



EnterAll InfoSec Solution

Growing an Ethical Hacking Business

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Background

Anand

- Small Training Institute
- Ace Ethical Hacker
- Motorola

Lakshman

- Lower-Middle Class
- Computer Science Engineering Student
- 2007: Adobe Inc Award
- MBA at IIMA

EnterAll InfoSec

External Relationship

- Corporate Clients
- Public Sector Undertakings (PSUs)
- Government Institutions



Timeline

The year of 2011-2012



Setting

India



Internal
Relationship

Founder: Murali Lakshman
Partner: Shankar Anand.



Industry

Information Security

Constraints

Market Education

- Lucrative Niche
- Cost allocation
- Credibility
 - Word of Mouth
 - B2B



Resource Limitation

- Efficient team
 - Age
- Internships
 - 5/team
- Capital



Business Model Development

- Ethical Concerns
- Hackers Vs Corporate
- Free Spirited Hackers



Timeline



2011

EISS was founded in Hyderabad, India.



2012

First major client breach successfully demonstrated security flaws.



2014

Expansion into training services

Why important?

Where would hackers utilize these skills elsewhere?

The challenge of balancing business growth with ethical hacking values.

The opportunity to redefine cybersecurity as a proactive industry rather than reactive.

Core Problems

Client Acquisition

Gaining credibility in a skeptical market.

Scaling Operations

Transitioning from a service-based to a solution-based business.

Talent Management

Retaining ethical hackers driven by passion rather than salary.

Financial Constraints

Need for funding without compromising company vision.



Breakdown Challenges

Internal Factors

Leadership: Founders' lack of business experience

Operations: Difficulty in maintaining hacker autonomy while ensuring deadlines.

Financial: Bootstrapped funding model limits expansion potential

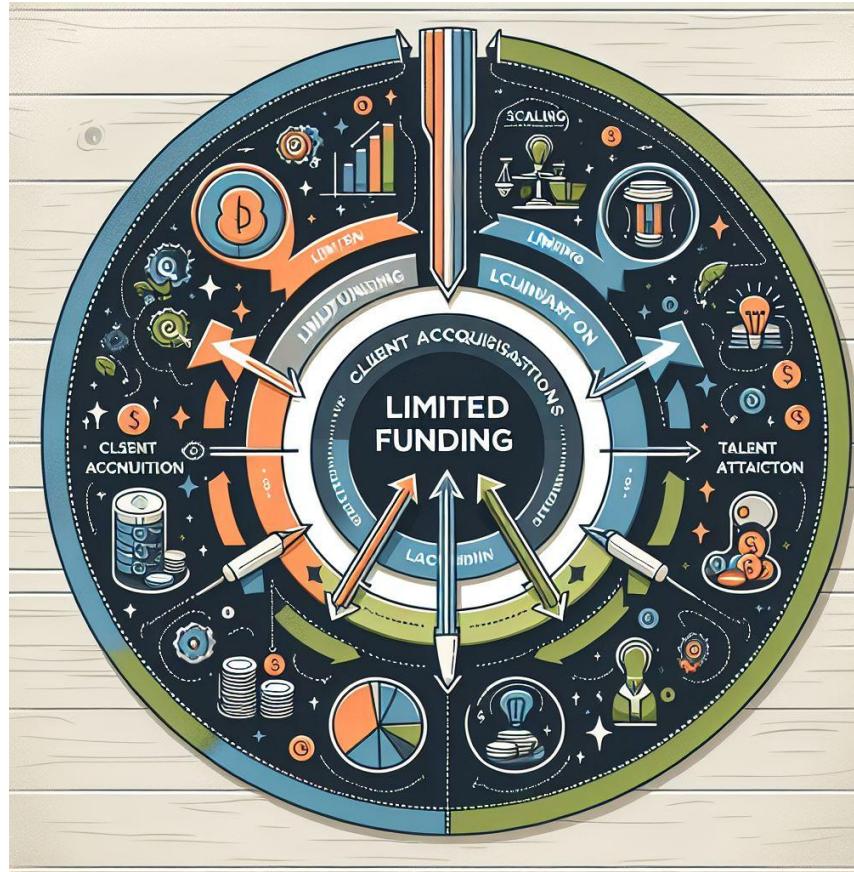
External Factors

Market Conditions: Increasing cybersecurity awareness but lack of trust in startups

Competition: Large antivirus firms & existing ethical hacking consultancies

Cultural factors: Ethical hacking seen as a "grey area" in India's business environment

Connect To Challenge



Internal Solutions

Solution 1

Lack of business experience

Solution

- Adding Managing Partner

Loss of equity in business, but has someone to with financial and business skills to scale

Solution 2

Operational Issues

Solution

- Adding matrix structure to ensure expertise in each project

Costs money, due to the additions to the team

Solution 3

Financial Constraints

Solution

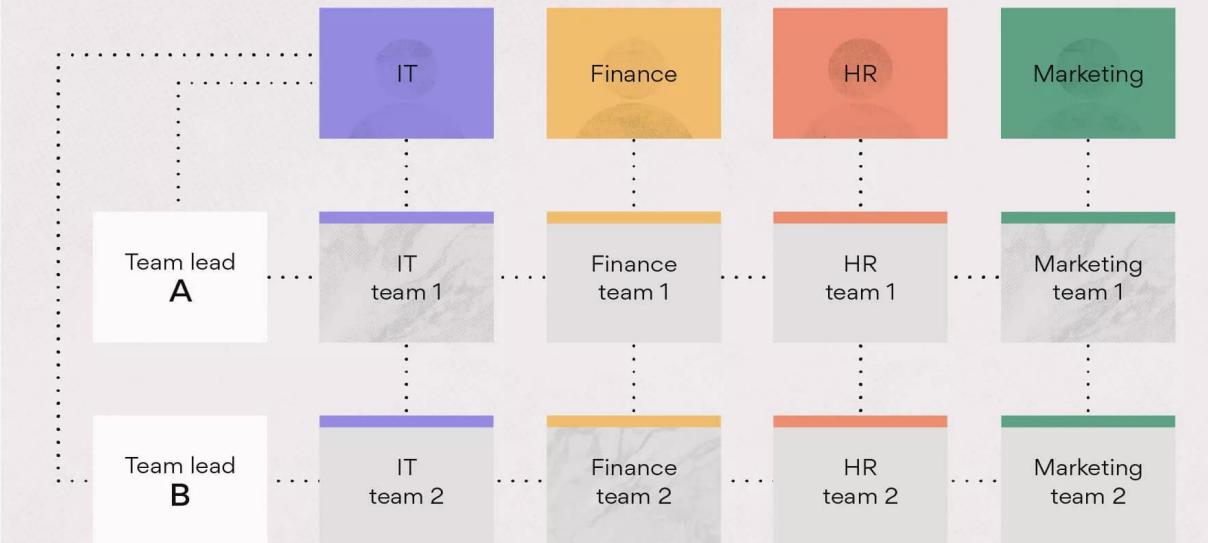
- Merge with university to adds professionalism and lets them stand out from other programs, and source potential workers

Ethical Hacking Universities



Matrix Structure

Matrix reporting structure



External Solutions

Solution 1

Scaling B2B Training

Pros: Recurring revenue stream, brand credibility, scalable.

