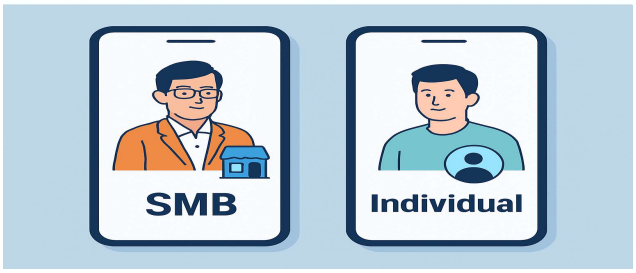
CYBER G-TECH



CYBER G-TECH

Cyberattacks on small and medium businesses
+Individual Customers

PROBLEM STATEMENT

For Business Management (SBM) Limited Resources: Small businesses often operate with constrained budgets, making it difficult to invest in advanced cybersecurity solutions.

Operational Disruption: A single cyberattack can halt operations, damage customer trust, and lead to financial collapse.

Compliance Pressure: Increasing regulations (like GDPR, HIPAA) demand strong data protection, but SMBs struggle to meet these standards.

Knowledge Gap: Owners and employees may lack training in recognizing and preventing cyber threats.

🔹 For Individuals

Privacy Risks: Personal data (financial info, health records, social media activity) is vulnerable to theft and misuse.

Identity Theft: Individuals face growing risks of fraud through phishing, spyware, and credential leaks.

Digital Dependency: With reliance on online banking, shopping, and communication, even a minor breach can cause significant harm.

Awareness Issues: Many individuals underestimate cyber risks or fail to adopt basic protective measures (strong passwords, updates, backups).

• OVERVIEW

The purpose (accessible cybersecurity for SMBs and individuals).

•Key features like quick health checks, risk assessment, step-by-step fixes, and automated reports.

•Target users split into SMBs (protecting customer data, compliance, visibility) and individuals (personal breach checks, device/account security, monitoring).

•The business model (freemium, one-time report fee, partnerships).

•The value proposition (affordable insights for SMBs, peace of mind for individuals).

•Clear next steps for launching and validating.

KEY FEATURES

1. Quick Security Health Check : Instantly scans emails and websites for breach exposure.

•Detects if domains are flagged on malware/phishing databases.

•Confirms HTTPS and basic security headers.

2. Risk Assessment : Assigns a transparent **security score (0–100)**.

•Categorizes risk into **Low, Moderate, High tiers**.

•Highlights top vulnerabilities (e.g., exposed accounts, missing HTTPS, weak hygiene).

3. Step-by-Step Fixes

•Provides **non-technical guidance** for SMBs and individuals.

•Fixes include enabling 2FA, adding SPF/DMARC, enforcing HTTPS, and using password managers.

•Action plan broken into **7-day improvement roadmap**.

4. Automated Reports

•Generates **personalized PDF reports** with findings and fixes.

•Delivered automatically via email.

•Includes a clear summary, prioritized actions, and resource links.

5. Freemium Monitoring

•Free one-time scan for awareness.

•Optional monthly monitoring with breach alerts and hygiene reminders.

•Affordable upgrade path for SMBs and individuals.

6. Partnership Integrations

•Affiliate links to trusted tools (VPNs, password managers, firewalls).

•Helps users implement fixes directly from the report.

•Creates a sustainable revenue stream.

🛠️ Step-by-Step: How to Build Cyber G-Tech App

1. Define Scope (MVP)

•**Core promise:** Quick cybersecurity health check for SMBs & individuals.

