## The Business Model Canvas

MLSec

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Version:

1.1

Key Partnerships



G |

Partner Technologies

Docker

PyTorch

Kafka

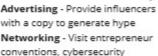
## **Partner Groups**

Foster Center for Innovation

Cyber security influencers

Machine Learning Research Groups Key Activities

conferences



Development - Continuous feature development based on user feedback

Research - Rapid prototyping of current bleeding edge ML research

Key Resources



Intellectual - The processes for detection algorithm fitting and updating in client environment

Human - Skilled software developers and ML researchers

Servers - Relies on customer hosting, potential for expansion into company hosted Value Propositions



- · Easy security
- Efficient alternative to traditional intrusion detection
- · Simple setup
- Detection algorithm gets smarter over time
- Threat visibility in web dashboard
- Fine tune your algorithm in web dashboard

Customer Relationships



Customer Segments



High Value

Personal relationship

Regular Value

Parasocial

High Value

Business owners

Regular Value

Cyber security enthusiasts

Home users

Channels

- Deploying software directly in customer environment
- Clients visit the company site to purchase and download, request help or features, report bugs

Cost Structure



Software Developers

Machine Learning RnD

Quality Assurance Engineers

(A)

Revenue Streams

One time purchase of license Support subscription



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