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Mission Statement:

This company is going to be a Managed Service Provider (MSP) with the focus on Cyber Security and an emphasis on the Cybersecurity Maturity Model Certification (CMMC). With the Metro areas focus on manufacturing and the governments mandates to increase the Defense Industrial Base (DIB) security posture – we feel this is a prime time to launch. This company will be needed for most firms under 500 employees. These firms either do not have an IT department or they do not have the capabilities of digesting the rules coming from the CMMC.

Key Partnerships:

This will need to be revised. Note the other businesses or services we'll work with to run the business. List suppliers, manufacturers, subcontractors, and other strategic partners (everyone on board to help ie Kyle at KLC Consulting)

* DOD
* CMMC Certification Body
* KLC Consulting

Key Activities and Resources: Our Competitive Advantage

Our Competitive Advantage stems from our exceptional team with decades of combined I.T., networking, security, and software engineering experience.

Our highly diverse and passionate team is used to building complete systems from the ground up and has an (acute/intense) familiarity with government NIST and CMMC Compliance

Value Proposition:

Our company can bring clients to complete CMMC compliancy with the federal government along with providing security training and tools to reduce information security risk in their companies

Customer Relationships:

Customers will be able to interact with our business through personal means, both in person and online; eventually adding automated interaction features for common questions

Customer Segments:

Our target market includes small and medium sized businesses that have an I.T., Security, Compliance, or knowledge gap, for all planned revenue streams

Channels:

Communication will be conducted through emails, phone systems, and in-person events or meetings

Cost Structure:

Our company will focus on maximizing the security and compliance systems, procedures, and processes for all clients we interface with.

Costs and cost calculations will vary by a variety of specifics including:

* revenue stream
* size of client company (# of people)
* quantity and difficulty of required work
* current capacity
* uniqueness (whether customer dependent R&D is required)

Revenue Streams:

1. Gap Analysis to determine the customer's current security posture and security systems, procedures, and processes that will need to be implemented to achieve the client's desired CMMC Certification Level
2. Full implementation and training of the systems, procedures, and processes added or improved after the Gap Analysis
3. HelpDesk Services allow the client to submit tickets and make phone calls to receive Standard/Advanced I.T. help.
4. Storage of external storage devices (ex: hard drive / flash drive) in our vault as well as storage of business critical offline backups
5. Company / Website Hosting on our secure servers
6. Malware remediation and recovery (Server Team 6)
7. Phishing and Security Awareness Testing / Training
8. VPN Services
9. Security Tool Software
10. Security, Compliance, and Information Systems Education

Market Phases:

Phase 1 for the company would be to get in the doors of companies desiring to do business with the government with revenue stream 1. After this we can further offer other, more intricate and profitable, NIST and CMMC related products and services. Consulting will make a large part of the income

Phase 2 will consist of more helpdesk services being provided, security software tools being developed and marketed, and more technical engineering for customers. These can products and services are easily marketed to even more companies due to everyone needing to secure themselves