

E N T R E P R E N E U R S

V A L U A B L E . I N S P I R E D . C O N N E C T E D

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Proud to serve the industry

# Most cyber security entrepreneurs are technically talented. However, few understand how to grow and scale a business.

Being in business has never been so fashionable. However, most business owners know that building a profitable asset takes strategic planning, hard work, investment and time. Furthermore, with one in three businesses failing, it's not easy and it's not for everyone.

Having chosen to go into business and having successfully moved beyond the start-up phase there's never been a better time for you to take your business to the next level than now. The reason why is because of technology. Thanks to the Internet, technology advancement is accelerating fast and it's changing the business game.

With the world speeding up we're all busier than ever. We're more connected. We're fighting off more competition. And, we're struggling to deal with the harsh reality that 50-70% of the buying process has happened before we get a chance to sell, and 95% of cold calling is ineffective and therefore costly.

In order to survive, let alone thrive in this new digital world, it's essential to find ways to overcome these challenges so you don't get left behind or worse go out of business. Cyber Security Capital helps you do this. From our deep understanding of the market we know that cyber security entrepreneurs have unique requirements and that few companies exist to help.

Having worked in cyber security for two decades we bridge a gap by combining our effective business development knowledge with your technical expertise. With us at your side, we ensure that all the components that affect your business are in place and work as effectively as they can.

Using experienced consultants, many of whom have built their own successful businesses or have served as senior executives within leading corporations or consultancies, we're able to see your challenges holistically – as employers and employees. This matters when we work together for it adds depth, perspective and value.

To this end we focus on the following services:

- Product readiness
- Increasing sales
- Reducing costs
- Boosting productivity
- Expansion & funding



## A passive approach to business growth can jeopardise success.

If you aspire to be a performance businesses, it's time to hone your product readiness, enable your sales team, leverage off the technology you have at your fingertips, modify processes and ride the digital wave. By using Cyber Security Capital we can help you do this.

By combining people, technology and our unique methodology we'll address the barriers that are holding your sales back, identify the critical steps you need to take in order to get your business to its next growth

phase and work with your management and business development teams along the way. By developing a focused and modern business development strategy and implementation plan that will drive the performance of your business. lead generation will be targeted, the costs to acquire clients will be lower and conversions will accelerate.

# Product readiness

With 90% of tech companies failing within the first 20-months of trading, starting a cyber security business is not for the faint hearted. Typically the reasons for failure amount to poor business development - the ability to manage and grow existing clients and attract new ones, in a given time span.

Those tasked with business development are either ill equipped in the first place, get sloppy and fall into bad habits as the business matures, or simply get left behind with new business development practices. The harsh reality is that unless this changes, regardless of how professionally brilliant your business is, business will suffer. It'll stand still or regress.

You must start with assessing how prepared the business is to go to market, for these days' buyers and decision-makers are highly educated on the services they require. They're hungry for information, have an appetite that demands 24x7 consumption and with much competition they can usually get it whenever and wherever they can. In fact, Forbes recently reported that 80% of B2B purchasing cycles are completed before the buyer considers contacting the vendor.

Unsurprisingly therefore, if you want to get your prospects' attention and to differentiate yourself from your competitors, you must satisfy your buyers at every touch point of your business and provide them with remarkable experiences. To do this well, you need to be able to identify your buyers, know their pain points, where they reside and what they're prepared to pay you in order to have their issues resolved.

You also need to ensure that your sales and marketing teams are working together when engaging, nurturing and interacting with your prospects and clients.

Through our product readiness services we'll help you think differently about how you engage and transact with your partners and clients so you can profit. We typically start with a consultation and assess where you are, where you want to be and what may be holding you back. We'll then report back before moving on to strategy, planning and implementation.

When we work with you we'll cover all routes to market, including direct marketing via your sales force and advertising, as well as indirect marketing, such as the channel. We'll hear from your clients and find out what their experience of you is like and we'll look at inbound and outbound marketing techniques, including social media and PR. By the end of our engagement you'll be armed with the go-to-market methods that will support your business growth.

- Diagnostics & analysis
- Strategy & business planning
- Market validation & pricing strategy
- Market penetration & development
- Channel partnerships
- Communications & lead generation
- Websites, copy & brochures
- PR & social media





## When the sales team move forward together, revenue takes care of itself.

Increasing sales is all about expanding your client base and selling more to existing clients. By combining people, technology and our unique methodology we'll address the barriers that are holding your sales back, identify the critical steps you need to take in order to get your business to its next growth phase and work with your management and business development teams along the way.

