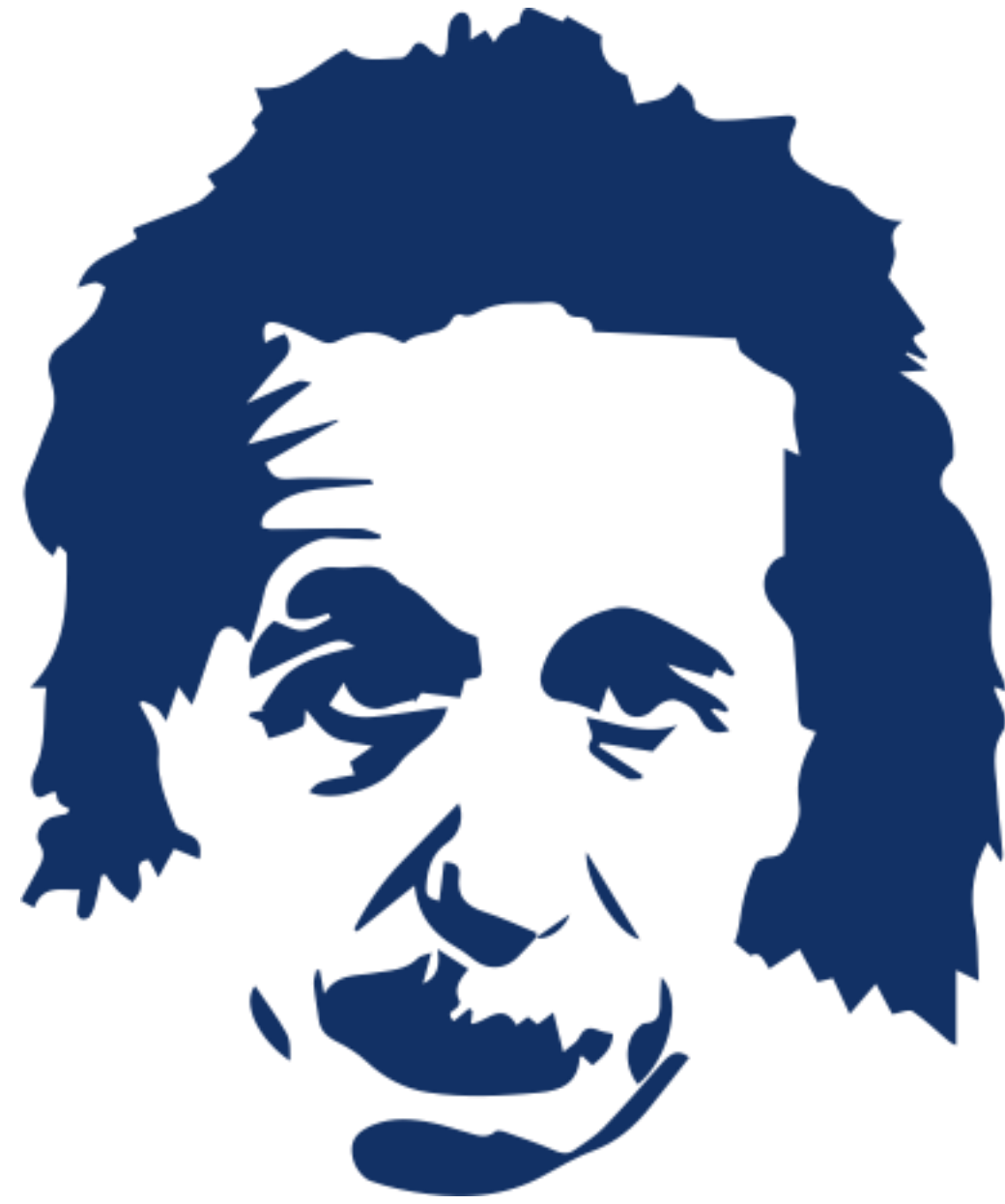




**THE CYBERSECURITY
SPECIALISTS**



A.EINSTEIN

The world is a dangerous place to live; not because of the people who are evil, but because of the people who don't do anything about it.

