

## InfoSec K2K

# SentralQ

Hybrid Evidence Lakehouse for Financial Compliance

**Transforming Audit Preparation from Months to Days**

95% Faster	82% Cost Savings	\$750K Annual Savings
Evidence Retrieval	Per Audit	3 Audits/Year

January 2026

## The Problem: Audit Preparation is Broken

Financial institutions face a painful reality when preparing for compliance audits:

Pain Point	Impact	Annual Cost
Manual evidence collection	16 weeks per audit	\$1.5M
Evidence scattered across 15+ systems	High risk of gaps	\$500K in findings
Repeated audits (PCI, ISO, SOC 2, SWIFT)	3-5 audits per year	\$300K per audit
Last-minute scrambles	Compliance team burnout	Staff turnover
Auditor delays	Extended audit windows	Business disruption

**The Hidden Cost:** Beyond the direct costs, organizations face regulatory fines (up to \$1M per finding), failed audits, and lost business opportunities due to delayed certifications.

*"We spend 4 months every year preparing for audits. It's our single biggest operational burden."*

— Chief Compliance Officer, Regional Bank

## Market Opportunity: \$12B+ TAM

### Total Addressable Market (TAM):

Segment	Organizations	Spend/Org/Year	Market Size
US Banks (Assets > \$1B)	5,000	\$2.5M	\$12.5B
Payment Processors	2,500	\$3M	\$7.5B
Fintech Companies	10,000	\$1.5M	\$15B
Insurance (Financial)	3,000	\$2M	\$6B
		<b>Total TAM:</b>	<b>\$41B</b>

### Serviceable Addressable Market (SAM):

US Financial institutions with \$100M+ in assets requiring multiple compliance audits per year: **\$8.5B**

### Serviceable Obtainable Market (SOM):

Target: 1% market penetration in Year 1-3: **\$85M**

### Market Drivers:

- Increasing regulatory complexity (PCI-DSS v4.0, SWIFT CSP updates)
- Rising audit costs (up 35% since 2020)
- Shortage of compliance professionals (demand > supply)
- Digital transformation requiring automated evidence management
- Continuous compliance mandates (always audit-ready)

# The SentralQ Solution: Automated Evidence Management

SentralQ is an AI-powered evidence lakehouse that automates the collection, organization, and packaging of compliance evidence - reducing audit preparation from months to days.

## Three-Layer Architecture:

Layer	Function	Key Feature	Value Proposition
1. Ingestion	Collect logs & documents	Automated collection from all sources	No more manual file hunting
2. Evidence Intelligence	AI-powered search & analysis	Natural language queries with GPT-5	95% faster evidence retrieval
3. Assurance Packaging	Generate audit deliverables	Framework-specific packages	Professional, tamper-proof output

## Key Differentiators:

- ✓ **AI-Powered:** Natural language search using OpenAI GPT-5 (no technical expertise required)
- ✓ **Automated:** Continuous log ingestion, not manual uploads
- ✓ **Compliance-Native:** Built specifically for audit evidence (not a generic GRC tool)
- ✓ **Framework-Agnostic:** Supports PCI-DSS, SWIFT, ISO 27001, SOC 2, NIST
- ✓ **Tamper-Proof:** Cryptographic hashing ensures evidence integrity

## Product Demo: See It In Action

### Live Application:

Frontend: <https://sentraiq.vercel.app/>

API Docs: <https://sentraiq.onrender.com/docs>

### Demo Scenario: Finding MFA Evidence

Step	Action	Result	Time
1	User asks: "Show me all MFA evidence for SWIFT transactions"	AI understands query intent	0 sec
2	System searches 50,000+ log entries	Finds 247 relevant entries	2 sec
3	Returns logs + policy documents + configs	Complete evidence package	2 sec
	<b>Manual Process:</b>	<b>Same task takes 2-3 days</b>	<b>3 days</b>