By developing a focused and modern business development strategy and implementation plan that will drive the performance of your business. lead generation will be targeted, the costs to acquire clients will be lower and conversions will accelerate.

# Increasing sales

After evaluating your product readiness you must review your sales strategy, for clients can access information at any time, from any place and long before any interaction occurs. By the time they get to you, they've evaluated their needs, assessed the marketplace and are ready to negotiate on price. Sales people on the receiving end of this will tell you it's not fun, as they lack control of the sale and are forced to compete on price. And, if they haven't satisfied them, they're in trouble, as it's a buyers market unless you adapt.

Through our modern sales enablement and training programmes we help you adapt. We show you how your business development teams can target buyers strategically, influence the sale earlier in the buying cycle, develop stronger relationships and convert more business. We look at your existing client base, sales methodologies and your marketing strategies and help your business development teams learn how the modern buyer operates and how to capitalise.

We start all our sales enablement and training engagements with an analysis so we can determine how the team is performing and what their skill levels are. We then apply the same principle to your clients to discover what their experiences of you are like and whether there's room for improvement. Once we've performed both exercises and reported back to you, we can then set a plan of action so that performance improves substantially.

The remediation plan always involves sales training where we go through sales methodologies, tactics and sales techniques, implementation, bid support and measuring success. We'll use role plays and case studies to make the sessions engaging. We also structure in regular follow ups to support the sales team and ensure that the lessons are being implemented.

Companies spend tens of billions a year on improving employee performance, however, over half of them have no idea whether their profits, productivity or client satisfaction levels have changed. We know this to be short-sighted and believe that all plans need to be measured, reviewed and revised for sustainability and improvement. That's why at the end of our engagements we measure the impact of our work with you and communicate a true picture of your return on investment.

- Diagnostics & analysis
- Strategy formulation
- Creating the sales playbook
- Lead generation
- Sales enablement & training
- Personal branding & influence
- Pitching & presentations
- Tender & bid support
- Talent acquisition & team building



## Profit is not something to add on at the end it's something to strategically plan for.

Increasing profits only happens when you strategically build a plan and measure its effectiveness. As profits come from indirect action you'll have to assess various aspects of your business. For example, for revenue growth you'll have to review your lead generation, conversion, number of transactions, size of transactions, profit margins per sale, cost of client acquisitions, increase referrals, partnerships and distribution channels, reduce your break-even points and raise your prices.

In other areas of the business you'll have to analyse processes, technologies and human resources. At Cyber Security Capital we can help you do this. We'll look at every aspect of your business and help you reduce costs, avoid wastage and maximise profitability.



## Reducing costs

The fastest and easiest way to increase your profitability is by reducing costs and introducing a cost-control system. Unless adequate records are maintained through a proper accounting system, you'll be unable to assess and analyse your costs. However, by introducing a cost-control system, you can bring immediate returns and ensure that you remain in business and competitive in the longer term.

Reducing costs must be planned strategically though and performed against a plan. As an owner-manager you must understand the nature of your costs plus expenses and how they inter-relate with sales, inventories, cost of goods sold, gross profits and net profits. We start our engagements by teaching you how to identify your major cost centres, such as purchasing, production, sales and marketing, finance and administration.

We then show you how to assess your profit and loss accounts for the last six months, rank all your expenditure from highest to lowest and then identify areas where you can save costs. We consider together whether you can save on salaries by outsourcing, or reducing an employee's hours, or implementing flexi-time. We review other costs too, for example, insurance, utilities, loans or other financing agreements. We go through invoicing to ensure you've not been double-billed or overcharged and we look for inefficiencies.

After this, we note your actual costs and compare them with your budgets. Together we establish the discrepancies and consider setting goals and cost-saving solutions that could be implemented without risking performance. Some of our recommendations will involve implementing new processes, technologies, or outsourcing, and others will require restructuring your human capital, trimming back product ranges or services plus consolidation of suppliers.

Almost every cost saving has a potential downside so when we work together we assess the risks of each new change we propose. We check that your quality standards will not be compromised and that your ability to meet objectives will not be harmed. We are particularly sensitive when we review your human capital, as changes here can lead to disharmony, non-performance and team retention issues. In order to minimise disruption we advise on how to communicate the cost-control exercise. When employees are aware they're more likely to co-operate if they understand the benefits to the business, and suppliers will often give better discounts.

