



Business Model Canvas

Key Partners



- Cybersecurity experts
- Investors
- Affiliates
- Cybersecurity Consulting Companies
- Local Cybersecurity Clusters
- University Cybersecurity Clubs

Key Activities



- Direct sales
- Building & motivating community
- Project advisory
- Validation and conflict resolution
- Managed marketplace

Key Resources



- Freelance community of experts
- Partner / marketplace companies

Value Propositions



For Clients:

- Access to talent
- Full operational flexibility
- Performance-based cost
- Localized service

For Experts:

- Legal service framework
- Access to motivating client projects
- Guaranteed payment

Customer Relationships



- Self-serve platform
- Customer Success Managers
- Newsletter & mailing
- Social Media

Channels



- BugBounter platform
- Website
- Whatsapp group
- Digital ads
- Sales team
- Affiliate

Customer Segments



Primary:

- E-commerce & Retail
- Fintech
- SaaS & Software
- Tech & Internet

Secondary:

- Airlines
- Finance & Insurance
- Entertainment
- Healthcare

Cost Structure



- Engineering
- Infrastructure
- Development
- Growth
- Marketing
- Sales Team
- Operations
- Community
- Customer support
- Project management

Revenue Streams



- Commission from bug bounty & pentest services
- Cross-selling of complementary cybersecurity services
- Centralized security testing services for cluster organizations
- Marketplace of freelancer security services portfolio