



BUS – 402

Business and Entrepreneurship Lab

Project Report

Topic: Report on Cyber Fusion, a remote SOC service provider.

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1. Business Description and Tagline:

Business Title: “Cyber Fusion”

Tagline: Safeguarding people virtually.

Description: By providing customized solutions to counteract emerging threats, Cyber Fusion is transforming cybersecurity and leading the way in remote SOC services in Bangladesh. We enable businesses to protect their digital assets and maintain a safer online environment by providing them with state-of-the-art technology and knowledgeable people.

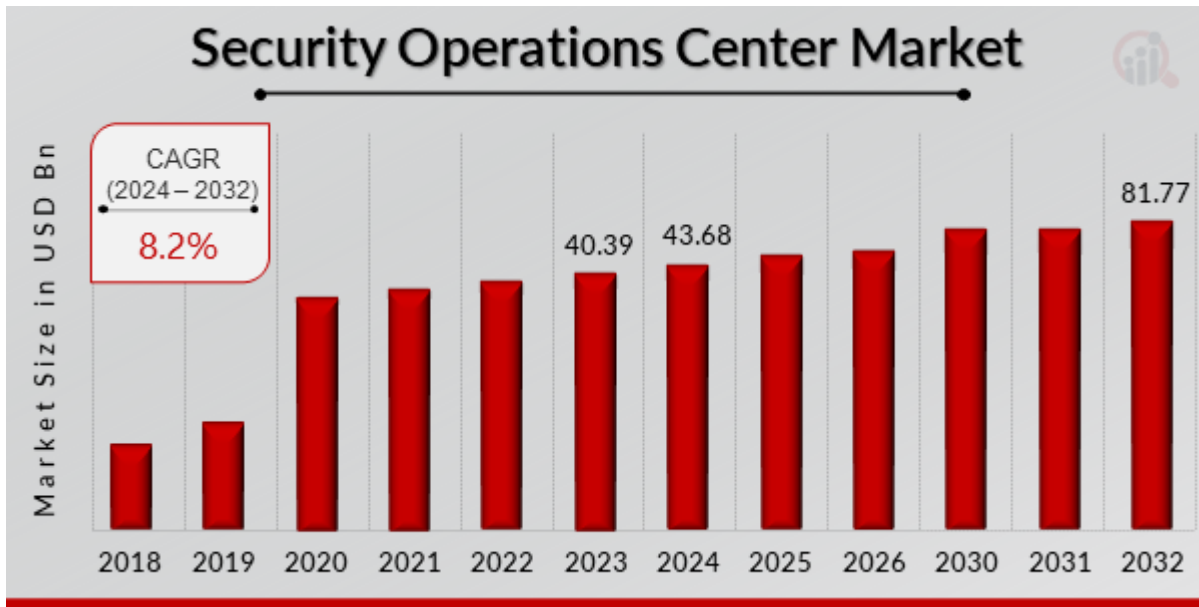
Purpose: Our purpose is to revolutionize Bangladesh's cybersecurity environment by offering cutting-edge remote Security Operations Center (SOC) services. We aim to provide businesses with the know-how and resources they need to properly protect their digital assets, reducing risks and guaranteeing security against online attacks.

Mission: Our mission is to provide complete SOC solutions that are tailored to each client's particular requirements. By leveraging advanced technology and a team of skilled professionals, we aim to detect, analyze, and respond to cyber threats proactively. We help our clients maintain a strong defense posture and stay ahead of emerging cybersecurity issues by providing ongoing monitoring and improvement.