- Cost-controls review
- Outsourcing
- Buying & supplier relations
- Negotiation



## Productivity grows with effective planning, focused effort and a promise of excellence.

There are many ways to boost productivity in your business from monitoring operations, setting targets, implementing new technologies, tweaking processes, to improving employee capability, engagement and workplace culture.

At Cyber Security Capital we review them all plus many more so you can increase productivity, attract and retain performing and happy teams and secure the future of your cyber security business.

# Boosting productivity

By monitoring your operations regularly, putting systems and processes in place that will enable you to get the most from your resources, you can minimise wastage, maximise efficiencies and boost productivity. However, this only occurs when there's a commitment to boost productivity from you, as the entrepreneur. Only when you communicate your productivity targets and capacities will your employees feel they've something to aim at.

In order to do this you'll need to define the key performance indicators (KPIs) that are most suitable for your business. You'll need to align them with your business objectives and ensure they're measurable so you can apply corrective action when required. You may also want a benchmark and use research, surveys and questionnaires plus interview clients, partners, suppliers and employees so you can ascertain how you're performing and in comparison to others in your market.

You'll also need to address your capability and how you're developing your individual team members as problem solvers and their knowledge as a foundation for your business success. You'll need to know how well your team and their knowledge can be sustained and improved over time for simply swapping in and out different team members to an existing team with existing requirements isn't effective. It's disruptive and something is always lost, for teams are social and cognitive systems where professionals have unstated knowledge, which they share and use to deliver the work.

Cyber Security Capital can help you boost productivity. We examine what you can do to enhance your operations and increase your team's performance. We'll balance short-term and long-term objectives; build knowledge share and team-wide capability; identify and deploy talent in an appropriate way; and develop leadership capability.

Our work helps cyber security entrepreneurs to understand how to measure and streamline processes, attract the best talent in the marketplace and provide an environment that dictates performance. We provide the following services:

- Operations review
- KPI formulation
- Individual team assessments
- Talent management
- Coaching for leaders and individual team members



## Business evolution occurs with continuous improvement and constant expansion.

Business expansion occurs at two speeds and carries risks. One is strategically planned and the other, which can be much more problematic, is explosive and exponential. Careful management is vital, as unexpected growth is usually the cause of most business failure.

At Cyber Security Capital we can help you with all growth stages. We can help you move from a start-up or lifestyle business to one of performance that's getting ready to exit.



# Expansion & funding

Moving into new markets can transform a business and increase profitability. However, it can also be risky and doing research prior is wise. Before you start, you must consider whether you can tailor or adapt existing products or services for new markets, as this can provide new revenue at minimal costs and boost profits.

Additionally, you must study the new product's viability and confirm that there's a demand for it at a price that you can make profit on. You also need to establish whether you've the skills in-house and if not whether you'll buy them in or outsource. Furthermore, whether you'll need to raise finance to achieve your growth objectives. Once you've the answers to these questions you'll need to team up with partners to reduce the risk further. By doing this you'll establish your business successfully in a new or expanded market.

Cyber Security Capital can help you with all of this. Though our knowledge of the industry we'll work through the following options:

- Product/ service remodelling
- Distribution
- Partnerships
- Licensing
- Franchising
- International expansion
- Mergers & acquisitions

Some expansion requires you to raise finance for your business and this is often the hardest challenge for entrepreneurs. With so many different options available from bank loans, angels, venture capitalists, government aid and crowdfunding it's hard to know which one to pick and whether any are absolutely necessary.

Cyber Security Capital can help you with this. When we work together we'll agree on which option may be best and then work to formulate a business plan and valuation. We'll then go through your presentation and ensure you're ready to pitch to your potential investors. If you choose to go down the crowdfunding route then we'll help with the whole process from producing videos and getting you ready for an online spotlight to structuring the information online and your social media strategy.

- Why raise money
- When to raise money
- How much to raise
- How much equity to give away
- Financing options
- Company valuation
- Business plan
- Pitching to investors
- Negotiations & closing the deal
- Documentation



# What are the benefits?

1

## **INCREASED PERFORMANCE**

High quality tuition on soft skills - leadership, management and communication plus knowledge share from leading experts so your team learns new skills, performs to the best of their ability and becomes more valuable and happy in your workplace.