Agenda

A

- About the Company
- Offering
- Company structure
- Service, Product and Innovation
- Cyber Attacks are growing in sophistication, impact and frequency
- Finance plan
- Sales
- Business model
- What's next



WHY

W

We are at War

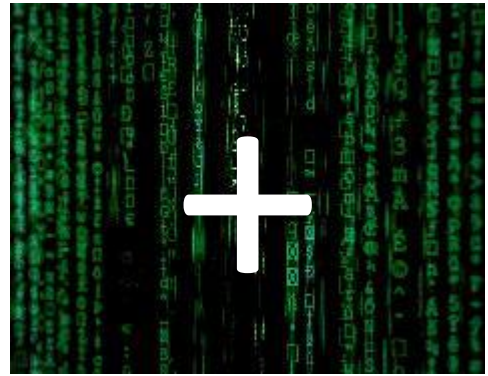
- Cyberthreat is the new normal
- Cyber Attacks are growing in sophistication, impact and frequency
- Companies and Security Operations Teams (SOCs) lack qualified resources and candidates
- Experts: 3.5m+ unfilled Cyber experts by 2021
- Global Cyber Security Training spend predicted to grow to \$10b by 2027



PROBLEM

WHILE CYBER SECURITY MAY BE
FOUGHT WITH TECHNOLOGY - IT IS
THE **PEOPLE** WHO TRIUMPH

- Knowledge Vacuum
- Resource Bandwidth
- Aggressive Predators



SOLUTION

INVESTMENT IN CYPERSECURITY
EXPERTISE, CAPABILITIES, AND
TRAINING TO CARRY ON THE FIGHT

- ~~Knowledge Work~~
- ~~Bandwidth~~
- ~~Aggressive Predators~~



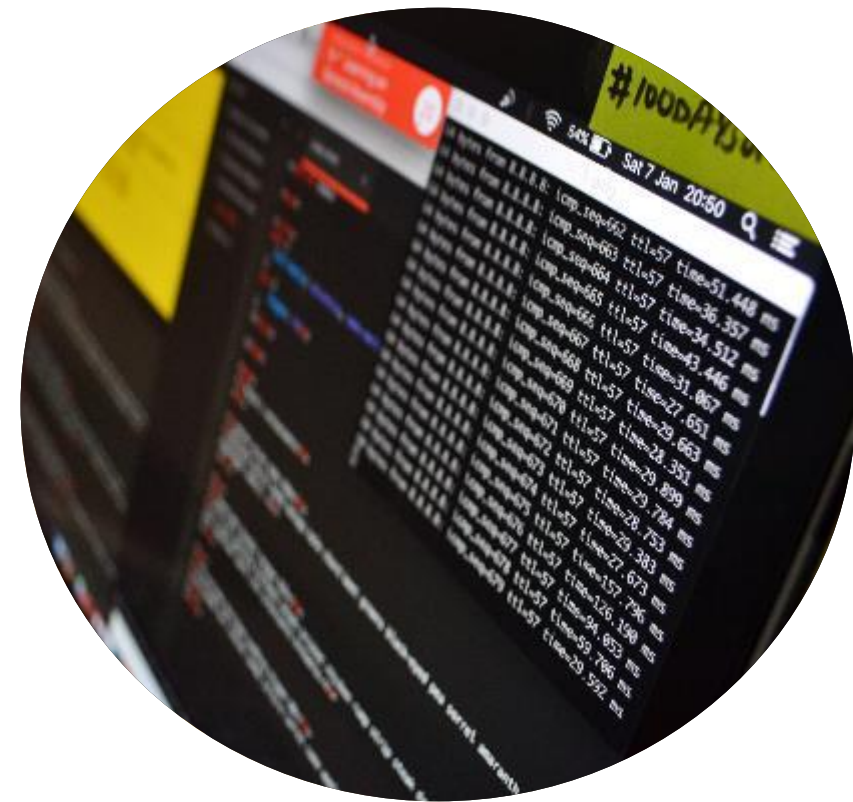


■ PURPOSE

VISION



Training



Software

A HIGHER CALLING

Empowering Companies via the World's Best Cyber Security Training Professionals and Software Toolsets ready for any Cyber Attack whether IR, Intelligence, or Forensics



■ .COMPANY

LEADERSHIP

Arik Assayag

Vice President Sales
20+ years of Sales and Growth experience within Sales operations for Tech and Software Companies around the world

David Erez

VP Business Development

A strategic consultant in the public and business sectors with more than 15 years of experience in entrepreneurship, marketing in Israel and the world, government relations and more.



Yaniv Barkai

Co-Founder/VP Training
Cybersecurity expert: Digital Forensics, Encryption, Ransomware, and Cryptographic malware. Led digital forensics Israel Defense Force (IDF) team.



Etti Berger

Co-Founder/CEO
25+ year Product manager in Tier-1 Cybersecurity Companies. Master of Law (LLM). Renowned Privacy and Cyber Lecturer.

CURRICULUM VITAE

Expertise

Ex-Israeli Defense Force and Corporate Software Product Development Management

Market

B2B: Cybersecurity training companies, education institutions, cyber companies, e-learning and training companies.

Customers



Value Prop

Qualified cybersecurity pros from day one – end to end training everywhere any time, with AI and big data analysis cyber range

Approach

Cybersecurity TaaS (Training as a Service) + Next-Gen Cyber Software

Market Size

Over \$10 billion by 2027

HOW MUCH

■ FINANCE

FINANCE - 2019

- **Total income** – 1,252,466.21 NIS
- **Customers** – 38 customers
- **Global Market** – IL companies
- **Funding** - No

FINANCE - 2020

- **Income until June** – 600,000 NIS
- **Predictions** - 1,600,000 NIS
- **Markets** – Europe, Far East, US, Africa and IL (still most activity)
- **Future income** – New projects using online platform
- **New options** – Europe, US and Africa
- **Funding** - No

PRICING MODEL

- B2b market.
- Pricing is based on licenses:

Content	Level 1	Level 2	Level 3
Content + Labs (monthly per student)	\$250	\$600	\$4,525
Train the Trainer (Daily)	\$2,000	\$5,000	\$15,000
Range (Daily up to 25 users)	\$5,000		

PROJECTIONS

3Y Forecast

Summary	2019	2020	2021	2022
Total Gross Revenue	\$361,000	~\$650,000	\$4.3M	\$10.20
Net Profit	0	\$200,000	\$1,108,000	\$5,180,896
Cash (Year End)			\$1,006,087	\$5,108,839

COMPETITORS

- **KnowBe4** – Cyber Security Awareness
- **Think Cyber** – Cyber Training + Static Range
- **CyberBit** – Cyber Range
- **Cympire** – Cyber Range
- **SANS** – Cyber Training with no online labs
- **ProofPoint** – Training aside security products
- **HackerU** – Offline training
- **SeeSecurity** – Offline training
- ...

MAIN EVENTS 2020

- **Investment** – \$2M
- **Release** – First end to end platform release
- **Growing Company** – Recruitment of several employees
- **New Markets** – US
- **Online training**
- **Cyber Center in Jerusalem**
- **Insurance companies cyber tool**

INVESTMENT

- **Stage 1:**
- **\$500K** for:
 - ✓ Infrastructure development (frontend and backend).
 - ✓ Content writing.
 - ✓ Management console development.
 - ✓ Authentication and authorization development.
 - ✓ Licensing lifecycle.
- **\$500K** for:
 - ✓ \$320K – for marketing and sales.
 - ✓ 3 distributors/ VARs onboarded in 3 months.
 - ✓ At least 2 paying customers in 3 months.
 - ✓ At least 4 more paying customers in 6 months.
 - ✓ \$180K – for development (content writing) and management.
- **Stage 2:**
- **\$1M** for:
 - ✓ Developing the Cyber Range
 - ✓ Apply for patent



