Explosive Exploitation – explained

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Agenda

🔷 Introduction - about the PROTECTIVE project

🔷 Good exploitation as a function of time, planning and engagement

🔹 Pre-project (the plan, partners, project roles, key technology, TRL vs. MRL)

🔹 Getting there (canvasing , licencing, piloting, monitoring & adapting)

🔹 Playing the long-game (local vs. global, NDAs, offering, spin-offs)

🔷 Final thoughts

About the PROTECTIVE project

INTRODUCTION

About the PROTECTIVE project

PROTECTIVE is a H2020 funded Innovation Action to evolve cyber alert flow processing, namely:

- correlation,
- prioritization,
- analysis,
- visualization,
- sharing,

into effective solutions integrated into existing security toolsets for Computer Security Incident Response Teams (CSIRTs).

PROTECTIVE consortium

Innovation Action:

- 36 month duration
    - Sept 2016 – Aug 2019
- 10 partners:
    - 3 academic partners
    - 4 industry partners
    - 3 NREN (National Research & Educational Network) partners
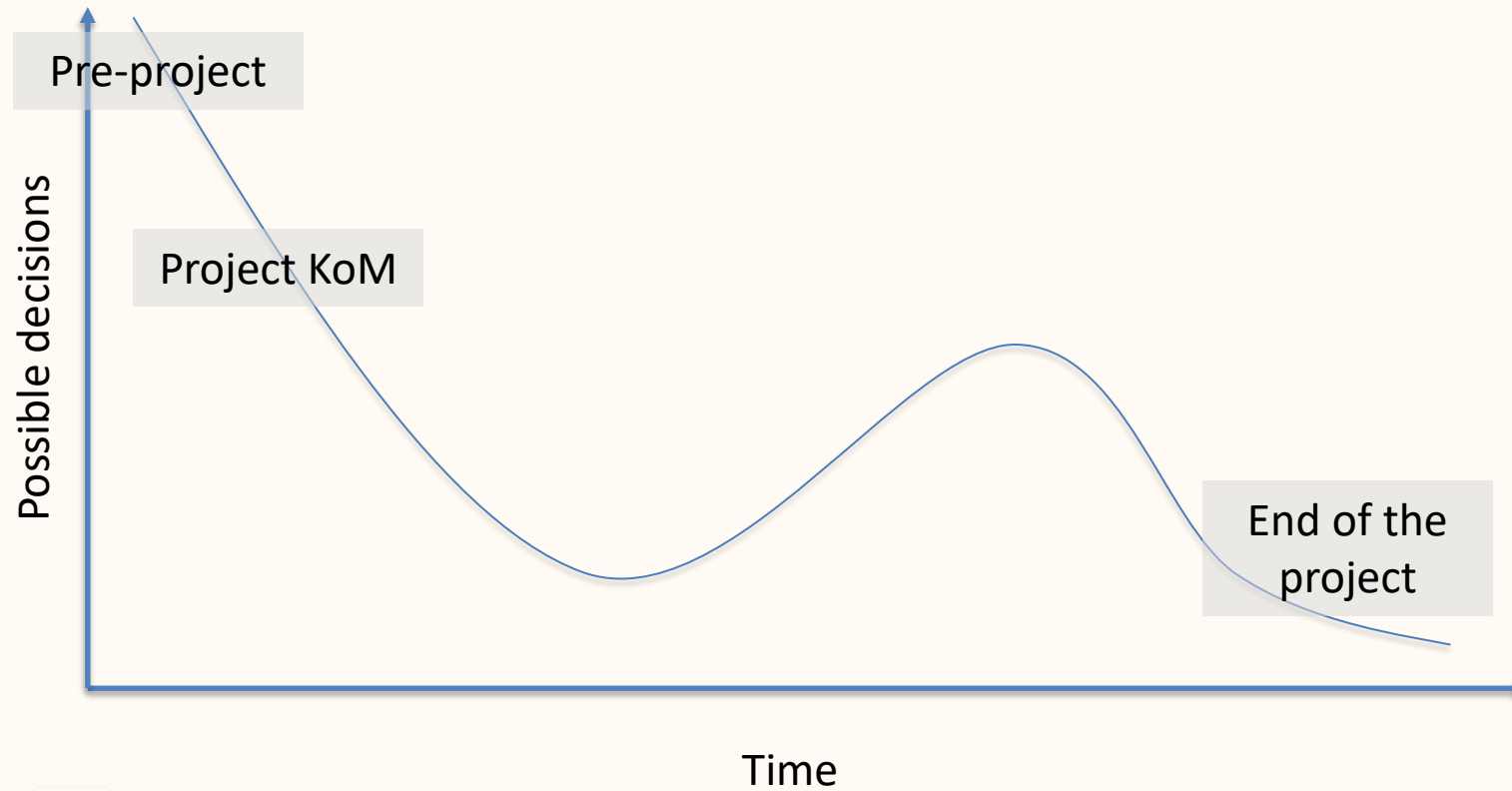- 8 countries: Ireland, UK, Poland, Austria, Germany, Spain, Czech Republic, Romania

Register here
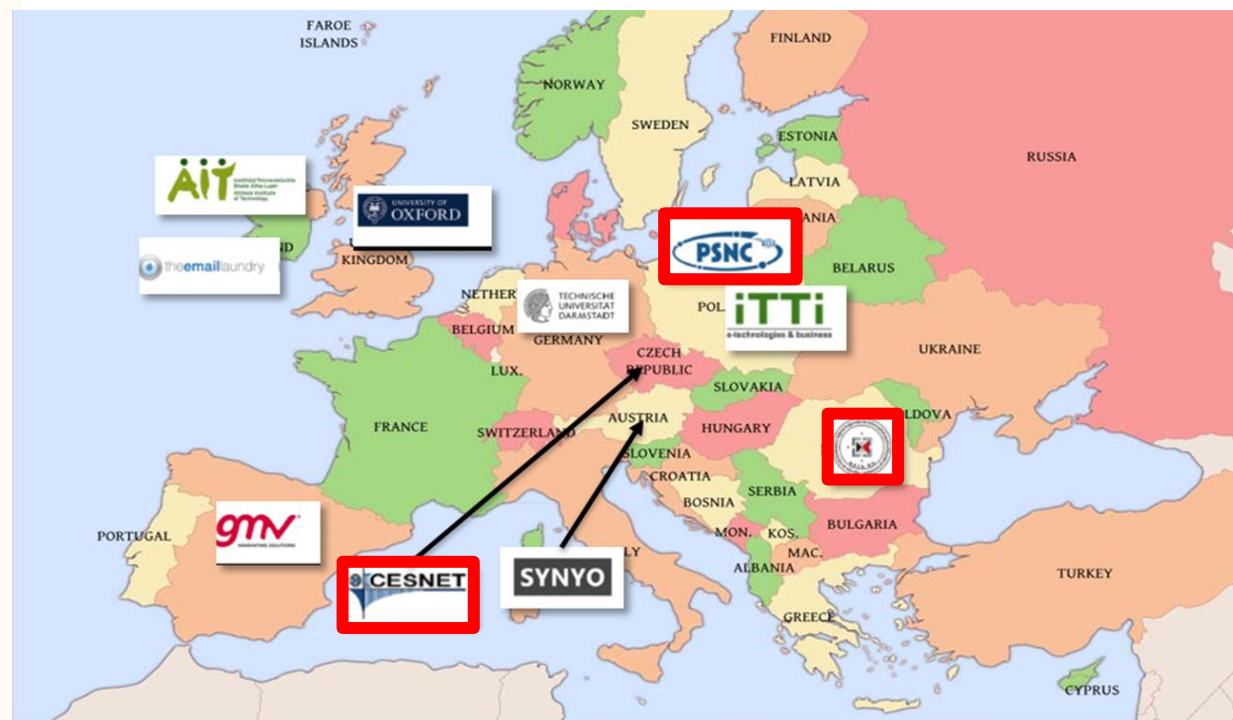
When is the best time to plan and execute ?
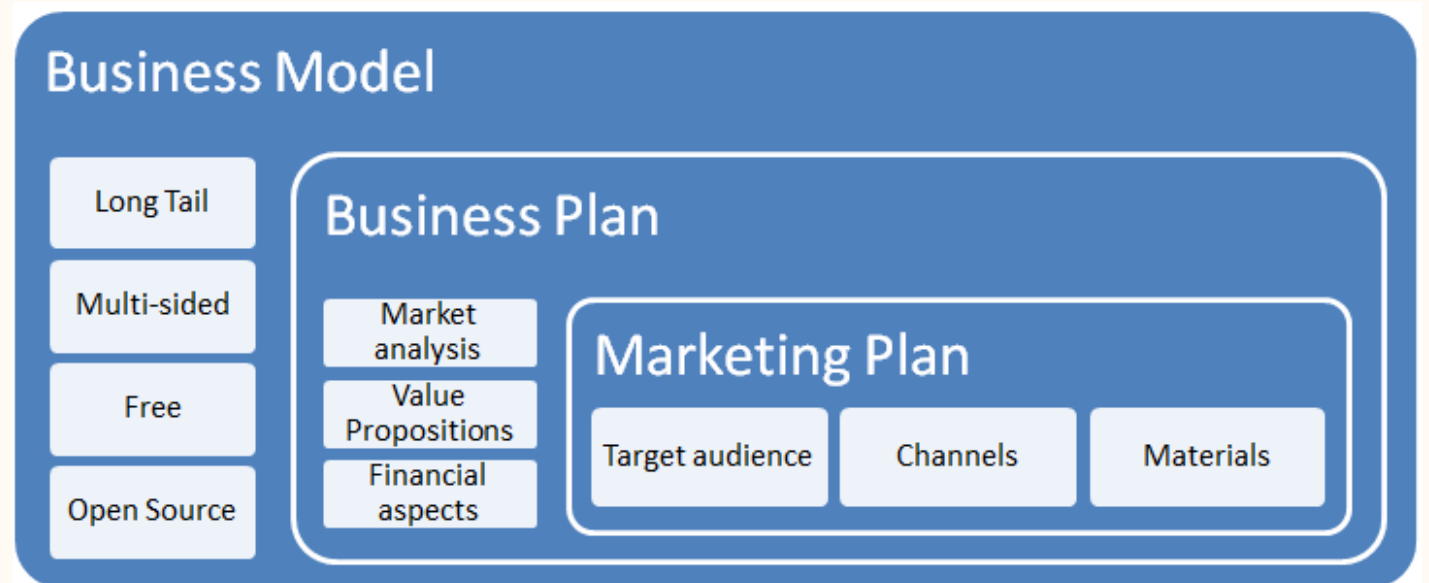
# EXPLOITATION AS A FUNCTION OF TIME

