

# Tathaastu Bhadra

## Startup Pitch Deck

Building a cyber security firm (monitoring & advisory) to support *Startup India & Make in India* initiative, leveraging rural talent & universities, indirectly supporting charitable value-based education and medicare

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# A. THE BIG PICTURE

## INTRODUCTION/OVERVIEW

Security Services are slow to move from Infra to apps and later to OT domain.

Evolution of technology and mass market availability of internet connected devices has presented this opportunity.

Innovation - after thought Compliance - finally predictive risk

- (F\*\*\*/T\*\*/R\*) Traditional/matured - infrastructure & computing devices security + adhoc consulting
- (F\*\*/T\*\*\*/R\*\*\*) Current - Desi Application/services domain
- (F\*\*\*\*/T\*\*\*\*/R\*\*\*\*\*) Sunrise - OT (connected health devices, EV market, etc.,)



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# B. DETAILS

## 1. BUSINESS: INFRASTRUCTURE & COMPUTING DEVICES SECURITY MONITORING (SOC)

- Security Monitoring - Devices, laptops/computers, servers
- Empanelment - Cert-In (3 year roadmap)
- Industry Certifications - ISO27001, SOC2, CREST/PTS
- Compliance based business potential - India (IRDAI, RBI NBFC), Abroad (Bahrain central bank)
- Risk based business potential - Traditional (Group) Companies, BPO/KPO, small banks/chit fund companies, Education, Healthcare/Pharma, SMEs, High value professionals (Doctors/Lawyers/CS/CA/Engineers)

### Future Plans:

- Add proprietary threatintel ex: recorded future etc.,
- Consulting: Security Architecture, Threat Modelling, Security Datasciences/analytics
- Cloud Services SOC
- Mobile devices focused SOC
- Application SOC
- OT SOC (IoT, IoMT)
- Provide free/trial service to registered and/or tax exempt companies under Startup India / Make in India initiative
- Provide free service (limited) via CERT-IN
- Provide free service to charitable (*which provide free end-user services*) hospitals and education institutions
- Research: create india specific threat intel, risk engine & Vulnerability research which can be monetized

# B. DETAILS

## 2. PEOPLE

- Founder - Strategy & Vision:
- Onground/Operations/Local PR:
- Board Team: (Bahrain - exCitibank-Risk), (Wipro, India)

*Industry Advisory Panel: (exFireeye, Cylerian USA) and EgMK(CERT, GCC), (Kroll, UK)*

University Interaction: interns from Atal Incubation Centre (ATP), Sanskruthi School of Engineering (PTP), SSSIHL (PSN), local UG colleges catering to Maths/Statistics/Computer Science (ex: SV Degree College)

Rookies: Rural/local talent via ITI (ATP), RUDSET (ATP), talent hunt or referral programs

# B. DETAILS

## 3. TOOLS/TECHNOLOGY

### A. SOC

- stage-1: Opensource based (primarily) + XXX, USA (optional backend full services by CentauriTech, Latin America)
- stage-2: Research based: CDAC, India +/- Barikat, Turkey.



# B. DETAILS

## 4. SERVICE MODEL

- stage-1: SOC Tools w/hosting by XXX. Later migration of tools hosting to India. Full back end support from XXX. Limited customer facing staff or India coordinators 1-2 pax during day time.
- Sole reseller agreements (for Asia and GCC region). Minimum opex for core team, Variable opex per client demand.
- POC (Charity): SSSIHMS (PSN) 50 free licenses w/customer testimonials for life. Limited level and limited period support by CentauriTech. Later (12+ months) support on own or university interns.
- POC (Industry): xx Group (potential) for all devices limited period monitoring & limited support services.
- For all charitable & CERT-IN/Startup/Make-in India clients, use interns for people dimension. Bearing limited financial costs.
- First 12 months, SSSIHMS POC, reseller model w/minimal India support
- 12+ months: Migrate XXX Tool set to India, take over support (gradually) from YYY. Retain YYY as back-end experts.
- No Sales targets

# B. DETAILS

## 4A. SERVICE MODEL - POC (CHARITY)

### SSSIHMS

- Security Monitoring Service
- We will install our agents on all high risk/internet connected devices and monitor logs of critical devices for upto 30 days. These agents connect to cloud server via internet connection.
- Later finetune monitoring to 50 devices.
- 24/7 monitoring from Latin America. A primary/dedicated IT person from SSSIHMS is required to act/remediate any security alerts. If help of University staff/students (CS/Maths) can be obtained that will give dedicated training & support.
- Service monitors for malware, unpatched operating systems etc.,
- In 6-12 months we plan to have a dedicated person at Parthi who will then monitor/support SSSIHMS. If any minimum training is required, it will be provided to SSSIHMS IT Staff.
- For limited time (12 months) service is free. Later service cost is borne by Parthi SOC startup/any registered sponsors.
- Post monitoring, limited security incident response service/support is included.