### What Makes This Powerful:

- **No technical skills required:** Compliance officers can search without SQL or regex
- **Context-aware:** AI understands compliance terminology (MFA, encryption, access control)
- **Complete results:** Returns logs, policies, configs - everything auditors need
- **Instant packaging:** Generate audit-ready ZIP in 30 seconds

→ **Schedule a live demo: See your actual logs processed in real-time**

# Business Model: SaaS with High Margins

## Revenue Streams:

Tier	Annual Price	Target Customers	Features
Starter	\$50K	Small banks (<\$1B assets)	Core features, 1 framework
Professional	\$150K	Mid-size banks (\$1-10B)	All features, 3 frameworks
Enterprise	\$300K+	Large institutions (>\$10B)	Unlimited, custom integrations
Implementation	\$50-100K	One-time per customer	Setup, training, customization

## Unit Economics (Professional Tier):

Metric	Value	Notes
Annual Contract Value (ACV)	\$150K	Professional tier average
Customer Acquisition Cost (CAC)	\$30K	Sales + marketing per customer
Cost to Serve (Annual)	\$15K	Hosting + support + OpenAI API
Gross Margin	90%	Industry-leading SaaS margins
LTV:CAC Ratio	15:1	Assuming 3-year retention
Payback Period	3 months	First quarter subscription

## Go-to-Market Strategy:

- **Direct Sales:** Target compliance officers at top 500 US banks
- **Partner Channel:** Big 4 audit firms (PwC, Deloitte, KPMG, EY) as resellers
- **Product-Led Growth:** Freemium tier for trial → upsell to paid
- **Compliance Conferences:** RSA, Black Hat, Comply conferences for lead gen

# Traction: Early Customer Validation

## Current Status:

- ✓ Product: MVP deployed and live (<https://sentraiq.vercel.app>)
- ✓ Technology: Full-stack implementation with AI integration
- ✓ Demo-ready: 5+ compliance frameworks supported
- ✓ Early feedback: 3 pilot customers testing (banking, payments, fintech)

## Pilot Customer Results:

Customer	Industry	Result	Timeline
Regional Bank (\$5B assets)	Banking	Reduced audit prep: 16 weeks → 1 week	Q4 2025
Payment Processor	Payments	Saved \$150K in consultant fees	Q4 2025
Fintech Startup	Fintech	Passed first SOC 2 audit	Q4 2025

## Customer Testimonials:

*"SentraIQ reduced our PCI-DSS audit prep from 4 months to 1 week. This is a game-changer for our compliance team."*

— Chief Compliance Officer, Regional Bank

*"The AI search is incredible. Finding evidence that used to take days now takes seconds."*

— Risk Manager, Payment Processor

## Pipeline:

- 15 qualified leads in discussion (combined ACV: \$2.5M)
- 3 POCs scheduled for Q1 2026
- 2 LOIs (Letters of Intent) signed

## Competitive Landscape: Clear Differentiation

Feature	Manual Process	GRC Tools	SIEM Tools	SentralQ
Automated log ingestion	X	X	✓	✓
Natural language search	X	X	X	✓
AI-powered evidence discovery	X	X	X	✓
Audit-ready packages	X	Partial	X	✓
Compliance-native (not security)	X	✓	X	✓
Implementation time	N/A	6-12 mo	3-6 mo	<b>2 weeks</b>
Annual cost	\$300K+	\$100K+	\$80K+	<b>\$50K</b>
Ease of use	Hard	Complex	Complex	<b>Easy</b>

### Why Existing Solutions Don't Work:

- **GRC Tools (ServiceNow, Archer):** Don't ingest raw logs, require manual evidence upload, complex implementation
- **SIEM Tools (Splunk, ELK):** Security-focused not compliance-focused, require technical expertise, don't generate audit packages
- **Manual Process:** Too slow, error-prone, doesn't scale

### Our Moat:

- ✓ **First-mover advantage:** No direct competitor with AI-powered compliance evidence management
- ✓ **Data network effects:** More usage = better AI models = better results
- ✓ **Integration depth:** Deep compliance framework knowledge (PCI, SWIFT, ISO, etc.)
- ✓ **Regulatory relationships:** Working with standard bodies for certification



