1 Vision and Value Proposition

TruSec enables companies to hedge against hacks such as ransomware attacks and data breaches. Doing so, it increases market transparancy of zero-day exploits, enabling decision-makers to improve their defense budget allocations.

2 Challenge

Companies experience difficulties obtaining randsomware insurances. Goverments may forbid paying out ransomware, leaving companies vulnerable against zero-day exploits.

3 Target Market & Opportunity

Two cyber-security triage intermediaries from Amazon and Splunk have expressed interested in using the protocol. Companies with high cyber-security demands, such as those building/using life-critical systems (e.g. hospitals), are expected to be most motivated to explore whether TruSec can help them improve their defense against zero-day exploits.

4 Solution

Companies put a decoy of their software stack(s) in a decentralised virtual machine, stake its security, and set their desired responsible disclosure period(RDP). Hackes see this software and stake. If they find an exploit, they put it in a decentralised locker and pay for evaluation. Companies see the exploit and patch their systems within the RDP. After the RDP, the locker opens up, the exploit is validated, the hacker receives payout and the company can re-stake their updated stack.

5 Business Model, Traction and Validation

The initial model is consultancy in the form of helping companies safely deploy their software stacks in the TruSec protocol. If the protocol becomes the/a new security standard, we can pivot to compliance mitigation. For the traction and validation, an MWE needs to be developed, that is to be tested in an iterative approach.

6 Roadmap

To develop a proof of concept, we would like to reach out to hospitals, financial institutes and large IT enterprises (e.g. Microsoft etc.) to ask them for their requirements on a protocol implementation, then raise funding, and develop an iteratative MWE. After sponsoring hacks on the protocol (and on the deployed stacks), we aim to re-evaluate stakeholder needs and feasibility. Based on that, we aim to raise more funding and transition towards production-ready protocol deployment.