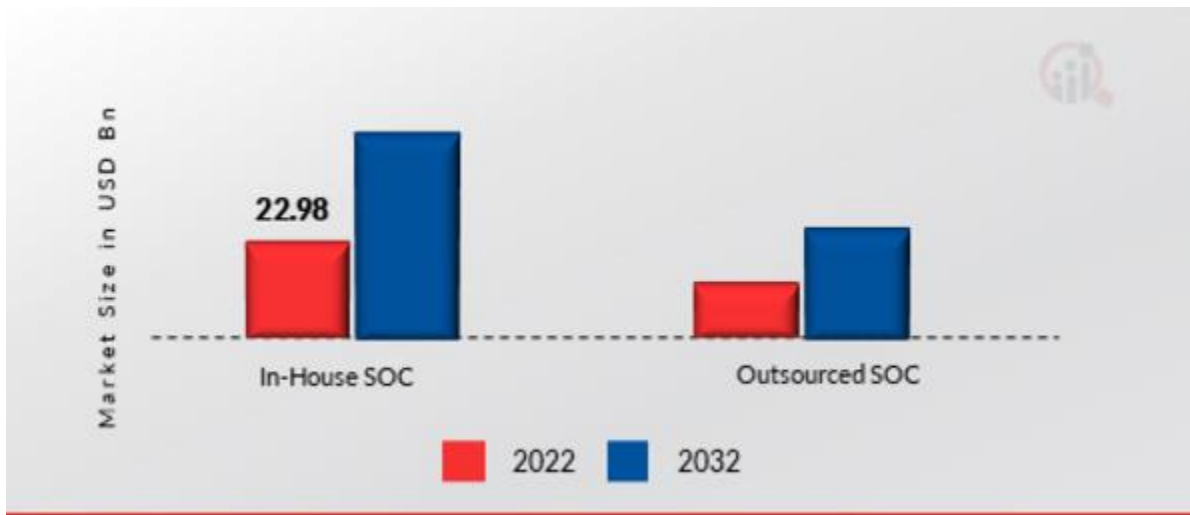
Vision: Our vision is to position Cyber Fusion as Bangladesh's top supplier of remote SOC services, raising the bar for cybersecurity expertise. In our ideal future, businesses from all industries will be able to confidently traverse the digital terrain because they will know that Cyber Fusion is safeguarding their data and assets. We work to provide a more secure and safe online environment for our clients and the country at large by cooperation, innovation, and a dedication to quality.

2. Market Gap:

Security Operations Center Market Size was valued at USD 40.39 billion in 2023. The Security Operations Center market industry is projected to grow from **USD 43.68 billion** in 2024 to **USD 81.77 billion** by 2032, exhibiting a compound annual growth rate (CAGR) of **8.2%** during the forecast period (2024 - 2032). The cyber threat landscape is evolving rapidly, and protecting against potential cyberattacks requires rapid monitoring and response. The longer a cybersecurity incident goes before it is remediated, the greater the potential damage and expense to the organization. Addressing these threats is one of the main responsibilities of an organization's Security Operations Centre (SOC).



Security Operations Center market is segmented into In-House SOC and Outsourced SOC. Although the In-House SOC segment is expected to exhibit the highest value during the projected period, demand for outsourced SOC services are also on the rise.



3. Product or Service Description:

There has never been a more important requirement for strong cybersecurity measures in the ever-changing digital world. Nonetheless, enterprises in Bangladesh are now more susceptible to cyberattacks due to the lack of remote Security Operations Center (SOC) services. Identifying this need, Cyber Fusion becomes a trailblazing force, providing extensive remote SOC services to meet the urgent cybersecurity requirements of companies all throughout Bangladesh. The purpose of this service description is to give a thorough overview of Cyber Fusion's products and services, including an analysis of its salient characteristics, advantages, and efficiency in addressing the identified market need.

SIEM (Security Information and Event Management): A key component of Cyber Fusion's remote SOC service offering is its SIEM system. Throughout the whole IT infrastructure, our SIEM platform tracks and connects security incidents by utilizing cutting-edge algorithms and real-time data processing. Through the consolidation of log data from many sources, including servers, network devices, and apps, Cyber Fusion's SIEM offers businesses unmatched insight into possible security events. By taking a proactive stance, it is possible to identify potential risks early on and take prompt action to mitigate their effects, hence reducing the impact of cyberattacks.

