HAWKEYE PETROL

Adil Monu Lali Prabhakar

"It takes 20 years to build a reputation and few minutes of cyber-incident to ruin it." – Stephane Nappo

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1.Executive summary

Hawkeye is a sole proprietorship cyber security company based in Edinburgh, Scotland. We create cyber security solutions for consumers and businesses. Hawkeye Petrol is our primary automated vulnerability assessment tool. Our clients also receive counselling, coaching, and technical help.

Hawkeye Petrol includes additional functions. This programme provides a full report and automatically identifies vulnerabilities.

Hawkeye scans a system using plugins. Plugins can check every network computer for vulnerabilities. Hawkeye loads plugins into memory before executing some scans on targets. Plugins have several functions. Hosts can start the following plugin-related actions:

- Find out which operating systems and services are using particular ports.
- Identify the software that is vulnerable to attacks (FTP, SSH, SMB and more)
- To determine which hosts are compliant with the law, check with several of them and many more services are available with this scanner.

Within three years of launching our company, we hope to have risen to the ranks of the top five cyber security organisations in the world. Moreover, we hope to be widely recognised as an innovative force in the field of cyber security. For the kind of business, we would run, we plan to maintain a level of integrity that is commensurate with the trust our clients have in us.

Consequently, we are prepared to make sacrifices in order to establish a firm foundation for our company. For the sake of our cyber security company's continued success, we are prepared to actively seek out and recruit only the most qualified candidates.

2.Product and Services

Hawkeye petrol is a vulnerability assessment tool. Hawkeye petrol, a remote security scanning tool, can check your network for insecure PCs. It does over 1200 checks on a target computer to identify its attack vulnerability. Hawkeye Petrol customers can access an online vulnerability scanner with a login and password. They can run a basic network check or a comprehensive vulnerability scan to detect vulnerable services and patch them. This will help corporations defend their networks and repair susceptible services before an assault.

It is vital to understand how various services (such as a web server, SMTP server, FTP server, and so on) are accessed on a distant server in order to learn how Hawkeye Eye and other port-scanning security tools function. The vast majority of high-level network traffic, including emails, web pages, and other such items, are delivered to a server by means of a high-level protocol that is consistently carried by a TCP stream. A computer separates its physical connection to the network into thousands of logical pathways that are referred to as ports. This is done to prevent various streams from interfering with one other. Therefore, if you want to connect to a web server on a particular system, you would connect to

port number 80 (which is the standard port for HTTP), but if you wanted to connect to an SMTP server on the same machine, you would connect to port number 25 instead.

Every computer has thousands of ports, and some or all of those ports may or may not have services (that is, a server for a particular high-level protocol) listening on them at any one time. The way that Nessus works is by checking each port on a computer, discovering what service that port is running, and then testing that service to ensure that it does not include any vulnerabilities that a hacker may exploit in order to carry out an attack that is harmful to the machine. Because it does not have to be installed on a computer in order for it to perform diagnostic tests on that computer, Hawkeye petrol is referred to as a "remote scanner." Instead, you can choose to install it on just a single computer and then test it on as many other machines as you wish.

We are going to give Hawkeye petrol in 2 different variants.

1. Hawkeye petrol home edition – Which is an edition which can be used for educational purposes and small-scale business clients. This edition has a limit of 14 IP addresses that can be used for vulnerability scans.
2. Hawkeye petrol pro- Which is enterprise version which allows unlimited IP scans, and also contain more advance scan options which will allow the enterprises to stay secure.

Weakness of Hawkeye petrol:

Hawkeye Petrol is not a cure, but rather a complementary component of a comprehensive security plan. Hawkeye Petrol is merely a tool that scans your systems for vulnerabilities that attackers could exploit; it does not actively prevent assaults. The administrator of the system is responsible for fixing these security holes.

Other services which Hawkeye provides

In addition to this vulnerability scan tool, we provide other services, such as.

Dedicated Patch team:

If the organisation is unable to patch a vulnerability, we will offer a dedicated patch team to assist them in securing their network and restoring service to affected users.

Advance training academy:

We will also provide advanced training for the company's security team, teaching them not only how to anticipate and avert cyber-attacks, but also how to respond effectively in the case that one has already been launched.

3.Marketing Plan

We are trying to follow a strict marketing strategy to get the company name and product to get a reach all across the globe. Here are the strategies we are going to implement which we believe is best for the company and the product for the success.

Before we list out the marketing strategy, we need to research about the target customer and the competitors for the market.