Cons: Competitive market, requires partnerships, loss of equity

Solution 2

Subscription Based Cyber Security

Pros: Predictable Income, Long Term client relationships

Cons: High upfront cost, requires R&D investment

Solution 3

Hybrid Model -Consulting +SaaS Security

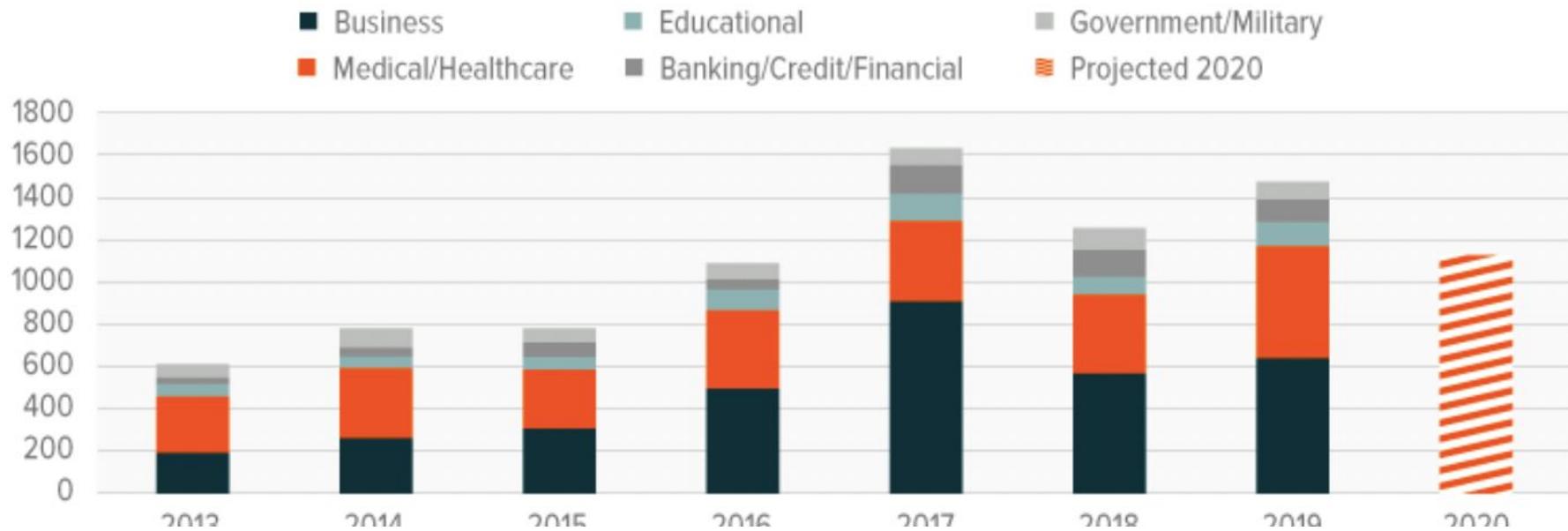
Pros: Combines high-touch service with scalable products

Cons: Requires dual expertise in service & tech development

Constant Breaches Through Different Industries

NUMBER OF DATA BREACHES IN THE U.S.

Source: Identity Theft Resource Center, 2020.



Recommendation

1

Hybrid Model - Consulting + SaaS Security Solutions

- **Scoring Matrix:**
 - **Training & Certifications:** 7/10 (profitable but competitive market).
 - **Subscription Security Model:** 8/10 (high potential but requires investment).
 - **Hybrid Approach:** 9/10 (balanced between service & product scalability).

Automated Security Solutions – Over time, **automating security functions** via SaaS can reduce manual consulting hours, leading to higher margins.

Continuous Innovation – SaaS platforms can be regularly updated with **new security features**, ensuring clients stay protected against evolving threats.

Long-Term Contracts – Clients who start with consulting are more likely to sign multi-year SaaS agreements for ongoing protection.

Scalability – Once developed, the software can be sold repeatedly **without significant additional costs**, increasing profit margins.

SWOT analysis

Strengths



- Ethical Hacking Knowledge
- Network
- Custom Tailored training programs with hands on experience

Weaknesses



- Branding
- Funding
- Looking at small core team

Opportunities



- Expanding into government
- Offering certification backed training
- Partnering with university
- Creating jobs creates stronger brand

Threats



- Competition
- Risk of internal information leaks from employees
- Regulations regarding hacking

Key Takeaways

Cybersecurity is growing necessity



Ethical hacking is crucial as cyber threats rise.

EISS must scale while building credibility.



Balancing Growth with Trust

Strategic Positioning is Key



A hybrid model balances scalability, profitability, and sustainability

Retaining skilled, ethical hackers is essential.



Talent & Ethical Challenges