



# Explosive Exploitation – explained

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Marcin Przybyszewski, ITTI sp. z o.o.



**PROTECTIVE**  
PROACTIVE RISK MANAGEMENT

**ITTI**

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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 (canvassing , 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



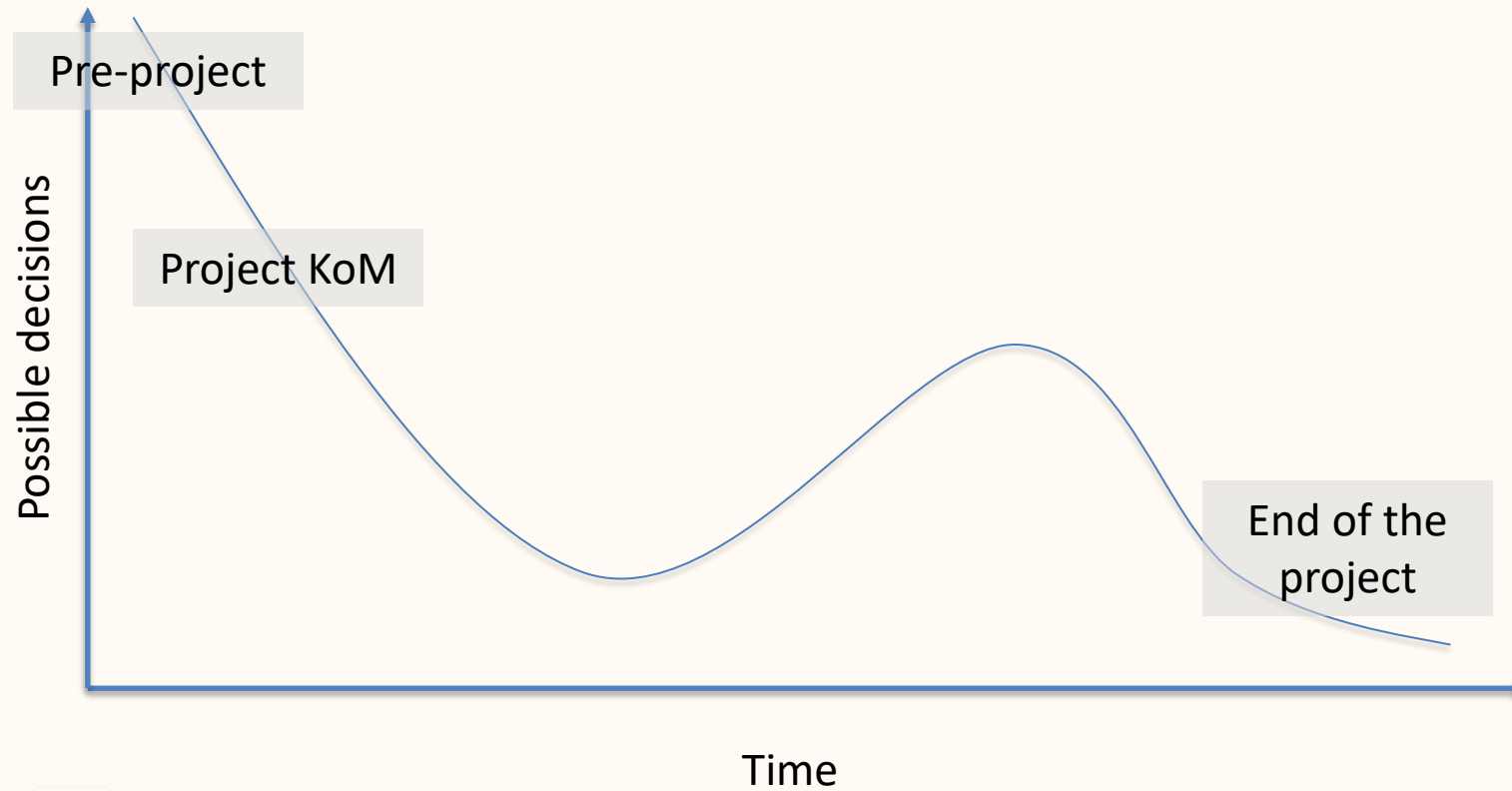


When is the best time to plan and execute ?