Customer

The company Hawkeye is target customer varies from small scale business to large scale business companies. Since the tool is used for the vulnerability scan, it can be used to anyone who is in the field of cyber security educational institutions that teach students about cyber security vulnerabilities and penetration testing are another important consumer focus. In light of this analysis. So based on the evaluation Hawkeye will target small scale, large scale, education industries which located all over the world.

Competition

Actually, Hawkeye will only have to contend with a small number of rivals. mentioned below are some of the primary rivals that this project aims to defeat.

1. **Ness scanner**
   Location: United states

   Another online vulnerability scanner that enables users to scan the network as needed is called Ness Scanner.
   The main disadvantage of the Ness scanner is that it is relatively constrained and can only detect vulnerabilities on a small number of system ports. Additionally, this tool does not provide the client with a detailed report of the vulnerabilities. The client must work very hard to comprehend the vulnerability's mitigation strategy.
   The cost of this scan tool is the same as the cost of our product. Ness Scan won't also provide extra assistance for the client if they require it.

2. **Intruder scan**
   Location: Canada

   Intruder scan is another competition with same kind of tool which will also used for online vulnerability scan.
   Comparing to our product, even intruder scan will not provide the best scan experience to the client, they are unable to provide the additional support for the client as well as the mitigation technique they used is not up to the mark.
   The cost of the scan tool provided by intruded scan is cheap comparing to ours which is they will cost a client about 2000 pound a year.

Niche
Hawkeye is a complete solution for cyber safety for a company. We provide the best vulnerability scan in the market and additional support to safe guard the company from any attack.

Strategy

Before the launch of the company and product we need to set up a good marketing plan to ensure that our service has wide spread market. These are the steps we going to follow for the betterment for the company.

3.1 Unique selling proposition (USP)

Having a compelling USP that sets your business apart from the competition is essential. We have to come up with a strong USP which will get the customer a clear note about what we are and what we are intent to deliver to the client.

3.2 Pricing and positioning strategy

The pricing and positioning are as important as any other phase to attract the client, we had decided to price the services in a way that customer will be very pleased.

Service	What client get	Price
Hawkeye petrol home edition	Online vulnerability tool 14 IP scan limit Basic scan Advance scan	1 year - £3499* 2 year- £6890* 3 year--£10000*
Hawkeye petrol pro edition	Online vulnerability tool Unlimited IP scan Basic scan Advance scan Expert scan Cloud security	1 year - £5200* 2 year-£10100* 3 year--£15160*
Advance support	24x365 Access to phone, email and chat support	£440 extra with Hawkeye petrol
Dedicated patch team	A dedicated well qualified patch team for patching the vulnerability found	£1000 per session
Advance training academy	Well qualified team to train the employees	£350 for 150 employees

Figure 0-1: pricing of the product

3.3 Distribution Plan

We need to make the purchase very clean and easy for the client, so that the distribution of our every service will be through our website. Our website will be user-friendly and detailed enough to explain our business to anyone; visitors can ask questions about the services we provide via a round-the-clock live

chat feature or phone line, or they can buy a subscription to our service right there on the site by selecting the appropriate "buy now" button.

3.4 Offers

To help our customers see the value in our products and services, we're thinking about offering a free trial period of 7 days. By offering free trials of our service, we can win over more potential buyers and ultimately increase sales.

3.5 Online marketing strategies

These days, the majority of consumers use the Internet to search for and read about products and services before making a final purchasing decision. we can win over new clients and acquire an edge over the competition with the correct online marketing plan.

We plan to hire digital marketing associate to keep track of these online marketing strategies such as search engine optimization, paid online advertising strategies, social media strategy and keyword strategy.

Marketing strategy budget

USP	Logo Tagline	300
Distribution plan	Web developer Server cost Domain name Maintenance team	8000
Online marketing strategy	Digital marketing associate	2000
	Facebook ad Linked in ad	1.40 per click

4.Sales Forecast

sales	2022 in unit	2023 in unit	2024 in unit	Total sale in unit in 3 years
Sale of Hawkeye petrol home	300	700	1100	2100
Sale of Hawkeye pro	250	600	1300	2150
Sale of additional support	500	1000	1600	3100
Sale of patch team	420	900	1350	2670
Training hire	300	780	1500	2580
Total revenue	£3,094,700	£7,182,300	£12,715,400	