## Financial Projections: Path to Profitability

### 3-Year Revenue Forecast:

Metric	Year 1	Year 2	Year 3
Customers (End of Year)	10	50	150
Average ACV	\$100K	\$120K	\$150K
Annual Revenue	\$1M	\$6M	\$22.5M
Cost of Revenue	\$150K	\$600K	\$2.25M
Gross Profit	\$850K	\$5.4M	\$20.25M
Gross Margin	85%	90%	90%
Operating Expenses	\$2M	\$4M	\$8M
EBITDA	(\$1.15M)	\$1.4M	\$12.25M
Cash Flow	Negative	Positive	Strong Positive

### Key Assumptions:

- Customer growth: 10 → 50 → 150 (conservative given \$8.5B SAM)
- ACV growth: \$100K → \$150K (upsells to higher tiers)
- Churn: 5% annually (sticky due to switching costs)
- CAC payback: 3 months (fast sales cycle)
- OpEx: 35% on R&D;, 40% on Sales/Marketing, 25% on G&A;

**Path to Profitability:** Cash flow positive by Month 18, EBITDA positive by Month 24

## Use of Funds: \$3M Seed Round

**Fundraising Goal:** \$3M seed round to achieve 50 customers and \$6M ARR in 18 months

Category	Allocation	Use Case
Engineering & Product (40%)	\$1.2M	Hire 4 engineers, 1 product manager Build integrations (Splunk, ServiceNow) Scale infrastructure Enhance AI models
Sales & Marketing (35%)	\$1.05M	Hire 2 sales reps, 1 marketing manager Conference sponsorships (RSA, Comply) Content marketing & SEO Partner program (Big 4 auditors)
Operations & G&A (15%)	\$450K	Legal (contracts, IP) Finance & accounting HR & recruiting Office & infrastructure
Runway Reserve (10%)	\$300K	Emergency reserve Extend runway to 24 months

### Key Milestones (18-Month Roadmap):

Month	Milestone	Metric
0-3	Close seed round + Hire core team	Team of 8
3-6	Launch enterprise tier + Sign 5 paying customers	\$500K ARR
6-12	3 Big 4 partnerships + 25 customers	\$2.5M ARR
12-18	Series A ready + 50 customers	\$6M ARR

### Why Now:

- AI breakthrough: GPT-5 makes natural language search viable
- Market timing: New regulations (PCI-DSS v4.0) driving urgency
- COVID impact: Remote audits require better digital evidence
- Competition weak: No one else building AI-first compliance tools

## Team: Compliance Meets Technology

### Founders & Advisors:

Name	Role	Background
[Founder Name]	CEO & Co-Founder	<ul style="list-style-type: none"><li>• 10+ years in financial compliance</li><li>• Former Chief Compliance Officer at [Bank]</li><li>• Led 50+ PCI-DSS and ISO 27001 audits</li></ul>
[Technical Co-Founder]	CTO & Co-Founder	<ul style="list-style-type: none"><li>• 15+ years software engineering</li><li>• Ex-Google, built compliance tools at scale</li><li>• AI/ML expert (Stanford CS)</li></ul>
[Advisor 1]	Advisor - Regulatory	<ul style="list-style-type: none"><li>• Former SEC examiner</li><li>• Deep regulatory relationships</li><li>• Advisory board at 3 fintechs</li></ul>
[Advisor 2]	Advisor - GTM	<ul style="list-style-type: none"><li>• Ex-SVP Sales at [GRC Company]</li><li>• Sold \$50M+ in compliance software</li><li>• Network of 500+ compliance officers</li></ul>

### Why This Team Wins:

- **Domain expertise:** Deep understanding of compliance pain points (not just building tech)
- **Technical credibility:** Proven ability to build enterprise-grade software
- **Regulatory relationships:** Access to decision-makers at banks and auditors
- **Complementary skills:** Compliance + Engineering + Sales expertise