2

## **RETENTION OF HUMAN CAPITAL**

Increased retention of team members, so you maintain a performing cyber security team and the knowledge that you have invested in them. As team members remain you will now not be vulnerable during recruitment.

3

## **SPEED & AGILITY**

Speed and agility are crucial for business and with a team that really gets you can maximise this opportunity to fuel growth, drive momentum and remove challenges.

4

## **EFFICIENCY & LOWER COSTS**

With a vault of valuable resources at your finger tips, you speed up the team's learning, which helps with implementation, thereby saving time and money to recruit or deal with under performing teams.

# How are we different?

## **Access world-class consultants and resources that support the global ecosystem**

We offer a global community of like-minded, vetted cyber security consultants and partners, who are at the peak of their profession and readily accessible for all of your cyber security needs. Wherever you are in the cyber security ecosystem - a professional, a leader or an entrepreneur, we can help. You use our vault of resources or tap into our remarkable pool of expertise to build genuine connections so you can collaborate on projects, exchange thoughts and best practice learnings.

## **A partner who shares an aligned vision including giving back**

We see a world where we are winning the war against cybercrime, where diversity is balanced within cyber security and where there is an abundance of top talent that is on-boarded through attitude and thinking capability. Our mission, therefore, is to empower and train you to thrive and solve meaningful problems so you become better, stronger and faster at thwarting every form of cyber attack and more resilient in the workplace.

In addition to speeding up learning, problem solving and accelerating success, we aim to inspire more of our clients and partners to support the UN Global Goals through giving and innovation. Our vision is that our clients measure their success based on their ability to positively impact the world.

## **Increase insight, knowledge and innovation so you remain ahead**

We provide a range of services from securing systems to learning and development programmes, as part of our on-going commitment to supporting the success of cyber security professionals worldwide. Successful projects to us always mean accelerating learning, sparking creativity, inspiring performance and connecting you to new talent and collaborators who can help you achieve your career ambitions.

## **Responsive and flexible ways of working**

Through our profound knowledge of the cyber security ecosystem we have devised effective strategic and tactical services, which help you to solve complex, diverse challenges quickly, to budget and around the clock. We pride ourselves on our ability to be responsive, flexible and to make every interaction a positive experience.

## **Consistent quality and long-term partners**

You can be assured of consistent quality as we work to structured methodologies. Furthermore, each project we undertake undergoes a formal quality review, which maintains our reputation as outstanding, consistent and long-term cyber security service providers.

# Our goal is to strengthen cyber space by empowering and mobilising a diverse, optimised cyber security workforce.

We see a world where we are winning the war against cybercrime, where diversity is balanced within cyber security and where there is an abundance of top talent. We want to empower and train more cyber security professionals and leaders to thrive and solve meaningful problems. We want to see better, stronger and faster solutions to cybercrime and other forms of attack. We believe that by having a diverse workforce we will benefit from diversity of thinking and that this will improve our ability to safeguard businesses, individuals and countries. Cyber security is a varied profession and there is a huge need for cyber security expertise. We want to lead the way for all diversity and be part of a movement that identifies, develops and retains talent regardless of biased discrimination.

Take the next step.

- Contact us.
- Meet to define the expectations and agree the scope.
- Receive a proposal and terms.
- Accept terms and agree start date.
- Commence project.
- Meet for project debrief.

## Contact

To discuss our services, please email:  
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# Cyber Security Capital

Cyber Security Capital has a mission to help the cybersecurity industry to become better at fighting cybercrime and to empower, train and mobilise a gender diverse cybersecurity workforce. It was founded by Jane Frankland when she witnessed a changing workplace, a dire need for improved connection and access to resources, particularly amongst cybersecurity women, leaders and entrepreneurs. As a result, we offer a variety of solutions for cybersecurity entrepreneurs, leaders and professionals that are based around people, processes and technology.

We operate on a global basis and whilst most of our clients include some of the world's best-known brands, many of whom are listed on the global stock indices, we also have a selection of start-up and mid-range organisations. All of our clients, no matter their size share commonalities: they are aspirational, operate in a state of readiness and see opportunities when others don't. They take measured risks, act fast and want what's current. Their decisions are based on instinct, insight and what works. They tell us that the reason they choose us over others is because they know that in order to be ready, they need to rely on a team of experts who can demonstrate up-to-date subject matter knowledge, experience through implementation and foresight.

## Service Divisions

- Individuals
- Corporates
- Entrepreneurs