# EXPLOITATION AS A FUNCTION OF TIME

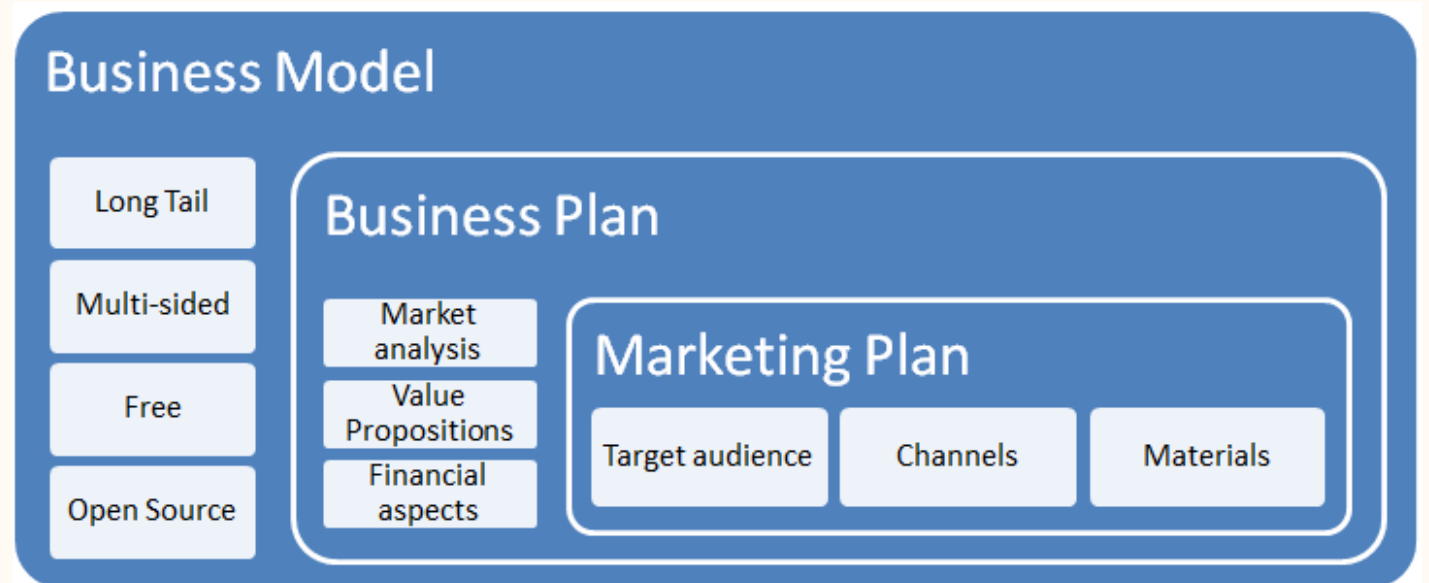


# Your decision space



# Pre-project phase

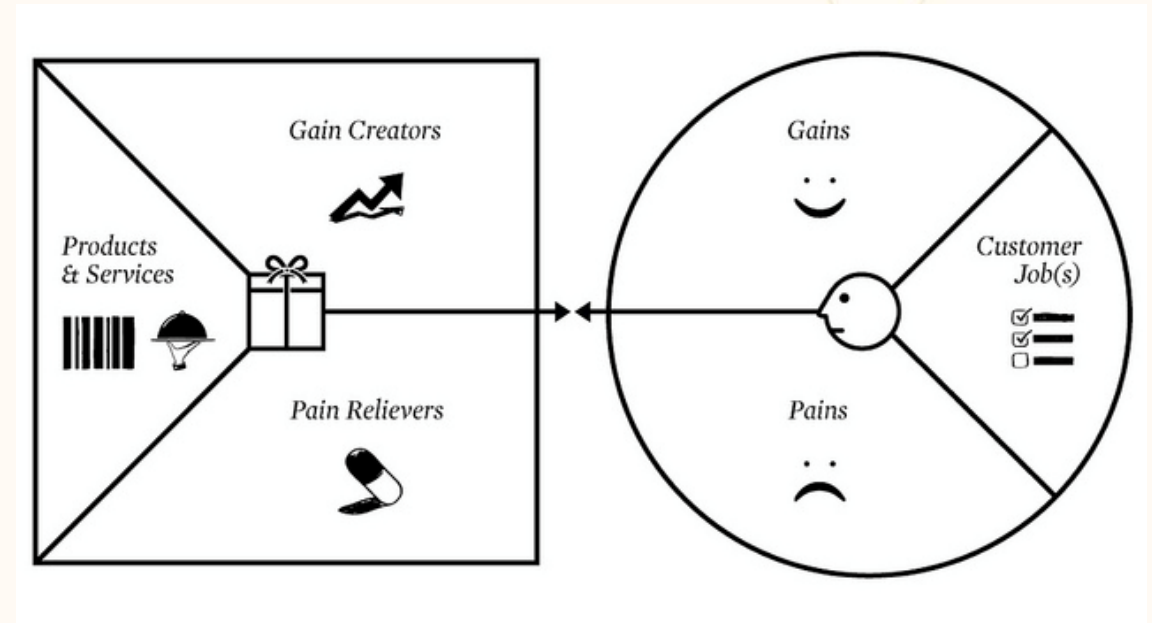
- ◆ Create a draft canvas and plan accordingly (tasks! e.g. **community**)
- ◆ Do you want to **evolve** (bigger, better, faster) or **disrupt** (unique value) ?
- ◆ Consider crucial technology elements and **secure their licencing**
- ◆ **TEAM:** join partners with user-base








# 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

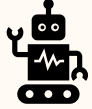



# Getting there

## ◆ 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 than 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 !



# 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 quantitatively ?
- Know your end-user and your customer (they may not be the same entity!)

<b>PROBLEM</b> <i>List your top 1-3 problems.</i>	<b>SOLUTION</b> <i>Outline a possible solution for each problem.</i>	<b>UNIQUE VALUE PROPOSITION</b> <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	<b>UNFAIR ADVANTAGE</b> <i>Something that cannot easily be bought or copied.</i>	<b>CUSTOMER SEGMENTS</b> <i>List your target customers and users.</i>
	<b>KEY METRICS</b> <i>List the key numbers that tell you how your business is doing.</i>		<b>CHANNELS</b> <i>List your path to customers (inbound or outbound).</i>	
<b>EXISTING ALTERNATIVES</b> <i>List how these problems are solved today.</i>	<b>HIGH-LEVEL CONCEPT</b> <i>List your # for 1 analogy e.g. YouTube = Flickr for videos.</i>		<b>EARLY ADOPTERS</b> <i>List the characteristics of your ideal customers.</i>	
<b>COST STRUCTURE</b> <i>List your fixed and variable costs.</i>			<b>REVENUE STREAMS</b> <i>List your sources of revenue.</i>	

# Thank-you

Marcin Przybyszewski  
mprzybysz@itti.com.pl



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[info@cyberwatching.eu](mailto:info@cyberwatching.eu)

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