The unit shows above is taken a guess of company taking 1 year subscription of Hawkeye
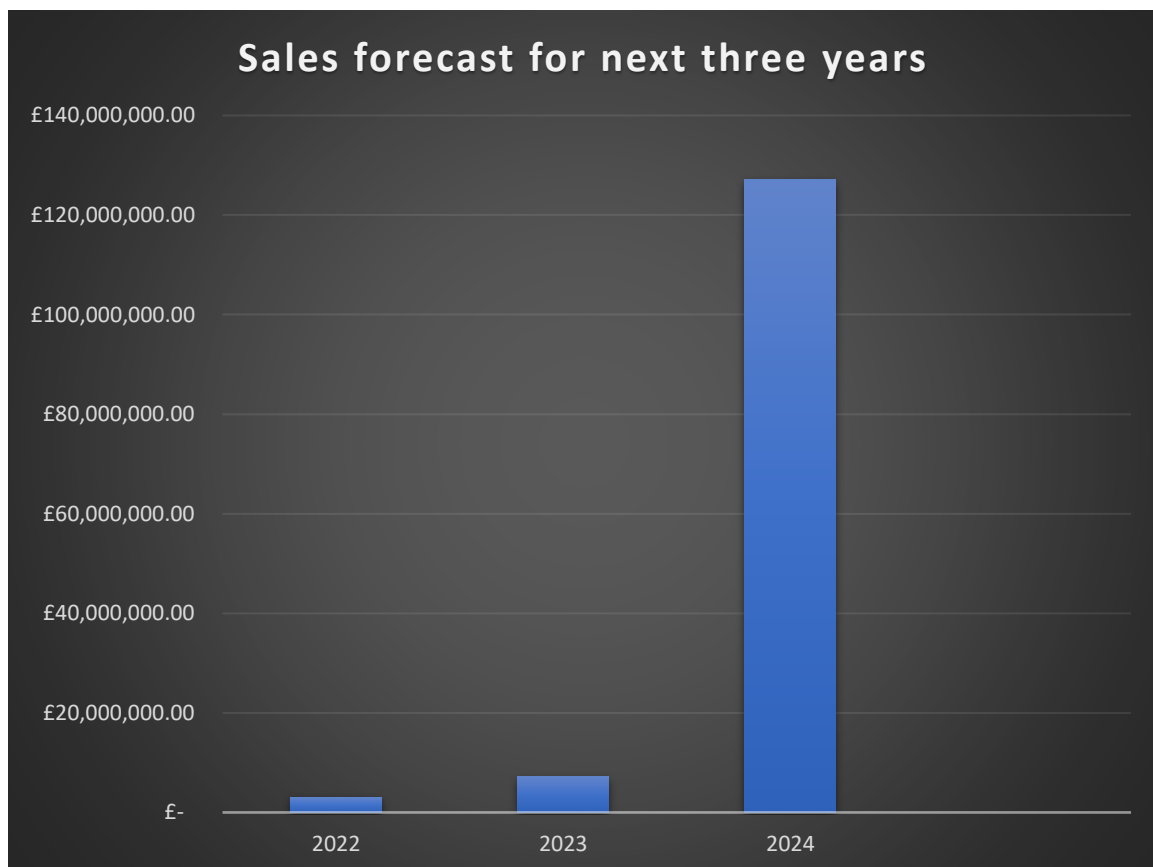
5.Operational Plan

Production

Here is the stage where we start to produce our product. We have divided the launch of the product in 4 stages.

1. **Pre phase**
   - Registering the company
   - Hiring employees that needed for this stage

2. **Developing and testing phase**
   - Developing the product Hawkeye petrol
   - Developing website
   - Testing the product
   - Hiring the employees needed for this stage

3. **Services check**
   - Hiring employees for other services provided by Hawkeye

4. **Rise of new era phase**
   - Launching the product Hawkeye petrol and other cyber security solutions.

Location

I have calculated the office space required for the company to start the business by using zoopla.co.uk calculator. The office should be 2925 sq. ft. The office space is located in the heart of Scotland and has a 24-hour security. The client support is outsourced to another company to take care of the support from global clients. The customer agent will then proceed the queries directly to the appropriate team and the team will get back to the client with the solution.

The shift here in Scotland will be divided into 3 which is starting shift starts from 3 am to 12pm, 12pm to 8pm, and 8pm to 3am respectively with one hour break. In this way the company will run a full 24 hour and can help the client support anytime they needed us.

