










The Business Model Canvas

Designed for: MLSec

Designed by: Theo Brucker

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<div>Key Partnerships</div> <div></div> <div>Partner Technologies</div> <div>Docker</div> <div>PyTorch</div> <div>Kafka</div> <div>Partner Groups</div> <div>Foster Center for Innovation</div> <div>Tech / cyber influencers</div> <div>Machine Learning Research Groups</div>	<div>Key Activities</div> <div></div> <div>Revenue activities</div> <div>Advertising</div> <div>Networking</div> <div>Value activities</div> <div>Development</div> <div>Integrate user feedback</div> <div>Research</div> <div>Key Resources</div> <div></div> <div>Intellectual</div> <div>Human</div>	<div>Value Propositions</div> <div></div> <div><ul style="list-style-type: none">• Easy security• Smart alternative to traditional intrusion detection• Fast setup - single command• Detection algorithm gets smarter over time• Visibility in web dashboard</div>	<div>Customer Relationships</div> <div></div> <div>High Value</div> <div>Personal relationship</div> <div>Regular Value</div> <div>Parasocial</div> <div>Channels</div> <div></div> <div><ul style="list-style-type: none">• Deploying software directly in customer environment• Clients visit the company site to purchase and download, help requests</div>	<div>Customer Segments</div> <div></div> <div>High Value</div> <div>Business owners</div> <div>Regular Value</div> <div>Cyber security enthusiasts</div> <div>Home users</div>
<div>Cost Structure</div> <div></div> <div>Value Driven</div> <div>Software Developers</div> <div>Machine Learning RnD</div> <div>Quality Assurance Engineers</div>		<div>Revenue Streams</div> <div></div> <div>One time purchase of license</div> <div>Support subscription</div>		