**Cyber-Tech Company Target Profile Template**

**1. Company Overview**

● Name:

● Location (HQs, other units):

● Founding Year/Month:

● Website:

● Contact Information:

**2. Team and Leadership**

● Founders - Key Executives:

● Time working together:

● Technical background of Founders - Key Executives:

● Employee Count:

● Prior employment in big companies (e.g. in years):

**3. Business Model**

● Core Products/Services:

● Geographical Target Market:

● Target Customers (e.g. B2B, B2C, public/private sector):

● Revenue Model:

● “Go to market” strategy:

**4. Technology and Product Innovation**

● Core Technologies:

● Patents/IP:

● R&D Focus:

● PoC / MVP:

● Scalability:

● USP:

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**5. Market Potential & Position**

● Market size and growth (e.g. in $ or users):

● Market Share:

● Growth Rate:

● Market Trends:

● Competitors (direct):

● Competitive Advantages:

**6. Cybersecurity Services/Software**

● **Services Offered**:

● Network Security:

● Endpoint Security:

● Cloud Security:

● Threat Intelligence:

● Threat Hunting:

● Incident Response:

● Penetration Testing:

● Red Teaming:

● Malware Analysis:

● Security Monitoring:

● Breach Assessment:

● Government Services:

● Security Training:

● Other (describe):

● **Software Solutions**:

● Antivirus/Anti-malware:

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● Endpoint Detection & Response (EDR):

● Turnkey appliances:

● Firewall:

● Intrusion Detection Systems (IDS):

● Security Information and Event Management (SIEM):

● Security Orchestration, Automation and Response (SOAR):

● Other (describe):

● **Key Features**:

● Real-time Monitoring:

● Automated Threat Detection:

● User-friendly Interface:

● Integration Capabilities:

● Other (describe):

**7. Financial Information**

● Annual Revenue (if available, last 3 years):

● Profitability (Y/N and $$):

● Prior funding rounds (type and $$ raised):

● Investors (Business angels, VCs etc.):

● Source of financials (e.g. Crunchbase etc.):

**8. Additional Notes**

● Recent News about the Company:

● Strategic Initiatives - Partnerships:

● Partnership Opportunities:

● Other notes:

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**Glossary – Definitions**:

● **Minimum Viable Product (MVP)**: is a version of your product that may not be fully complete, but it is functional enough for users to test and provide feedback.

● **Proof of Concept (PoC)**: is a demonstration of a product in which work is focused on determining whether an idea can be turned into a reality. A POC's goal is not to seek market demand for the concept or choose the best way to produce it. Rather than focusing on building or developing the idea, it tests whether the idea is feasible and viable.

● **Unique Selling Proposition (USP)**: is a statement of what makes your business stand out from the competition. It’s also casually called a “selling point.”

● **Scalability**: Determine the potential for the company to scale its operations and grow rapidly

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