

### Q ABOUT THE BUSINESS

Every 39 seconds, 2,200 cyberattacks occur throughout the world (Astra). An alarming 95% of all data breaches are caused by human error (Databasix). Soteria is dedicated to tackling the ever-growing issue of cybersecurity through comprehensive education and training. Soteria was established in October 2023 as a C-Corporation. Forming as a C-Corp maximizes capital and profits through advantageous tax incentives, unlimited shareholders, limited liability, and accelerated global growth. Operating in a circular organizational structure, Soteria emphasizes the value and importance of every employee, encouraging open communication and a free flow of ideas to foster a sense of unity and belonging. Soteria is based in Westhampton Beach, New York, close to one of the nation's largest and most diverse cities, home to thousands of businesses, schools, and organizations. Unfortunately, all of these neighbors are at risk of inevitable cyberattacks. Soteria provides numerous resources to protect firms, educational institutions, and individuals across the globe through online video courses, webinars, in-person seminars, and curriculum licensing. The knowledge and skills gained through Soteria's educational tools will empower customers to take proper actions and precautions, safeguarding against constant digital threats.

### MISSION STATEMENT

Combating cyber security risks with education and training to safely navigate the digital landscape.

Empower communities across the world to take control of their own cybersecurity.

### VISION STATEMENT

### AFFORDABLE PRICING

#### ONLINE COURSES

##### Videos

Byte 1.0 - \$99  
 Byte 2.0 - \$185  
 Byte 3.0 - \$249  
 Byte+ - \$225/mo  
 3 videos per month

#### CURRICULUM LICENSING

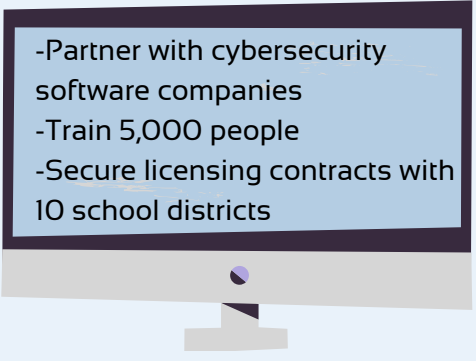
Educators - \$2,500  
 up to 50 students  
 Schools - \$7,500  
 up to 250 students  
 Districts - \$12,500  
 unlimited students

#### IN-PERSON

On-Site Seminars  
 Tetrad - 2 days  
 \$12,000  
 Octet - 4 days  
 \$20,000

#### REMOTE

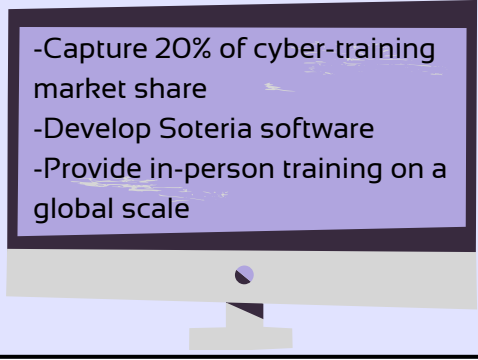
# of Webinars  
 1 - Mega - \$1,500  
 2 - Giga - \$2,500  
 5 - Tera - \$5,000  
 12 - Zetta - \$7,500



- Partner with cybersecurity software companies
- Train 5,000 people
- Secure licensing contracts with 10 school districts

### SHORT TERM GOALS

### LONG TERM GOALS



- Capture 20% of cyber-training market share
- Develop Soteria software
- Provide in-person training on a global scale

# Q BUSINESS RATIONALE

## PROBLEM STATEMENT

According to a study conducted in 2020, cyberattacks are the fifth top rated business risk, and are expected to double in frequency by 2025 ([Embroker](#)). A major issue in corporate digital security is neglectful employee behavior that leads to the accidental leak of critical information. These data leaks are extremely harmful to companies, resulting in significant financial losses. The educational sector is the largest target of ransomware. In fact, a 2023 survey found that 80% of schools around the world, including the U.S., were victims of cyberattacks in some capacity ([Sophos](#)).

