



threat
SKETCH®

Disrupting Strategic Cyber Risk Management

Rob Arnold
Founder & CEO



Definition: Strategic Cyber Risk Assessments

Risk = Likelihood X Vulnerability X Impact
not just vulnerability

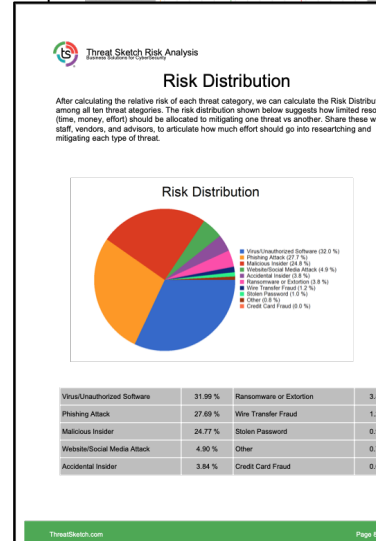
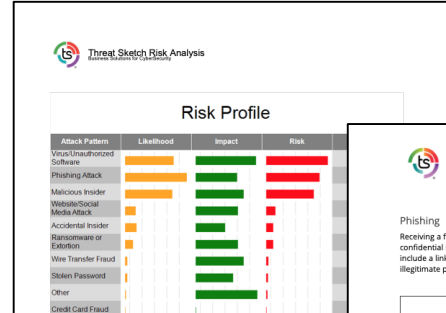
Risk management with a **business focus**

Engage **board members & executives**

NIST CSF: ID.RA, DFARS: 3.11, etc.

Typical Cost: \$50k-\$250k

NIST 800-30: [DIY] 95 pages



Phishing
 Receiving a fake email pretending to be from a trusted source that tricks you into giving up confidential information such as passwords, employee records, etc. These attacks often include a link to a website that appears legitimate, but instead gathers your data for illegitimate purposes.

	Prevent		Prepare		
	Identify	Protect	Detect	Respond	Recover
Primary	6, 9, 14, 16	2, 9, 14, 17	2, 9, 14	9, 17	
Secondary	10, 12	3, 10, 12, 13	3, 13	10	9, 10, 13, 14, 17

Virus/Unauthorized software
 A computer virus is a malicious software program loaded onto a user's computer without the user's knowledge that performs malicious actions. It is created and released by a person without authorization and spreads throughout an organization's computer system(s), much like a real virus.

	Prevent		Prepare		
	Identify	Protect	Detect	Respond	Recover
Primary	4, 6, 9, 14, 15, 16	1, 3, 4, 9, 11, 14, 15	3, 9, 11, 14	1, 9	1
Secondary	5, 10, 12	2, 5, 10, 12, 13	2, 13, 15	10, 11	9, 10, 13, 14



Disrupting: Strategic Cyber Risk Assessments

Disrupt the market by shifting the decimal two places to the left **without sacrificing quality.**