Key Features:

- Analyzing and tracking security occurrences in real time
- Logging combined with correlation to identify threats holistically
- Personalized notifications and dashboards for useful information
- Compliance reports in order to fulfill legal obligations
- Integration for improved detection capabilities with threat intelligence feeds

Benefits:

- Early security event identification to reduce harm
- Enhanced procedures for incident response and mitigation
- Improved awareness of and comprehension of the security posture of the company
- Adherence to regulations
- A decrease in the expenses and dangers related to cybersecurity

VAPT (Vulnerability Analysis and Penetration Testing): The proactive method of finding and fixing vulnerabilities in an organization's IT infrastructure is provided by Cyber Fusion's VAPT service. Our team of cybersecurity professionals conducts thorough evaluations to find possible holes and security gaps using a combination of automated scanning technologies and manual testing procedures. Cyber Fusion's VAPT service simulates real-world attack scenarios and gives enterprises useful information to prioritize and fix vulnerabilities.

Key Features:

- Automated vulnerability scanning of systems, apps, and network devices

- Manual testing of intrusions by skilled ethical hackers
- Reports on vulnerability assessments that list issues found and suggest fixes
- Retesting after repair to confirm security enhancements and validate efforts

Benefits:

- Finding possible security flaws before attackers may take use
- Sorted remediation solutions based on importance, addressing urgent problems first
- Enhanced defenses against data breaches and cyberattacks
- Adherence to industry norms and regulations
- Belief in the organization's IT infrastructure's security stance

PAM (Privileged Access Management): The vital necessity to safeguard and manage privileged accounts inside an organization's IT infrastructure is addressed by Cyber Fusion's PAM solution. Because they have more access permissions, privileged accounts are a popular target for hackers looking to break into networks and steal private information. By limiting and monitoring access to privileged accounts, Cyber Fusion's PAM platform assists businesses in enforcing the least privilege principle and lowers the risk of insider threats and unauthorized access.

Key Features:

- Password vaulting and rotation to secure sensitive credentials
- Centralized management of privileged accounts and access rights
- Role-based access control (RBAC) to enforce least privilege
- Session monitoring and recording for auditability and compliance
- Multi-factor authentication (MFA) for enhanced authentication security

Benefits:

- A decreased likelihood of abuse and exploitation of privileged accounts
- Greater oversight and visibility of privileged access activities
- Improved adherence to industry norms and legal requirements
- Reduction of illegal access and insider threats
- Strengthened overall security posture of the organization

XDR (Extended Detection and Response): The next step forward in threat detection and response capabilities is represented by Cyber Fusion's XDR system. It is difficult to properly detect and respond to complex cyber-attacks when using traditional security solutions because they frequently function in silos. The XDR platform from Cyber Fusion combines information from many security sources, including as networks, endpoints, and cloud environments, to offer extensive threat visibility and automated response capabilities.

Key Features:

- Coordinated threat identification and reaction for networks, cloud environments, and endpoints
- Advanced analytics and machine learning for threat detection and prioritization
- Real-time automated reaction mechanisms to contain and lessen hazards
- Using threat intelligence streams to improve attribution and context
- Constant tuning and monitoring to adjust to changing threats

Benefits:

- Comprehensive visibility into threats across the entire IT environment
- Rapid detection and response to advanced cyber threats
- Reduction in incident response times and associated costs
- Enhanced threat hunting and investigation capabilities
- Improved overall security posture and resilience against cyber attacks

EDR (Endpoint Detection and Response): The primary goal of Cyber Fusion's EDR solution is to protect endpoints—such as computers, servers, and laptops—from sophisticated cyberattacks. Endpoints are a prominent target for adversaries looking to infiltrate systems and steal critical data because they act as the first line of defense in many cyberattacks. With the help of Cyber Fusion's EDR platform, enterprises can defend themselves against a variety of cyberthreats by having real-time insight into endpoint activity, sophisticated threat detection capabilities, and automated reaction actions.