## EMPLOYEE DATA LEAKS COME FROM...

employees visiting  
unsafe websites



usage of weak  
passwords



failure to run system  
software updates



Source: [Infosecurity Magazine](#)

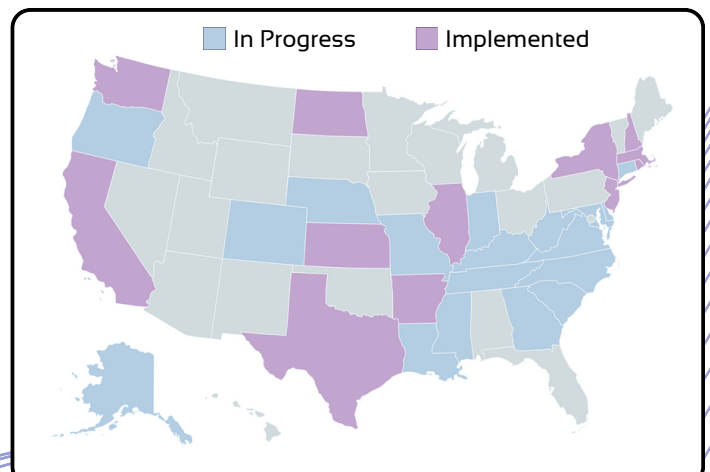
## SOLUTION STATEMENT

At Soteria, we have performed extensive market research to uncover issues confronting consumers including surveys and focus groups with business owners and school administrators. The data revealed that a critical concern amongst individuals and organizations of all sizes is the dire need to increase cybersecurity awareness to prevent sensitive information from being altered, disabled, or stolen. To tackle this problem, Soteria offers affordable training solutions, activities, and assessments to educate clients about cybersecurity. Soteria's extensive curriculum and training content empowers individuals, schools, and companies to take the necessary steps to prevent cyberattacks from happening. Topics covered include password security, artificial intelligence, public wifi, cloud security, internet and email use, phishing attacks, removable media, and social engineering. New courses are constantly being created to combat ever-evolving digital threats.



The New York State Education Department is following suit with many other states, including New Jersey, Massachusetts, Texas, and California, to mandate digital safety curriculum standards. Soteria is an industry leader, addressing these educational requirements with comprehensive, engaging and timely curriculums for students in grades K-12, as well as on the collegiate level. Additionally, Soteria's online courses and webinars are an ideal professional development option for school faculty and staff.

## CYBERSECURITY EDUCATION MANDATES







# MARKETING PLAN

## TARGET MARKET

**Primary (B2B):** In the modern age, technology is a critical component in all industries. With cyberattacks on the rise, cybersecurity knowledge is a necessity. Soteria’s primary target market is small to medium sized businesses, allowing our highly trained professionals to effectively educate clients’ employees on a manageable scale.

**Secondary (B2C):** Market research has shown that Baby Boomers and Gen X are most concerned with their security online, and therefore are more likely to seek out education on topics addressing digital threats and precautionary measures for digital safety. Our video courses are ideal for this demographic, offering a wide selection of topics at an individualized learning pace.

 RISKS	 SOLUTIONS
Changes in cyber attacks leading to outdated content.	Regularly updating courses to adapt to new threats.
Economic downturns may decrease demand for our services.	Focusing sales on curriculum licensing for schools.

## MARKETING MIX



**Product:** Soteria offers cybersecurity training and educational materials in a variety of formats to meet the needs of our primary and secondary target markets. Products include: interactive webinars, AI-enhanced training videos, and curriculum licensing for educators, schools, and districts. For a more personalized experience, Soteria provides on-site seminars, which is an in-person training conducted at our clients’ workplaces.



**Price:** Soteria’s services are priced to make becoming cyber-aware affordable to all. Individuals can try a single video course with a *Byte*, priced at \$99, for one hour of instruction. For businesses, our interactive *World Wide Webinars* can be accessed globally, reaching employees in any location, starting at \$1,500 for one webinar. K-12 curriculum licensing is available at competitive annual pricing levels, starting at \$2,500 for up to 50 students.



**Placement:** Sales are primarily generated from our e-commerce website, trade shows, sales contracts, and social media marketplaces. In addition, Soteria recently launched a pilot program in schools to develop our K-12 and higher education curriculums.



**Promotion:** Soteria utilizes platforms such as Facebook and LinkedIn in order to reach business owners and managers, as well as members of Generation X who frequently use these platforms. In addition, Soteria is present on Instagram, TikTok and X, expanding our reach to a larger market. Soteria creates certificates of completion after users successfully finish a course, which can easily be shared on social media to show professional knowledge and growth.



**Positioning:** Soteria is positioned as a trustworthy, knowledgeable, and reputable resource that can help anyone be safer online. The thumbprint in Soteria’s logo represents strength and protection while signifying the unique and customizable options available through our training materials. Soteria’s pending certification, endorsed by the University of South Carolina, will further validate the authenticity and success of our products.

