










# The Business Model Canvas

Designed for: **MLSec**

Designed by: **Theo Brucker**

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Version: **1.1**

<div>Key Partnerships</div> <div></div> <div><b>Partner Technologies</b> Docker PyTorch Kafka</div> <div><b>Partner Groups</b> Foster Center for Innovation  Cyber security influencers Machine Learning Research Groups</div>	<div>Key Activities</div> <div></div> <div><b>Advertising</b> - Provide influencers with a copy to generate hype <b>Networking</b> - Visit entrepreneur conventions, cybersecurity conferences <b>Development</b> - Continuous feature development based on user feedback <b>Research</b> - Rapid prototyping of current bleeding edge ML research</div> <div>Key Resources</div> <div></div> <div><b>Intellectual</b> - The processes for detection algorithm fitting and updating in client environment <b>Human</b> - Skilled software developers and ML researchers <b>Servers</b> - Relies on customer hosting, potential for expansion into company hosted</div>	<div>Value Propositions</div> <div></div> <div><ul style="list-style-type: none"><li>• Easy security</li><li>• Efficient alternative to traditional intrusion detection</li><li>• Simple setup</li><li>• Detection algorithm gets smarter over time</li><li>• Threat visibility in web dashboard</li><li>• Fine tune your algorithm in web dashboard</li></ul></div>	<div>Customer Relationships</div> <div></div> <div><b>High Value</b> Personal relationship  <b>Regular Value</b> Parasocial</div> <div>Channels</div> <div></div> <div><ul style="list-style-type: none"><li>• Deploying software directly in customer environment</li><li>• Clients visit the company site to purchase and download, request help or features, report bugs</li></ul></div>	<div>Customer Segments</div> <div></div> <div><b>High Value</b> Business owners  <b>Regular Value</b> Cyber security enthusiasts Home users</div>
<div>Cost Structure</div> <div></div> <div><b>Value Driven</b> Software Developers Machine Learning RnD Quality Assurance Engineers</div>		<div>Revenue Streams</div> <div></div> <div>One time purchase of license Support subscription</div>		