Key Features:

- Automatic response actions to contain and remove threats
- Endpoint isolation and quarantine to prevent lateral movement
- Real-time endpoint monitoring and threat detection
- Behavioral analysis and machine learning for anomaly detection
- Forensic investigation capabilities to analyze security incidents

Benefits:

- Enhanced endpoint security visibility and control
- early detection of endpoint-based threats
- decreased risk of data breaches and system compromises
- reduced effect of security incidents on business operations' detection and response
- enhanced overall security posture and counterattack resilience

Addressing the Market Gap: The remote SOC services offered by Cyber Fusion close a significant gap in Bangladesh's cybersecurity environment. Because there are currently no vendors in the nation offering remote SOC services, enterprises lack access to the knowledge and tools necessary to protect themselves against increasingly complex cyberattacks. Cyber Fusion fills this market vacuum by being the first to offer remote SOC services. In addition, Cyber Fusion gives enterprises all across Bangladesh the

resources, know-how, and assistance they need to securely traverse the digital terrain. With the help of our extensive array of services, which includes SIEM, VAPT, PAM, XDR, and EDR, enterprises can efficiently identify, evaluate, and mitigate cyber threats, reducing risks and guaranteeing a safer online environment for everybody. With creativity, knowledge, and an unwavering dedication to cybersecurity excellence, Cyber Fusion is poised to lead the charge in fortifying the digital defenses of Bangladesh and beyond.

4. Business Model

Cyber Fusion provides remote Security Operations Center (SOC) services to businesses in Bangladesh through a subscription-based business model. Our business strategy is intended to be flexible, scalable, and reasonably priced so that businesses of all kinds may have access to top-notch cybersecurity solutions that are customized to meet their unique requirements.

Revenue Generation:

Subscription Packages: To accommodate our clients' various demands and financial constraints, we provide a selection of subscription packages. The number of users/devices, the extent of coverage, and the quality of service are some of the elements that determine how these packages are organized. Customers have access to several tiers of our remote SOC services, such as SIEM, VAPT, PAM, XDR, and EDR, through tiered subscription plans.

Customizable Packages: We provide customers with customizable packages in addition to our basic subscription packages, enabling them to customize their cybersecurity solutions to meet their specific needs. Because of this flexibility, businesses may scale their subscription, choose which services to use, and modify service levels to adapt to changes in their IT infrastructure or business processes.

Additional Services: In addition to our main subscription options, we provide a number of other services and add-ons to improve our clients' overall value proposition. These includes training and awareness campaigns, incident response support, customized threat intelligence feeds, and on-demand consultancy. By providing these extra services, we not only create new income streams but also give our clients all-encompassing assistance throughout their cybersecurity journey.

The regular subscription fees that customers pay Cyber Fusion to utilize our remote SOC services are one source of recurring revenue for the company. Monthly or yearly subscription fees provide us a consistent income source while giving customers ongoing access to our portfolio of cybersecurity products, which includes SIEM, VAPT, PAM, XDR, and EDR. Scalability is supported by the subscription-based approach in a number of ways. First of all, it enables us to offer customizable service levels that let us serve businesses of all sizes and demands while making sure customers only pay for the services they really need. Furthermore, our scalable infrastructure—which includes automation tools and cloud-based platforms—can dynamically modify resources to meet increasing demand, guaranteeing smooth scaling without sacrificing dependability or performance. As our customer base grows our recurring revenue stream provide us with a steady and reliable source of funding for further service growth and innovation. Overall, Cyber Fusion is able to effectively extend its operations and satisfy its clients' changing

cybersecurity demands while sustaining a steady and expanding income stream thanks to the subscription-based business model.

	2024-25	2025-26	2027-28	2028-29
Market Size (Domestic)	1 Billion BDT	2.4 Billion BDT	7.5 Billion BDT	12 Billion BDT
Average growth rate	14%	21.25%	6%	6%
Number of clients	5,000	8,000	15,000	20,000
Average spending on server security	200,000 BDT	300,000 BDT	500,000 BDT	600,000 BDT
Market Growth Rate	6%	8.7%	5.50%	3.33%
Access to remote service	9%	15%	20%	25%
Clients Able to Use Our Service	1,250	3,500	6,000	8,000
Clients interested in using our service	50%	50%	50%	50%
Target Market (Companies)	75%	75%	75%	75%
Market Penetration (% of Target Market)	0.5%	1.5%	2%	2.50%
Market Penetration (Taka)	50 Million BDT	65 Million BDT	70 Million BDT	75 Million BDT
Subscription Cost Average	85,000 BDT	90,000 BDT	95,000 BDT	100,000 BDT
Commission from the User	7,266,240	14,799,123	22,599,454	30,838,343
Average Revenue Per Client	20,000 BDT	25,000 BDT	30,000 BDT	35,000 BDT

5. Operations Plan

Value chain analysis:

Through our business operation we will provide subscription-based service. Our physical office will host our employees and the whole business structure. We will have an HR team that will discuss the employment of skilled individuals and train the current employees. We will hire accountants who will evaluate the current market demand and keep our pricing competitive and alluring.

Our security agents will be divided into two sectors. On field and remote. We will hire more remote employees as they will maintain our core operations. In case of emergency where physical presence is necessary, our field agents will be sent. HR and accountants will discuss the salaries of the employees and make the figure enticing to make our hires feel motivated and keep the company operation profitable.

As a technical company we will require hardware and software to continue our services. We have struck a deal with smart technologies, the largest ICT product distribution company. We will follow the rules and legislation set by the ICT division of Bangladesh Government and continue our services.

Core Activities	Inbound Logistics	Operations	Outbound Logistics	Marketing and Sales	After Sales Services
	<ul style="list-style-type: none">• Security Agent Deployment• Security Configuration Information• Threat Intelligence feed• Customer Onboarding and Training	<ul style="list-style-type: none">• Remote Security Service• Threat detection, eradication and prevention• Creating cyber awareness• Enhancing privacy	<ul style="list-style-type: none">• Security monitoring and alerts• Security reports and dashboard• Security incident response.	<ul style="list-style-type: none">• Subscription-based service.• Facebook page.• Google AdSense.• SEO.• Offers and discounts.	<ul style="list-style-type: none">• Feedback collection.• Ensuring data privacy.• On field training for client employees if necessary.
Support Activities	Infrastructure	<ul style="list-style-type: none">• One physical office• Legal Framework			
	HRM	<ul style="list-style-type: none">• Recruitment team.• Security Agents for training and retaining skilled individuals.			
	Threat Intelligence Gathering	<ul style="list-style-type: none">• Threat information database.• Automated report generation system.			
	Resource Procurement	<ul style="list-style-type: none">• Smart Technologies Largest ICT distribution company• Bangladesh ICT division			

6. Competitor Analysis

Direct Competitors	Indirect Competitors	Future Competitors
On site SOC service providers	None	On site SOC service providers
		Remote SOC service providers

		Convenience	Security	Domestic/Foreign	Service Cost	Experience	Recognition
Cyber Fusion		Advantage	Even	Domestic/Foreign	Advantage	Disadvantage	Disadvantage
Direct	SOC service providers	Disadvantage	Even	Domestic	Disadvantage	Advantage	Advantage

Overall: Advantageous

Competitors	Service Cost	Availability	Remote service	Coverage	Competitive Advantage
Backdoor.com	High	Work hours + Emergency	N/A	Domestic	Moderate
Hoplonhd.com	High	Work hours + Emergency	N/A	Domestic	Moderate

Currently there are no indirect competitors to our service. Direct competitors are SOC service providers that offers physical services. They cover the security areas mostly during work hours and only responds in off-hours during emergency cases. Thus, there could be delay in responses and can cause minor to major security threat to a company. Since these on site SOC service providers are reliant on physical presence, their service is only limited to domestic areas.