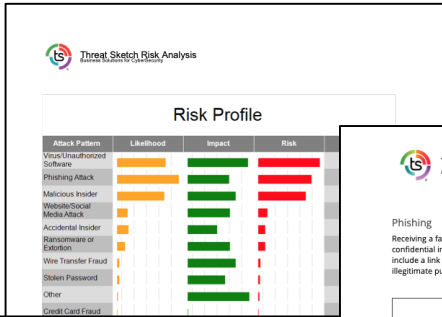
INVESTOR VIEW

Connects board/executive to spending

Subscription with built-in obsolescence

US Market: 7.1m SMBs; Nonprofits; and Gov't

Potential Market @ \$1,000/year: **\$7.1 Billion**



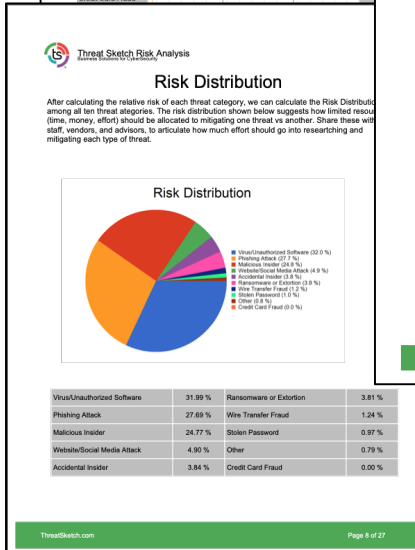
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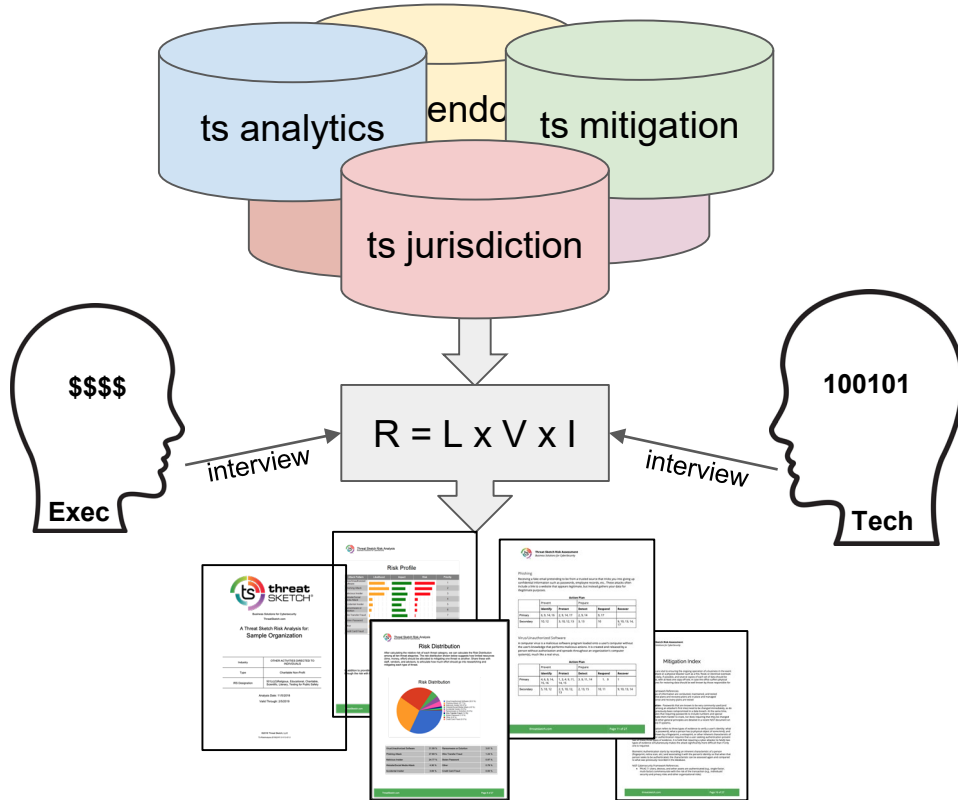
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Automation & Mass Customization



Solution Providers (our resellers)

- MSP/MSSP
- CPA Firms
- Law Firms
- Insurance Agents
- Trade Associations

Reseller Benefits

- Non-Invasive
- Executive level engagement

Our Team

- Rob Arnold

- Advisor & Advocate

- Congress - testimony
- Homeland Security - CEO roundtable, ICT SCRM Task Force
- FTCC & UNCG - academic advisory boards
- IT-SCC, Infragard (FBI), ECTF (Secret Service), BENS, NSBA

- Author & Speaker

- *Cybersecurity: A Business Solution*
- Wall Street Journal
- NIST - Cyber Risk Management

- Doug Young & Nathan Powell

- Financial, economic & risk analysis expertise
- Godfather of digital photography
- 2X Ernst & Young Entrepreneur Of The Year
- 10x successful startups/exits





threat
SKETCH®

WHY INVEST?

Disruptive within our market

Connect board/executive to cyber spend

Subscription with built-in obsolescence

\$7.1 Billion
market potential