•**MVP features:**

- Input form (email/domain + hygiene questionnaire)
- Automated security checks (breach exposure, HTTPS, headers, SPF/DMARC)
- Score calculation (0–100, risk tier)
- PDF report with fixes, emailed to user

2. Choose Platform

•**Fast MVP (no-code):**

- **Carrd/Notion/Wix** → landing page
- **Google Forms** → data intake
- **Google Sheets** → backend storage + scoring logic
- **Google Docs + Apps Script** → report generation
- **Gmail API** → automated delivery

•**Scalable App (low-code/full-code):**

- **Frontend:** Flutter (cross-platform mobile) or React Native
- **Backend:** Firebase / Supabase (auth, database, hosting)
- **APIs:** Have I Been Pwned, DNS/HTTPS checks, blocklist lookups
- **Cloud:** Azure App Service or AWS Amplify for scaling

3. Build MVP in 5 Hours
•**Hour 1:** Landing page + form (Carrd + Google Form)
•**Hour 2:** Connect form → Google Sheets backend
•**Hour 3:** Add scoring logic (Sheets formulas)
•**Hour 4:** Automate report generation (Docs + Apps Script → PDF)
•**Hour 5:** Email delivery + test with 2 users

4. Execution Discipline
•**Daily sprint:** Build one feature → validate with 2–3 users → refine.
•**Weekly goal:** 10+ reports generated, 3+ testimonials, top 3 feature requests logged.
•**Month 1:** Migrate MVP into Firebase/Supabase for scalability.

5. Deployment
•**Web-first:** Host MVP on Carrd/Notion with Google backend.
•**Mobile-next:** Package into Flutter app → publish on Play Store.
•**Future:** Add dashboards, alerts, multilingual support (English + Marathi+ All Languages).

6. Validation & Growth
•**Outreach:** LinkedIn SMB groups, local business owners in MH.
•**KPIs:**
- Lead-to-report conversion ≥ 60%
- Avg score uplift +15 points after fixes
- Paid upgrade rate 5–10%

🌟 Benefits of Cyber G-Tech App

🔐 For SMBs (Small & Medium Businesses)

- **Affordable Security Awareness:** Get a quick health check without hiring IT staff.
- **Compliance Support:** Helps meet basic cybersecurity requirements for audits and regulations.
- **Customer Trust:** Demonstrates proactive protection of customer data.
- **Actionable Fixes:** Simple steps (HTTPS, SPF/DMARC, 2FA) that owners can implement themselves.
- **Scalable Monitoring:** Option for monthly breach alerts and hygiene reminders.

👤 For Individuals

- **Peace of Mind:** Know if your email or accounts are exposed in breaches.
- **Easy Fixes:** Clear guidance on enabling 2FA, using password managers, and updating devices.
- **Digital Wellness:** Encourages safe habits like backups and strong passwords.
- **No Technical Skills Needed:** Reports are written in plain language, not jargon.
- **Privacy Respect:** Minimal data collection, no storage of sensitive breach details.

🚀 For Both

- **Instant Results:** Security score and PDF report delivered within minutes.
- **Transparency:** Clear scoring rubric (0–100) with risk tiers.
- **Education:** Builds awareness of cybersecurity basics.
- **Accessibility:** Works in English + Marathi for broader reach.
- **Freemium Model:** Free scan, optional upgrades for deeper monitoring.

🎯 Value Proposition

- **SMBs:** Protect business reputation and customer data at low cost.
- **Individuals:** Gain confidence in personal digital safety.
- **Overall:** Democratizes cybersecurity by making it simple, affordable, and actionable.

Conclusion

The **Cyber G-Tech App** represents a disciplined, zero-investment approach to democratizing cybersecurity for SMBs and individuals. By combining **rapid prototyping tools** (Carrd, Google Forms, Sheets, Docs, Apps Script) with a **transparent scoring system** and **plain-language fixes**, it delivers immediate value without technical barriers.

•**For SMBs:** It offers affordable compliance support, customer trust, and actionable security insights.

•**For individuals:** It provides peace of mind, breach awareness, and easy steps to strengthen digital safety.

•**For both:** It ensures accessibility, bilingual support, and a freemium model that scales into monitoring and partnerships.

📊 Success Ratio Insights

🔐 SMB Cybersecurity Adoption (2025 Data)

- **57% of SMBs** now say cybersecurity is their **top business priority**, up from 42% in 2023.
- **58% of SMBs** spent more than planned on cybersecurity in 2024, showing rising urgency.
- **83% of SMBs** believe AI has raised the cyber threat level, but only **51% have policies in place**.
- Surveys reveal **SMBs are underprepared** but actively seeking **affordable, user-centric solutions**.

THANK YOU