Brainstorm salability Honeyjar

# Short description

Our end product could be described as a self-improving Honeyjar system that analyzes and sorts data coming from Android phones in malicious and benign data.

# Target

Security-sector companies, i.e. antivirus companies like Norton and network security companies like Talaia.

# Required investments

Minimal investment. At the end of the 5-6 month development stage a product will be finished that will be self-sufficient, besides needing a server for hosting. Data can be pulled from clients who install the target company’s app on their phone, providing the company the necessary data. This implies that the company needs to invest in creating a GUI that contains the requirements to be made available on the Google Play Store.

# Return on investment

As part of a larger security package, customers from the company install the app on their phone and pay for the usage of this app. Perhaps a subscription?

# Opportunities and threats

This system is, as far as we know it, unique – making it appealing to businesses as mobile security is also unknown territory. Could be a game changer. Threats could consist of company’s not taking the mobile malware threat seriously, and/or not seeing the need to implement a Honeyjar system.

# Timeframe

At least a 5-6 month development stage