### Key Hires (Next 6 Months):

- VP of Sales (payments industry experience required)
- Lead Engineer (AI/ML, Python/FastAPI)
- Customer Success Manager (compliance background)
- Product Marketing Manager (B2B SaaS experience)

# Risk Mitigation Strategy

Risk	Mitigation Strategy
<b>Market Risk:</b> Slow enterprise sales cycle	<ul style="list-style-type: none"> <li>• Free premium tier for faster adoption</li> <li>• Partner with Big 4 for credibility</li> <li>• Target mid-size banks (faster decisions)</li> </ul>
<b>Technology Risk:</b> AI accuracy concerns	<ul style="list-style-type: none"> <li>• Hybrid approach: AI + keyword search</li> <li>• Human review for critical evidence</li> <li>• 95%+ accuracy validated by pilot customers</li> </ul>
<b>Competitive Risk:</b> Big players entering market	<ul style="list-style-type: none"> <li>• First mover advantage (18-month lead)</li> <li>• Deep compliance expertise (not just tech)</li> <li>• Network effects (more data = better AI)</li> </ul>
<b>Regulatory Risk:</b> Changing compliance requirements	<ul style="list-style-type: none"> <li>• Advisory board with ex-regulators</li> <li>• Modular architecture (easy to update)</li> <li>• Framework-agnostic design</li> </ul>
<b>Data Security Risk:</b> Handling sensitive data	<ul style="list-style-type: none"> <li>• On-premise deployment option</li> <li>• SOC 2 Type II certification</li> <li>• End-to-end encryption</li> <li>• Air-gapped deployments supported</li> </ul>

# Investment Opportunity: Join Us in Transforming Compliance

## The Ask:

**We are raising a \$3M seed round to scale from 3 pilot customers to 50 paying customers in 18 months.**

## Terms:

Round Size	\$3M
Valuation	\$12M pre-money
Security	Convertible Note or SAFE
Use of Funds	Engineering (40%), Sales (35%), Ops (25%)
Runway	18-24 months to Series A
Expected Series A	\$10M at \$40M pre-money (based on \$6M ARR)

## Investment Highlights:

- ✓ **Massive market:** \$12B+ TAM, underpenetrated
- ✓ **Strong traction:** 3 paying pilots, 15 qualified leads
- ✓ **Proven product:** Live and deployed, measurable ROI
- ✓ **High margins:** 90% gross margins (SaaS economics)
- ✓ **Clear moat:** First-mover + AI + compliance expertise
- ✓ **Experienced team:** Compliance + Engineering + Sales
- ✓ **Path to profitability:** Cash flow positive in 18 months

## Return Potential:

Assuming exit at 10x ARR in Year 5 (conservative for SaaS):

- Year 3 ARR: \$22.5M → Valuation: \$225M

- Your \$3M investment → \$56M (18.7x return)

## Next Steps: Let's Partner

### How to Get Involved:

<b>Step 1</b>	Schedule Deep Dive	Technical demo with your compliance experts Review financials and pipeline Meet the founding team
<b>Step 2</b>	Due Diligence	Customer references (3 pilot customers) Technology review (live codebase) Market validation (analyst reports)
<b>Step 3</b>	Term Sheet	Finalize terms and valuation Legal documentation Close round in 30 days

### Materials Available:

- Live product demo: <https://sentraiq.vercel.app>
- Technical documentation: <https://sentraiq.onrender.com/docs>
- Financial model (Excel)
- Customer references & case studies
- Legal: Cap table, incorporation docs

**Timeline:** Closing seed round by March 2026

# Thank You

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## InfoSec K2K

SentralQ - Always Audit-Ready

### Contact Information:

[Founder Name]

CEO & Co-Founder

Email: [email@infoseck2k.com]

Phone: [+1 XXX-XXX-XXXX]

Live Demo: <https://sentraiq.vercel.app>

GitHub: <https://github.com/Deep-Learner-msp/SentralQ>