But due to their experience and recognition in providing service, they hold moderate advantage over our services.

7. 5-Year Revenue and Cost forecast

Item	2024-25	2025-26	2026-27	2027-28	2028-29
Income from User Subscription	\$117,000	\$170,000	\$215,000	\$255,000	\$295,000
Net Income	\$117,000	\$170,000	\$215,000	\$255,000	\$295,000
Total Expenses					
Salaries and Allowances	\$63,000	\$67,500	\$71,000	\$75,000	\$79,000
Employee Training Cost	\$10,500	\$9,000	\$8,000	\$8,000	\$8,000
Rent, Electricity	\$10,000	\$12,000	\$12,000	\$12,000	\$12,000
Website Maintenance Cost	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000
Server Management Cost	\$8,000	\$13,500	\$13,500	\$14,000	\$14,000
Advertisement Cost	\$15,000	\$14,000	\$14,000	\$14,000	\$14,000
Depreciation Cost	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Interest Expense	\$2,000	\$2,450	\$2,650	\$2,850	\$3,050
Total Expenses	\$118,500	\$128,450	\$131,150	\$135,850	\$140,050
Total Profit Before Tax	-\$1,500	\$41,550	\$83,850	\$119,150	\$154,950
Income Tax	\$13,800	\$14,900	\$16,800	\$23,300	\$29,760
Net Profit after Tax	-\$15,300	\$26,650	\$67,050	\$95,850	\$125,190

Fund Raising:

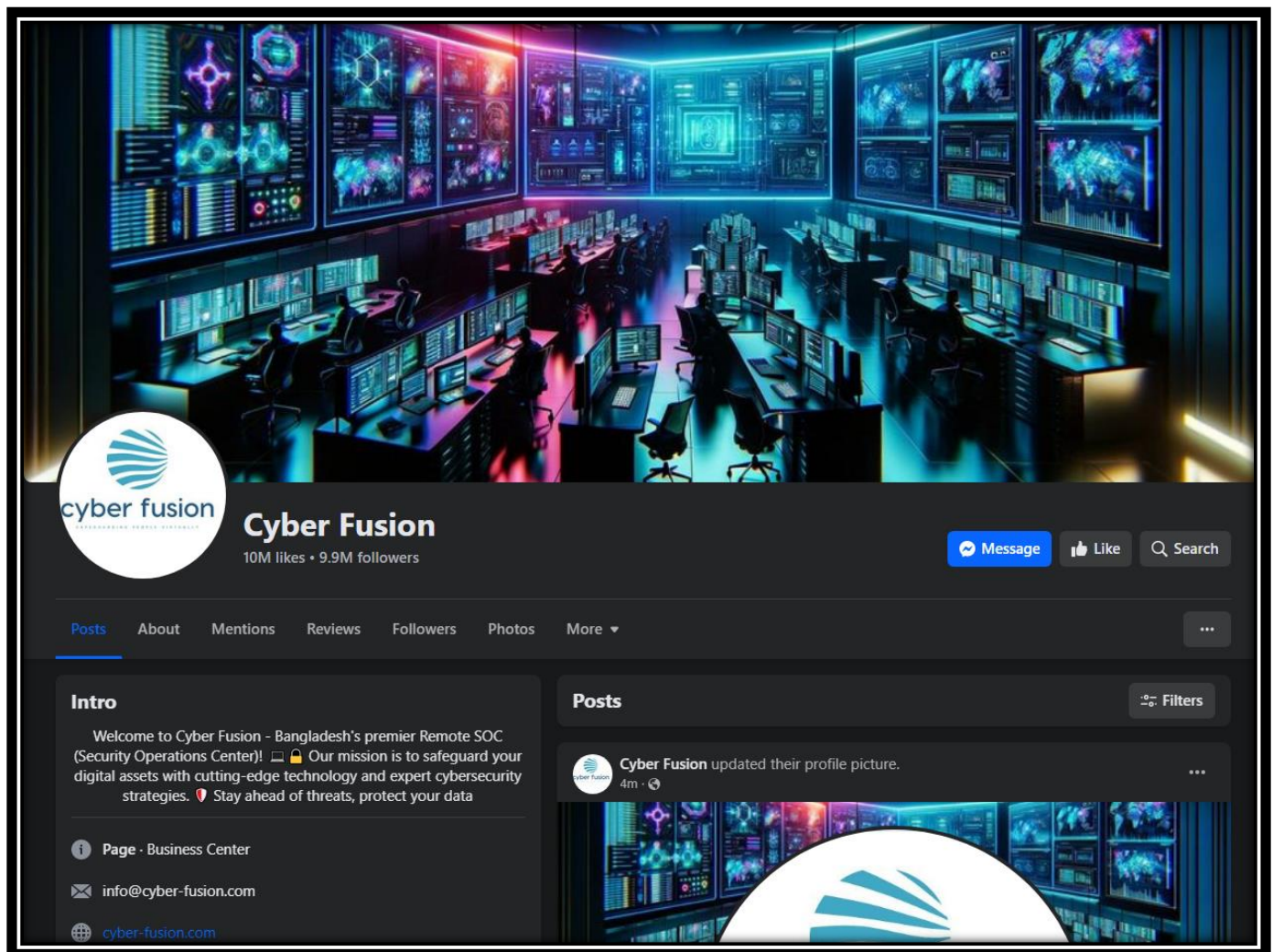
	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	
R R & D	Recruitment Cost	Data Collection		Server Setup									Service Launch	
	\$20,000	\$5,000		\$6,000										
Website and Server Development	Recruitment Cost	Structure Development				Employee Training								
	\$10,500	\$16,000				\$12,500								
Operation	Workspace rent, Hardware purchase, Utility bill, Salary of employees													
	\$40,000													
Legal	Lawyer	Necessary Registration			Lawyer Consultation									
	\$20,000	\$10,000			\$10,000									

8. Marketing Plan

Targeting- buyer persona:

	Startup & small business	Medium scale business	High scale business
Spending capacity	Low (less than 20k)	Medium (20k-50k)	High (50k+)
Expectation	Basic and cheap rate subscription	Economically premium service	Premium service
Suitable subscription model	Monthly	Monthly/annual	Annual/customizable
Media	BTL: Social media (facebook, x, youtube etc.).	SEO & SEM, Email promotion	ATL: TV channels, Billboards

Facebook page for advertisement and publicity:



Youtube Advertisement:



Website Preview:



9. Legal and Regulatory Consideration

Legal Foundations

Step 1	Online Application
Step 2	Opening and E-account with RJSC
Step 3	Preliminary name search
Step 4	Fee payment
Step 5	Money receipt submission
Step 6	Obtaining name clearance certificate

Stamp duty payment	
Payment of Stamp Duty is made to The Treasury of Sonali Bank	Costs: BDT 3,000 for Article of Association + BDT 50 for Certified Copy BDT 1,000 for Memorandum of Association + BDT 50 for Certified Copy

Register at RJSC

Basis: Companies Act 1994
Step 1: Preparing MOA and AOA as appropriate to the entity type
Step 2: Apply for company registration
Step 3: Filling in Name Clearance Submission number and letter number
Step 4: Filling in the prescribed forms
Step 5: Attaching the MOA and AOA
Step 6: Submitting the Registration Application
Step 7: Depositing the required fee
Step 8: Uploading document in online
Step 9: Printing the uploaded documents and Submitting those documents
Step 10: Receiving a Certificate of Incorporation

Required Documents:

Required Documents
1. Name clearance certificate
2. Memorandum and Articles of association
3. Filled in Form I: Declaration on Registration of Company
4. Filled in Form VI: Notice of Situation of Registered Office and of Any Change therein
5. Consent of Director to act
6. List of Persons Consenting to be Directors
7. Particulars of the Directors, Manager and Managing Agents
8. Proof of payment for Treasury Stamps
9. TIN Certificate of all Directors

Make Company Seal	Open a Bank Account
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Obtaining trade license:

Basis: City Corporation Ordinance, 1983
Step 1: Collect prescribed Application
Step 2: Submit completed Application Form with supporting documents
Step 3: Inspection by the Licensing Supervisor
Step 4: Deposit required fees
Step 5: Obtain Trade License

Required Documents
1. Application Form
2. National ID Card of the Entrepreneur
3. Holding Tax Payment receipt
4. Recent Passport Size Picture of the Entrepreneur
5. Declaration of non –Judicial stamp to abide by the rules & regulation of City Corporation & Municipal Corporation
6. A certified copy of the memorandum and articles of association
7. A copy of the certificate of incorporation
8. Agreement of Partnership
9. Tax Identification Number certificate
10. A copy of the lease agreement of the registered office
11. Work Permit from Bangladesh Investment Development Authority
12. Statement of Bank Solvency

Obtaining TIN Certificate:

VAT registration

Basis: Value Added Tax Act 1991
Step 1: Collecting prescribed application
Step 2: Submitting filled in application form with supporting document
Step 3: Verifying the documents by NBR officials
Step 4: Physical inspection of the business premises
Step 5: Obtaining a VAT Registration Certificate

Registration with BIDA:

Basis: Investment Board Act 1989

Step 1: Collect a local investment registration form
Step 2: Deposit the Registration fee
Step 3: collect a pay order/bank order
Step 4: Submit the completed application form
Step 4: review of the application and documents
Step 5: Obtain Registration Certificate

Required Documents
1. Application in duly filled in prescribed form
2. Trade License
3. Certificate of Incorporation along with Memorandum of Association (MOA)
4. Deeds of the proposed land
5. Background of the proprietors in officials letter head pad
6. Pay Order/Bank Order for applicable registration fee in favor of Bangladesh Investment Development Authority
7. TIN Certificate

Legal Foundations:

Department of ICT	Established rules and regulations to follow for an IT business.
ICT act 2006	Provisions related to data security and privacy
Digital Security Act 2018	Rules to follow before spreading information

10. Initial chart of investment required

FFnFs:

	Profile 1	Profile 2	Profile 3
Name	MD. Sultan Ahmed	Nadim Ahmed	Labib Ahmed
Occupation	Businessmen	Businessmen	Service Holder
Relation with the Co-founder	Father	Brother	Brother
Investment Amount	\$30,000	\$50,000	\$25,000
Investment type (Debt or Equity)	Debt	Equity	Equity
Conditions (Any)	-	-	-
Interest	Variable Interest Rate (Inflation + 2%)	-	-
Stock	-	7%	3%
BOD	-	-	1 Seat
BOA	-	-	-

Fund Requirement Table:

Year	Yearly
2024-25	\$150,000
2025-26	\$200,000
2026-27	\$0
2027-28	\$90,000
2028-29	\$0

Fund Investment (Start year):

Purpose of fund	Amount
Physical Office	\$35,000
Company Registration	\$15,000
Advertisement and Promotion	\$15,000
Additional space for equipment cost	\$20,000
Hardware and Software	\$20,000
Personnel	\$15,000
Training Cost	\$5,000
On field personnel cost	\$5,000
External deals	\$10,000
Interest payment	\$10,000