Description	Dimension	Number of		Square footage
Small workspace Efficient use of space	75 sq feet per person	Employees	25	1875 sq ft
Standard workspace Generous use of space	95 sq feet per person	Employees		
Small office Up to 2 people	120 sq feet	Rooms	2	240 sq ft
Standard office Up to 5 people	150 sq feet	Rooms		
Managers office with small meeting table	200 sq feet	Rooms	1	200 sq ft
Small meeting Up to 8 people	120 sq feet	Rooms	1	120 sq ft
Large meeting room Up to 25 people	350 sq feet	Rooms		
Kitchenette No seating	100 sq feet	Rooms	1	100 sq ft
Small reception 1 receptionist	150 sq feet	Rooms	1	150 sq ft
Large reception 3 receptionists	350 sq feet	Rooms		
Break out area	200 sq feet	Rooms	1	200 sq ft
Small comms/server room Up to 5 racks	40 sq feet	Rooms	1	40 sq ft
Large comms/server room Up to 30 racks	120 sq feet	Rooms		
		Total space required		2925 sq ft / 271.74 sq m

Figure 0-1: Estimate space for the office

As per the research, a medium size company in 2022, the average unit rate for a business is 20.06 pence per kWh for electricity and 5.40 pence per kWh for gas. Estimating the business 24x7 running, a total of electricity is estimated to be 4000 pound and 2000 pound for the gas.

With an estimated annual cost of £1300, broadband will provide the company with the fibre option of 600 Mbps speed, ensuring that there will be no disruptions in productivity due to slow connections.

6.Legal Environment

The company urgently requires the services of a lawyer to handle any and all legal matters. To prove the company's legitimacy, we need to have the government of the United Kingdom issue a certificate of incorporation bearing the company's unique identification number and the date of formation. To register our business, we just need to provide at least three pieces of personal information and pay £12 using a debit or credit card. We can get a 10-year logo copyright from government website for about £72. We will also get a taxpayer reference id; The patent of the company name and logo has been purchased.

Organizations of various shapes and sizes can benefit from obtaining the ISO/IEC 27000:2018 certification for their IT systems. Implementing this as a policy will improve our ability to manage assets, protect operations, etc. In addition, our client's confidence in us will increase as a result of this.

We need to first set up a general liability insurance, which is often the first policy that an IT business needs. This insurance will protect client property and guards against third-party injuries.

Other insurance as a company we need to get is:

- Employers' liability insurance
- Professional indemnity insurance
- Public and product liability insurance

These can get us kick start our company without any legal issues. More insurance and legal issues will be pointed out by the solicitor we hired and have to act accordingly for the betterment for the company and employees.

Below shown is the national regulation and international agreements:

Type of property and law	Validity	International Agreements Signed
Patent Patent Act 1977	20 years	Patent Cooperation Treaty (PCT)
Trademark Trademarks Act 1994	10 years	Trademark Law Treaty Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks
Design Design Act 1949	5 years	
Copyright Copyrights, Designs and Patents Act 1988	70 years except for typographical arrangements, where it is 25 years.	Berne convention For the Protection of Literary and Artistic Works Convention for the Protection of Producers of Phonograms Against Unauthorized Duplication of Their Phonograms Rome ConventionFor the Protection of Performers, Producers of Phonograms and Broadcasting Organizations WIPO Copyright Treaty WIPO Performances and Phonograms Treaty

Figure 0-1: national regulation and international agreement

All the other legal formalities such as limited company, employment legal requirements, data and marketing legal factors, trading regulations and legal factors will be done once we hire the solicitor.

7.Personnel

Approximately twenty-five skilled workers will be employed by The Hawkeye to aid in the development of our product and the provision of our services to our customers. At the outset, we'll hire a lawyer to handle all the paperwork involved in forming the firm, and then we'll find a qualified HR professional to conduct interviews and select the best possible employees. The organisation needs to hire a finance manager to handle the budget and employee pay.

Below is estimate key areas where we intend to spend our start-up capital:

For registering and starting the company

Total fee for registering Hawkeye in UK	£500
Obtaining necessary licence, permits	£2000
Insurance policies	£4300
Leasing out the facilities	£150,000
Total	£156,800

Employee salary

Employee	Salary per annum	Numbers	total
Cyber security developer	£40,000	6	£240,000
HR	£30,000	2	£60,000
web developer	£25,000	3	£75,000
Penetration tester	£40,000	4	£160,000
Network Engineer	£30,000	3	£90,000
Solicitor	£38,000	1	£38,000
Customer support associate(outsourced)	£18,000	10	£180,000
Security analyst	£45,000	7	£315,000
Cleaner	£15,000	3	£45,000
total		29 + 10 outsourced	£1,203,000