PARTNERS



Strong Partnerships

We already possess a strong set of partnerships across the world driving business. Some include:

- **Universities:** Technion (Israel's MIT), Tel-Hay College, Nave Jerusalem
- **Global Recognized Expertise:** CyberBit, Cyber Dome, Post Finance Bank (Swiss), CyberHat, and NexGenT (USA)



■ SOLUTIONS



SOLUTION

- Developing the most advanced technological mechanism in the world that enables an innovative, granular training arena and learns to cope with cyber events while constantly developing performance research and relying on the Big Data, ML and AI components.
- The technology is based on a training set on various cyber topics for diverse audiences required for professional and technological preparation while methodologically and practically understanding the various content worlds of cyber worlds.
- The entire training set is based on cloud technology, which consists of many, varied and up-to-date practice labs that allow us to use algorithms from the ML and AI worlds to build a learning training simulator for cyber and coping scenarios.
- This technology is unique and allows trainees to receive a personalized training program and to repeat diverse training of the same scenario as the simulator adapts to each trainee's response and response.
- The name of the game - the wisdom of the masses.



CYBER TAAS

TripleP's existing TaaS (Training as a Service) Portfolio is an end to end Cyber training solution portfolio replicating Enterprise network activity.

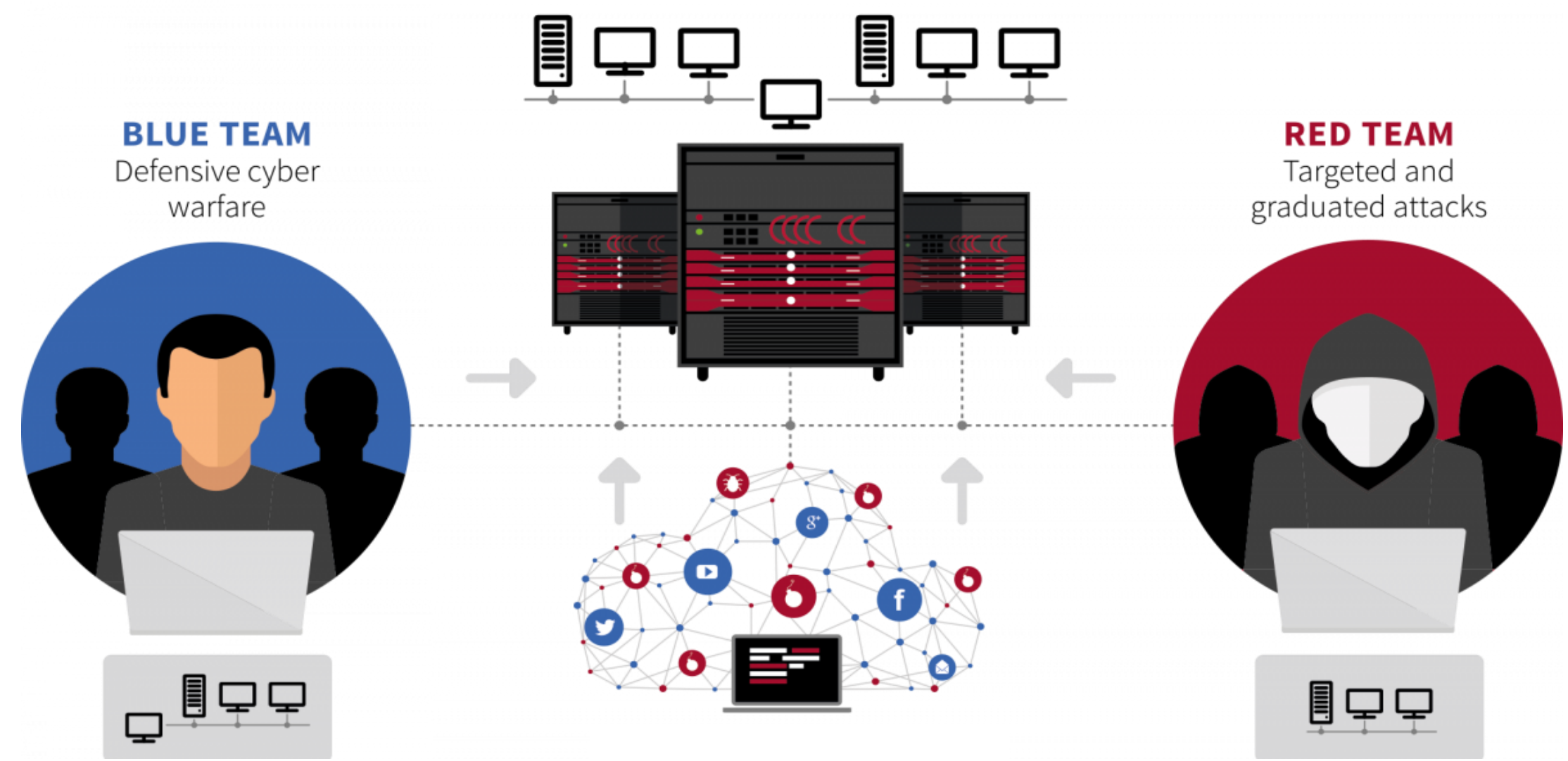
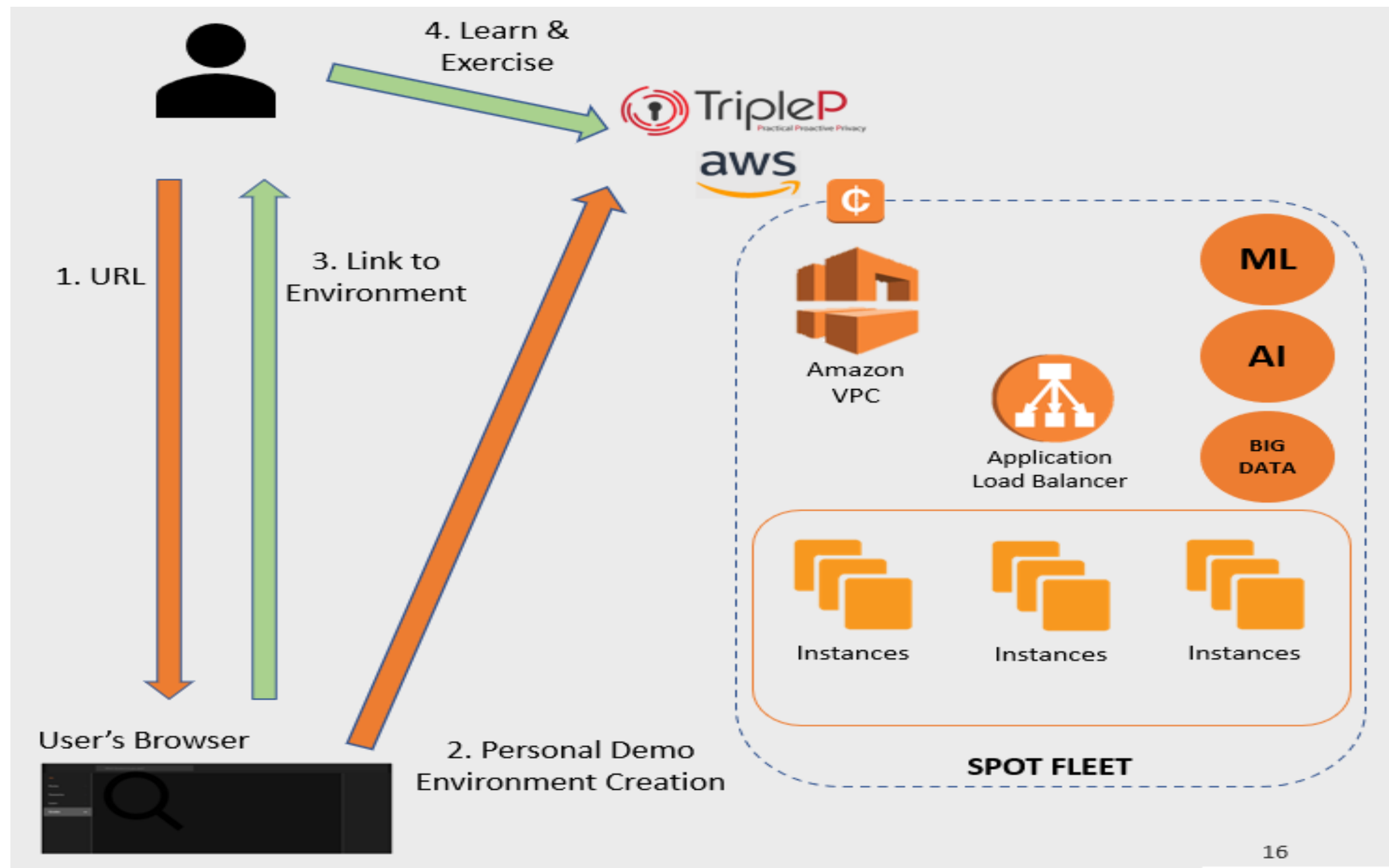
Led by ex-IDF Cybersecurity Analysts, our training includes over 45 programs of content, hands-on labs, and simulation.



