How to create a new malware? 3 step process

1. Create the malware's payload

2. Make the malware undetectable

3. **Spread the malware**

Exploits bundle and other services

1. **Exploit bundle** : $25/day, $400/month, up to $3,000
   - ➡ program to embed into a webpage

2. **Bulletproof host** : $15–250 per month
   - ➡ hosting service to bypass any kind of IP filtering
     anti-spam, anti-virus, anti-malware, law enforcement,
     search engine anti-malware service and so on

3. **Traffic** : $4–10 per 1,000 unique hits
   - ➡ attract people to visit the infected webpage

   Installs $12 – $550 per 1000 infections
   - ➡ use a spreading service also called Pay-Per-Install (PPI)