Your decision space

Pre-project phase

- Create a draft canvas and plan accordingly (tasks! e.g. **community**)
- Do you want to **evolve** (bigger, better, faster) or **disrupt** (unique value) ?
- Consider crucial technology elements and **secure their licencing**
- **TEAM:** join partners with user-base

Getting there: early project phase

- Concentrate on proper VALUE and engage end-users / customers

- Brainstorm with a canvas

- Consider which type of canvas is best for you

- Choose initial BM and revenue model

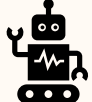- Define from start what MRL you aim at
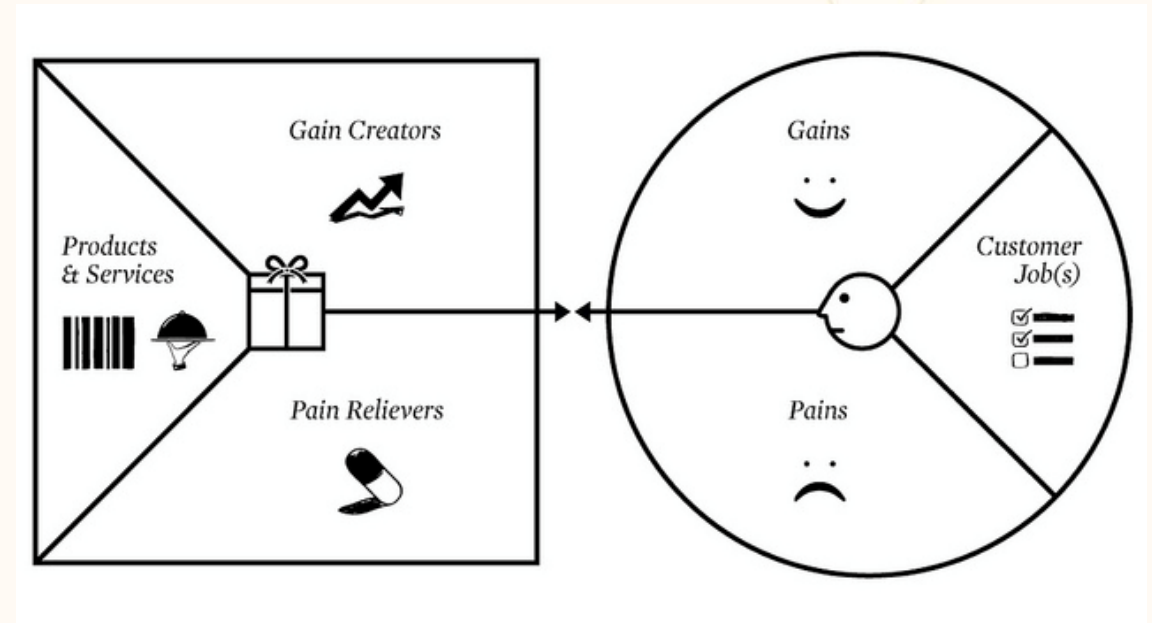
Getting there

- Do your homework
  - Market – research size and predictions
  - Competitive landscape; including key players & their models
  - Monitor for new entrants, standards, patents etc.
- Technology – side:
  - Evolve rather then revolutionize (or do both!)
  - Choose proven technologies
  - Extend existing solutions with large user-base, especially in mature markets

Playing the long game

- Plan REAL pilots and join externals whenever you can

- Marketing

  - Gather success-stories

  - Attract big players and names

  - Feedback, feedback, feedback

- Are there any procurement frameworks I need to account for ?

- Being global vs. being local

  - Are there important differences between global and local markets for your solution ?

  - Consider if you need local presence and how to achieve it !

Fotoworkshop4You (pixabay.com)

Final thoughts

- Which type of canvas is best for you ?
  - BM canvas – better for mature markets; solutions with existing user base
  - Lean canvas – better for start-ups and R&D small-to-medium projects; concentrates on value and early-adopters
- Do you gather feedback qualitatively or quantitively ?
- Know your end-user and your customer (they may not be the same entity!)

Thank-you

PROTECTIVE
PROACTIVE RISK MANAGEMENT

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