



Как поднять инвестиции в cyber security стартап

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Презентация

- ◆ **Company purpose** - Define the company/business in a single declarative sentence.
- ◆ **Problem** - Describe the pain of the customer (or the customer's customer). - Outline how the customer addresses the issue today.
- ◆ **Solution** - Demonstrate your company's value proposition to make the customer's life better. - Show where your product physically sits. - Provide use cases.
- ◆ **Why now** - Set up the historical evolution of your category. - Define recent trends that make your solution possible.
- ◆ **Market size** - Identify/profile the customer you cater to. – Calculate market size
- ◆ **Competition** - List competitors - List competitive advantages
- ◆ **Product** - Product line-up (form factor, functionality, features, architecture, intellectual property). - Development roadmap
- ◆ **Business model** - Revenue model - Pricing - Average account size and/or lifetime value - Sales and distribution model - Customer/pipeline list
- ◆ **Team** - Founders and management - Board of Directors/Board of Advisors
- ◆ **Financials** - P&L - Balance sheet - Cash flow - Cap table - The deal

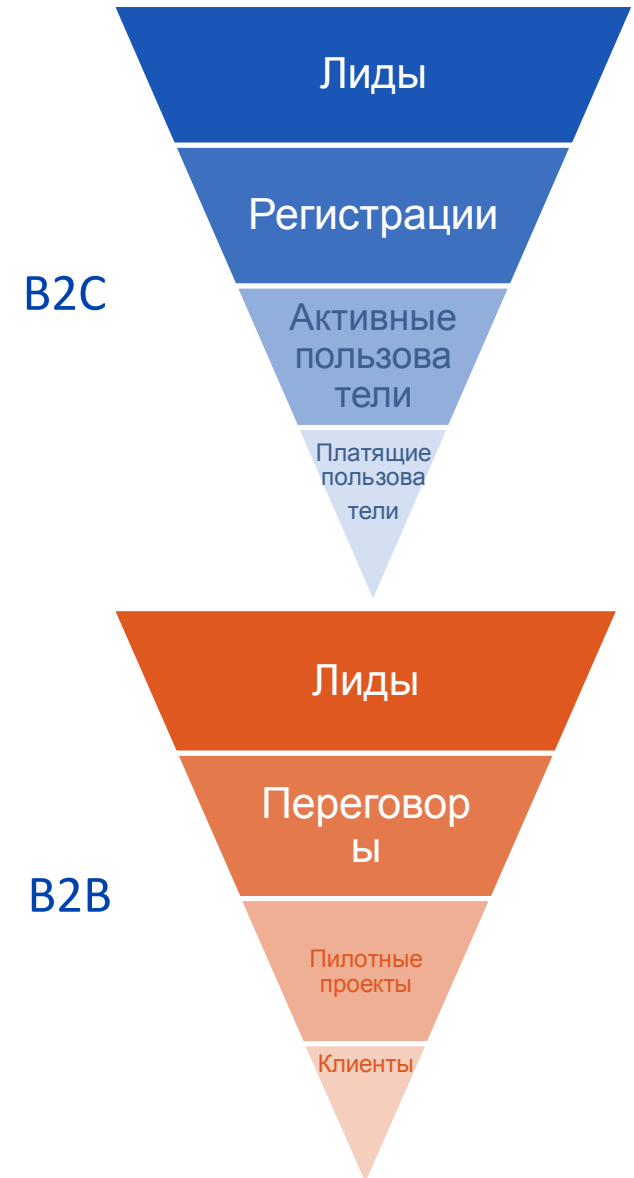
Source: Sequoia capital

Оценка рынка

- размер (TAM, SAM, SOM), важно правильно определить сегмент с учетом
 - специализации
 - географии
 - таргетированного клиента
- конкурентная среда
 - прямые конкуренты
 - конкурентные решения, частично или полностью заменяющие данное, рассчитанные на того же клиента
- размер, распределение долей рынка между конкурентами
- распределение долей рынка между различными типами клиентов
- возможные конкурентные преимущества, н-р:
 - новизна/конкурентоспособность компании
 - сложность/уникальность технологии
 - партнерства/наличие каналов продаж (для b2b)
 - значение бренда
 - виральность/ретеншен (для b2c, c2c, b2b2c)
- M&A активность на рынке, наличие публичных компаний
- риски

Метрики

- ◆ Основные характеристики модели:
 - Источники дохода, комиссии, каналы продаж
 - Источники траффика, стоимость траффика, конверсии
 - Воронка продаж
- ◆ Трекшн:
 - Число посетителей/установок/регистраций/заказов
 - DAU/MAU
 - Retention, churn
 - Когортный анализ
 - Юнит экономика
 - ▶ Cost of registered user/CPI/CAC по каналам
 - ▶ ARPU/LTV; LTV/CAC ratio
- ◆ Финансовые результаты
 - оборот (GMV),
 - выручка, возобновляемая выручка (MRR, ARR),
 - burn rate,
 - margins,
 - costs



Go-to-market стратегия, unit of value

GTM: Things to think about



Ways to Increase Value

1. Network effects
2. Standardization
3. Platforms

Rules of thumb to reach \$100M

| | \$0.10 | \$100 | <\$10K | \$10-20K+ | \$100K |
|--------------|----------|--------------|------------|--------------|--------------|
| Target Price | → | | | | |
| GTM | API call | self service | sales zone | inside sales | direct sales |
| Volume | 1B calls | 1M | >10,000 | 5000-10,000 | 1,000 |

How to scale up your unit of value



Source: Greylock perspectives: Unit of Value: A Framework for Scaling

Пример актуального направления в cyber security

- ◆ By 2020, 15% of midsize and enterprise organizations will be using services like MDR, up from less than 1% today.
- ◆ By 2020, 50% of worldwide MSSPs will offer MDR-type services.
- ◆ A focus on threat detection use cases, especially advanced or targeted attacks that have bypassed existing perimeter controls (e.g., next-generation firewalls [NGFWs], secure web gateways [SWG], network intrusion detection systems [NIDSs], endpoint security).
- ◆ Security event management and analysis technology that utilizes threat intelligence and advanced data analytics is commonly, but not exclusively, at the core of these services. It is fed events from the stack of vendor-supplied controls, customer log and event sources, or some combination of the three.
- ◆ 24/7 monitoring, analysis and customer alerting of security events with preliminary triage performed by a person (e.g., not relying just on automation to add some context to an event).
- ◆ Incident validation and remote response services, such as hunting for additional hits on indicators of compromise (IOCs), reverse malware engineering, and consulting on containment and remediation are included in the service, without the need for an incident response (IR)-specific retainer or agreement. Retainers are reserved for on-site breach response services.

Source: Gartner Research Note G00294325

Almaz Capital ищет стартапы в области cyber security на ранних стадиях

Спасибо!

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