# B. DETAILS

## 4B. SERVICE MODEL - POC (INDUSTRY)

### XXX Group *(potential)*

- We can approach for complimentary 30-90 days monitoring (w/IR alerts) only of all computing devices mostly 1500 devices.
- We can understand state of security posture / threats.
- Post trial period, we can then offer a paid solution (subject to budget/scope of client) via Parthi Startup w/1-2 staff.
- If they sign-up, we can fast track moving AWS to India region, but back-end service is from XX (Latin America) for first 12 months.
  
- Later we can approach, Bahraini clients.



# B. DETAILS

## 5. INFRASTRUCTURE

- stage-1:

XXX USA - AWS Cloud access

(ATP/HYD): 2-3 seater, leased line, telephone, 1-2 dedicated staff (add interns slowly), home grown tools/processes + KT from vendors (tools/service/SOPs).

## C. THE PROBLEM

Lack of credible threat intel and security posture information around desi app/services

*- Research desi app/services space to building credible IP on vulnerabilities and threats, monetize via consulting offering to better protect customer investments :-)*

Creative solutions have resulted in sprawl of connected devices

*- Research this space for flaws in logic, use-case, firm ware using multi disciplinary specialists/rookies from product or end user space*

## THE SOLUTION WE PROVIDE

- Comprehensive threat security posture of app/service or OT device
- IP on vulnerabilities
- consulting to protect customer investments
- Make "make in india" initiative secure
- create rural employment and employment sustainable villages
- use of multi-disciplinary talent and data sciences
- support charitable medicare/educare with our services



# THE **APPROACH** WE **CHOSE**

## Secure by Design

## Red Team / Attacker Track

COTS  
/  
ERP  
/  
cAPP  
/  
OT

Security Architecture

ATT@CK MITRE

Threat Risk Assessment / Threat Modelling

Offensive Security

Design/Code Review

Context based Threat Intel (for India)

Sensors for ground reality

CVE/Config for India/india software stack

Backed by Threat researchers and Univ research on emerging tech

Data Science/ML driven for analytics

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# D. VALUE PROPOSITION

## RURAL TALENT

Partner with local universities and rookies.  
Create rural employment



## DESI RESEARCH

Create India specific threat intel and  
breadth of spectrum

## FINANCIAL RISK

InfraSOC will be low margin cash cow, moving to  
high risk appSOC and all new OT security with  
lots of struggles/hazy future

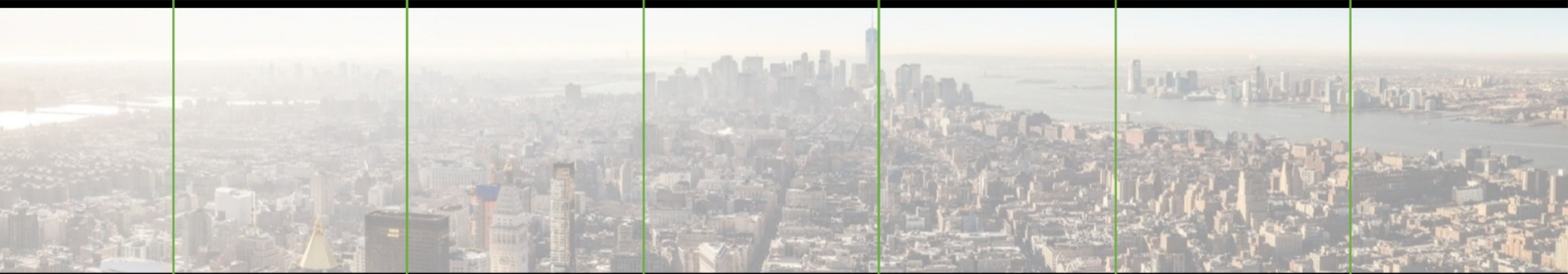
## INDUSTRY & CHARITY

Raise awareness amongst stakeholders  
Build international partnerships  
Help charitable organizations build better  
society

# E. TIMELINE

2022

2024 onwards



**FIRST EVENT**  
**B2B SOC**  
**PARTNERSHIP**

**POC**

Clients

**APPSOC**  
**VULNERABILITY**  
**HUNTING**

**OT**  
**WEARABLE DEVICES,**  
**EV MARKET,**  
**HEALTH DEVICES**



# F. ENTITY AND STRUCTURE

- by Founders (Advisor: Support: Operations:, potential investors/lenders: ), D&O training & insurance, linsuraODGloIODGlobal & DCROI & FICCI/ASSOCHAM membership, advt in industry bodies.

Services/Fees: Tech Manpower (BPO) + complete admin/backoffice by **S3 (new startup)**.

Dedicated Advisor Fees:

Passive network/hardware support/internet by **S Cube Services (new startup)**, which will train KPO staff on **pro-bono** basis.

Industry advisors:

Sales:

Charitable/CERT-IN/Startup/Make-In India: Based on focused sponsors.

Targetted max corpus: INR 50 lacs p.a for 5 years = INR 250 lacs to cover service cost, infrastructure (Cloud/Physical and IT backup), Cert-IN empanellment, legal compliance, passive internet connectivity, building/computers lease cost

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# G. CURRENT STATUS

- Interim Option: