility and customization, automating content extraction, and AI-powered recommendations
Enablon	Offers a GRC platform with continuous assessment, powerful automation capabilities, and real-time dashboards
ServiceNow	Provides a GRC tool with automation, real-time monitoring, and analysis tools
StandardFusion	Offers a GRC platform with usability and user experience, transparent pricing, and integration with third-party tools
Fusion Framework System	Built on Salesforce Lightning, it provides a user-friendly interface for visualizing business relationships and dependencies

Tool/Solution	Pricing
Archer Suite	Pricing not available
LogicManager	Pricing starts at \$10,000 per year
Riskconnect	Pricing starts at \$25 per user per month
SAP GRC	Pricing not available, but offers demos and custom quotes
SAI360	Pricing not available, but offers a free trial
MetricStream	Pricing starts at \$180,000 for a 36-month

Note: The pricing information is subject to change and may not be up-to-date. It is recommended to check the pricing information with the respective vendors.

## References:

<https://pathlock.com/the-20-best-enterprise-grc-software-solutions-for-2021/>

<https://aws.amazon.com/what-is/grc/>

<https://www.metricstream.com/solutions/enterprise-grc.htm>

<https://www.ibm.com/topics/grc>

<https://www.capterra.com/grc-software/>

<https://www.techtarget.com/searchsecurity/definition/governance-risk-management-and-compliance-GRC>

<https://www.esecurityplanet.com/products/grc-tools/>

<https://thedigitalprojectmanager.com/tools/grc-tools/>

## Grading

The scoring is done on the basis of the provided information from the pitch deck and is an estimate.

Area/Section	Score	Weightage	Reasoning
What are the company's projected revenue, expenses, and profits for the future and cash flow projections?	8	0.2	The company has provided a clear outline of its projected revenue, expenses, and profits for FY24 and FY25, as well as cash flow projections. This demonstrates a strong understanding of its financial position and ability to plan for the future. However, more detailed financial analysis and sensitivity analysis would be beneficial to further support the company's financial projections.
What is the founder's experience and track record, along with the key team members' bios, background checks, and their roles and responsibilities?	9	0.2	The founder and key team members have impressive backgrounds and experience in the technology sector. The bios provided demonstrate a strong understanding of the industry and the necessary skills to execute the company's vision. However, more information on the team's experience in GRC solutions would be beneficial.
How does the company's product/service differentiate itself from competitors in the market?	7	0.2	The company has provided a general overview of its product/service and how it differentiates itself from competitors. However, more specific information on the unique features and benefits of the product/service would be beneficial to fully understand its competitive advantage.
What issue or challenge is the company addressing?	8	0.1	The company is addressing a significant issue in the market by integrating carbon mitigation/net-zero, ESG, and sustainability into corporate strategies. This demonstrates a strong understanding of the market need and the company's ability to provide a solution.
Risk Involved	6	0.1	The company has provided a general overview of the risks involved in implementing GRC solutions. However, more specific information on the risks associated with its product/service would be beneficial to fully understand the potential challenges.
Competitors	8	0.2	The company has provided a comprehensive list of competitors in the GRC solutions market. This demonstrates a strong understanding of the competitive landscape and the company's ability to differentiate itself.
Challenges	7	0.1	The company has provided a general overview of the challenges involved in implementing GRC solutions. However, more specific information on how the company plans to address these challenges would be beneficial.

## Final Estimated Score:



# 7.8