



The CyberWYZ Co-Founding Program for Cyber Security Startups

The CyberWYZ Program is designed to turn a promising cyber security idea or product into a successful, fundable company. Every stage in the program has clear deliverables and accompanying documentation that increase company value. After eight months, graduates will have achieved the significant milestones that are essential to the primary investment stage.

SALES STRATEGY & PIPELINE

- Analyzing sales achievements to date
- Establishing a revenue model, target markets and organizations
- OEM strategy as a growth engine
- SAAS or MSSP as optional growth engines
- Pricing and maintenance policies and fees
- Establishment of an international business model
- Building a full three-year business plan
- Go-To-Market Strategy and geographical targeting
- Customer (end user) introductions
- Partner introductions (VARs and distributors) and follow up meetings
- CRM and pipeline management

MARKETING

- Market and competitive analysis
- Unified messaging and positioning
- Initial marketing and sales tools
- Press and analyst relations (PR/AR) methodology
- Domain selection and website launch
- Presentation skills and cultural training

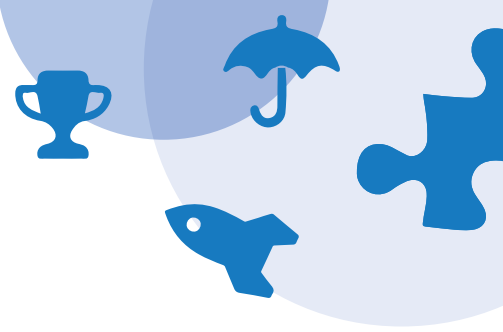
MANAGEMENT

- Defining team goals and expectations
- Defining the right employee ratio among departments
- HR for new hires and lay-offs
- Creating the compensation plan
- Task and project management
- Building the corporate culture and the company story
- Establishing the Board of Directors and Advisory Board

PRODUCTS AND SOLUTIONS

- Complete technology review
- Full product lifecycle map
- Roadmap definition from prototype through installation
- Alpha and Beta requirements
- User experience (UX) and user interface (UI) analysis and review





CORPORATE AND LEGAL

- Establishing all documents needed for effective management
- Agreements and contracts
- Determination of optimal corporate legal structure
- Company and product names and trademarks
- Intellectual property strategy
- ESOP and cap table

POST INVESTMENT ACTIVITIES

- Identifying the right Round A and B VC firms
- Opening doors to top-tier enterprise customers
- Locating the right business channels for sales acceleration
- Building a long term, international business plan and budget

INVESTMENT

- Clarifying investment needs and use of funds
- Targeting the right investors
- Introductions to Angels and VCs
- Participation in meetings and follow up with potential investors
- Negotiation on your behalf to optimize the total sum of investment, short and long-term quality of the investor, and company valuation

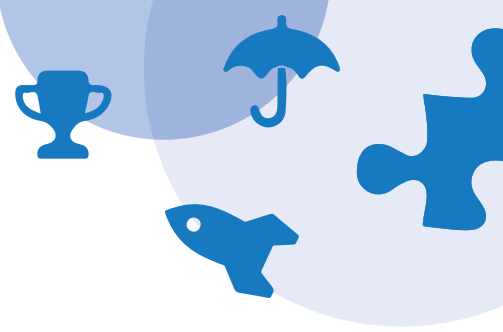
FINANCE

- Monthly monitoring and reporting including Profit & Loss, sales forecasts, etc.
- Quarterly updates and annual revenue recognition methodology
- Tax advisory
- Strategy for generating substantial profits and increasing shareholder value at exit
- Profiling vendors for company technology

CHIEF SCIENTIST

- Assessing the need for investment from the Chief Scientist and selecting the best track
- Proactively preparation for the application process
- Evaluating other forms of government funding (EU, Federal Budget, etc.)





Our Expertise

Our team of leading cyber security industry experts covers all the necessary disciplines for a successful startup. Together we have more than 120 years of collective experience in cyber security and other high-tech fields, as well as in legal, finance and venture capital.

The CyberWYZ Advantage:

- Establishing a corporation
- Legal and accounting services
- Product and UX validation
- Beta preparations
- Company institutions
- Customer and channel pipeline
- Strategic marketing
- IP strategy
- Sales methodology
- Business contracts
- PR and AR strategy
- Improving communication skills
- Preparations for seed/round A
- Angel and VC introductions

Contact Us

Fill out the Startup Application to get started or contact us to learn more about CyberWYZ.

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