Job Description

| Employee	Job description
Cyber security developer	Build the product and test it
Penetration testing	Test the application
Web developer	Build the website
Network engineer	Setup the server
Solicitor	Deal will all the legal issues
Security analyst	Patch team
Cleaner	Make the office premise clean and tidy
Customer support associate	Deal with queries from the client

Inventory

In the office we need to keep inventory such as

Inventory	number
Computer Chair and desk	30
Server	10
Power stabilizer	5
Lights	18
Printer	6
Firewall	15
UPS	10
Laptop	32

Credit Policies

Due to the digital nature of our product delivery, we intend to take debit and credit card payments through our website. The use of PayPal for payments is also acceptable. Every prospective client with a valid business email address will be given a free seven-day trial period.

8.Management and organization

We are going with the basic hierarchy management team in the organization which will help the company to grow faster.
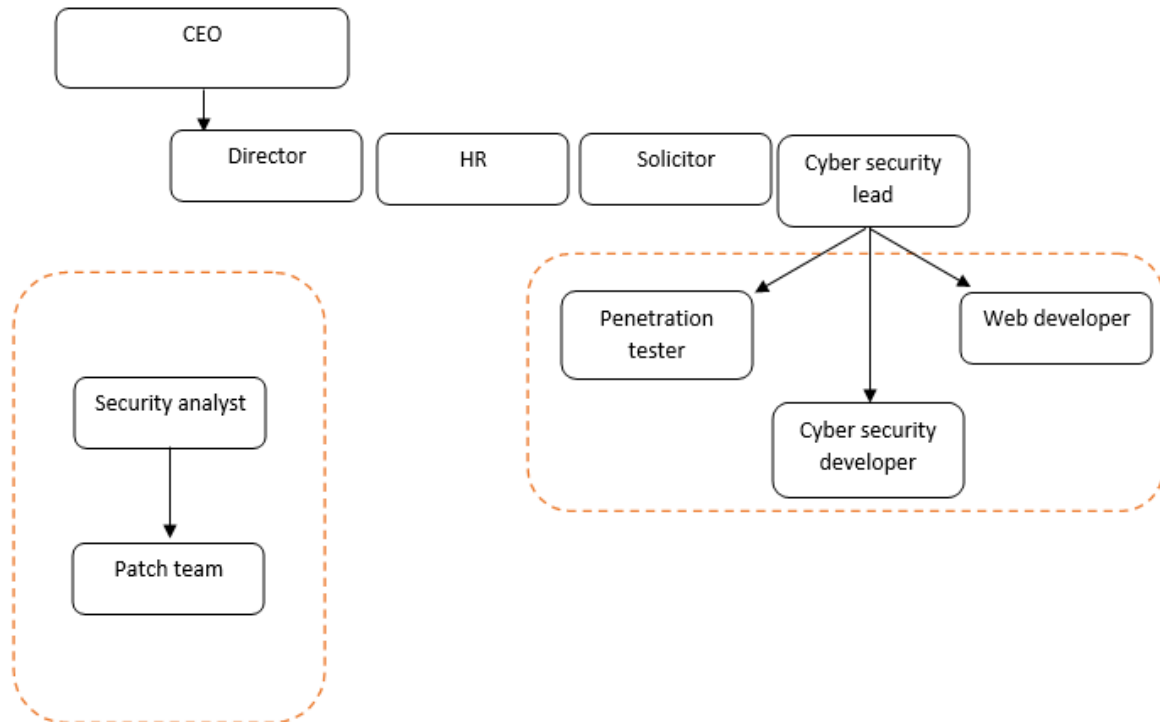
9.Start-up expenses and capitalization

Start-up cost we acquired:

Funded by owner		
	Owners Fund	£2,000,000
	Total Owner Funding	
Bank Loan		
	Bank Loan	£500,000
	Total Start-up Funds	£2,500,000

Start-up expenses and capitalization

Product	Price	No.	Total
High end laptop	£2000	35	£70000
Printer	£1500	6	£9000
Server	£15000	10	£150000
UPS	£3200	10	£32000
Security camera	£600	14	£8400
Total			£269400

Personal Financial statement

Personal financial statement of the owner:

Asset	Total
Cash- saving account	£15,670,000
Car worth	£2,000,000
House worth	£7,762,673
Total Assets	£25,432,673

There is no liability as per till date.

10.Financial plan

When launching a business, it's important to choose a financial manager. Everything required for the financial plan will be drafted by the finance manager, and we will follow that plan.

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