CYBER RANGE SOFTWARE

While humans are skilled at finding patterns and anomalies, mental limits exist. Our **Cyber Range Software** emulates human thought processes allowing faster more accurate incident response. Built on machine learning, artificial intelligence, and Big Data - truly – we simulate Real-world Cyber Warfare.

CYBER RANGE



Cyber Range Training and Simulation is Key for Effective Security Operations



INNOVATION

Innovation is both technological and functional:

- **Functional innovation** will manifest itself in the improvement and innovation of the use of a training and learning platform through cyber simulator and a customized learning and learning program.
- **Technological innovation** is reflected in the creation of a new category and a new market for Reinforcement Learning.



PATENTS

As far as the company is aware, there is currently no training arena for cyber events based on the application of ML and AI capabilities and utilizing the ability to assess and solve multiple situations carried out by mass wisdom - many practitioners in Israel and around the world who extend system knowledge and challenge their training arena users individually and personally. The same scenario and ability to assess their progress in the organization's readiness to deal with the various cyber scenarios that have been practiced or practiced as well as the adaptation of a personal training program.



PATENTS

TripleP is in a process of registering 2 patents relating to the technological and functional innovation of the application of the learning and training arena in the worlds of artificial intelligence and reinforcement learning.

INDUSTRY

[Home](#) > [Security](#)



CYBERSECURITY BUSINESS REPORT

By [Steve Morgan, CSO](#) | FEB 9, 2017 10:01 AM PST

OPINION

Gartner and industry experts on the booming market for security awareness training

A Gartner analyst pegged the security awareness market at \$1 billion in 2014. A new report predicts it can be worth \$10 billion in 10 years from now.



ROADMAP

Q2 2020

Beta
Infrastructure

Q3 2020

Training
Courses
Developed

Q4 2020

Cyber
Range 1.0

Q2 2021

Certifications

Q4 2021

ML, AI, and
Big Data

GA Paying
Customers

Web Management,
Console, Authentication
and Authorization

Stage 2 Begins

GO TO MARKET



Channel-Driven

Leverage proven Channel/Partner Sold approach to Enterprise and Midmarket Companies. Channels include: Regulated Organizations (Privacy, GDPR, ISO, SOC2, HIPAA, CCPA etc.), MSSP/ISP, Integrators, Higher-Education, and Security Expertise.

THANK YOU



Contact



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