Pitch Outline

# Overview

• What: proposed idea (be specific) - MDR Solution  
• How: outline of what’s involved - Crowdstrike, Endpoints & Assets,   
• When: schedule summary - 28 week duration  
• Where: location, geography, market - City of New Westminster  
• How much: total cost / budget - $250000  
• Why: benefits / outcomes - protecc from attacc

Prompts from slides:

• Keep your structure simple and logical. -   
• Before and after -   
• Our services vs. our competitors -   
• Weekly project schedule -   
• Increasing or decreasing importance -   
• Top 3 things to remember -

You’ve been through the 1st phase and you’re up against 4 other companies. Try to make some bread

# Outline

Things to keep in mind from Mr. Phillips himself:

You’ve been through the 1st phase and you’re up against 4 other companies. Try to take home that paycheck.

Keep in mind your audience (City officials/accounting/CTO) be specific enough to tell them you know what you’re saying but general enough to not get lost in the jargon.

Step 1. Opening - 3 slides – 3 minutes

Hook: Mention over 90% of municipal networks are accessible without consent.

Overview of presentation?? (mention what we’re gonna talk about in body)

Overview of growing population and the associated threats to reliable infrastructure with increasing amounts of users.

Step 2. Main Body – 8 slides – 4-5 minutes

(## and \*\* are changes suggested by James)

~~Problem Domain~~ ##james says last point in opening is already problem domain

Cyberquack’s Solution

\*\*Benefits\*\*

~~Contingency Plan??~~  ## james says contingency plan is probably not needed

\*\*Scope & cost of project\*\*

\*\*Staff Competency\*\* ## why should the city choose you over other companies??

Project Cost and Comparisons

Step 3. Ending – 2 slides – 2 minutes

Restate key points (Main Body points)

Recap the presentation??

Questions from audience???