# Q FINANCIAL HIGHLIGHTS

## BALANCE SHEET

As of November 30, 2023

Assets		Liabilities & Stockholders' Equity	
Cash	\$115,605.00	Accounts payable	\$36,775.00
Accounts Receivable	\$46,030.00	Sales tax payable	\$27,395.00
Supplies	\$1,250.00	Salaries payable	\$54,354.00
<b>Total Current Assets</b>	<b>\$162,885.00</b>	Payroll tax payable	\$18,975.00
Computers	\$15,000.00	401(k) payable	\$3,348.00
Less: accumulated depreciation	\$510.00	401(k) employer match	\$1,674.00
Furniture and Fixtures	\$1,250.00	<b>Total Liabilities</b>	<b>\$142,521.00</b>
Less: accumulated depreciation	\$43.00	Common Stock, \$10 par value	\$20,000.00
Office Supplies	\$4,250.00	Retained Earnings	\$20,166.00
Less: accumulated depreciation	\$145.00	<b>Total Stockholders' Equity</b>	<b>\$40,166.00</b>
<b>Total Fixed Assets</b>	<b>\$19,802.00</b>	<b>Total Liabilities &amp; Equity</b>	<b>\$182,687.00</b>
<b>Total Assets</b>	<b>\$182,687.00</b>		

## BALANCE SHEET ANALYSIS

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As evident in Soteria's balance sheet, we have a strong cash balance and a positive liquidity ratio of 1.14. This will allow Soteria to handle unforeseen emergencies and take advantage of new investment opportunities. Rather than encumber significant debt, Soteria's management team chose to finance our startup firm through equity financing. Three esteemed angel investors each contributed \$50,000 for a 5% equity stake in Soteria. These investors have also provided valuable mentorship to our young firm.

## PROFIT AND LOSS STATEMENT ANALYSIS

Soteria's profit and loss statement clearly portrays the financial health and future growth of our startup firm. Although Soteria has a net loss in our second month of business, our team is projecting to earn a lucrative net income exceeding \$365,000 by the end of the fiscal year. Soteria is proud to share this financial report with investors as it clearly indicates a strong return for stockholders.

Soteria adheres to the GAAP method, recognizing revenue on a monthly basis. As evident in the P&L, Soteria has invested heavily in equipment and other resources to establish our brand and expand our business. Soteria prioritizes fostering strong business relationships with large clients who wish to offer reoccurring cyber training for their employees. State educational mandates for digital curriculum in grades K-12 is a tremendous opportunity for Soteria. Capitalizing on the educational market will provide significant income through annual curriculum licenses. In regard to individual consumers, Soteria focuses on subscription services which produce a steady monthly cash flow.

Profit & Loss Statement	Actuals	Projections
	For month ending 11/30/23	For year ending 4/30/24
<b>Revenues</b>		
Out-of-network sales	\$42,060.00	\$294,446.00
Trade fair revenues	\$57,763.00	\$411,187.00
Online sales	\$20,700.00	\$205,654.00
Contractual sales	\$0.00	\$80,000.00
Other revenues	\$0.00	\$29,000.00
<b>Total Revenues</b>	<b>\$120,523.00</b>	<b>\$1,020,287.00</b>
<b>Cost of services sold</b>	<b>\$17,522.00</b>	<b>\$122,654.00</b>
<b>Gross profit</b>	<b>\$103,001.00</b>	<b>\$897,633.00</b>
<b>Gross profit margin</b>	<b>85%</b>	<b>88%</b>
<b>Operating expenses</b>		
Salaries	\$54,354.00	\$165,643.00
Office Rent	\$2,117.00	\$14,819.00
Studio Rent	\$3,520.00	\$24,640.00
Depreciation	\$698.00	\$2,443.00
Payroll tax	\$18,976.00	\$140,454.00
Advertising	\$3,000.00	\$21,000.00
Trade Show	\$1,000.00	\$3,000.00
Insurance	\$6,900.00	\$48,300.00
401(k) Plan	\$3,348.00	\$43,527.00
401(k) Match	\$1,674.00	\$21,763.00
Supplies	\$1,250.00	\$5,500.00
Equipment	\$4,250.00	\$7,000.00
Utilities	\$250.00	\$1,750.00
Domain hosting & SSL	\$1,900.00	\$1,900.00
Software	\$1,000.00	\$2,500.00
IT: SEO & Security	\$1,550.00	\$10,850.00
<b>Total operating expenses</b>	<b>104,787.00</b>	<b>\$503,106.00</b>
<b>Income from operations</b>	<b>(2,786.00)</b>	<b>\$394,527.00</b>
<b>Net income/loss before tax</b>	<b>(2,786.00)</b>	<b>\$394,527.00</b>
Corporate income tax	\$0.00	\$28,000.00
<b>Net income/loss after tax</b>	<b>(2,786.00)</b>	<b>\$366,527.00</b>

## BREAK EVEN ANALYSIS

Soteria's break-even analysis is based on an average unit price of \$5,520, with a cost of services sold of \$800 per unit, yielding a gross profit margin of 85%. As Soteria sells more pre-made online courses and increases the number of attendees at our webinars, the cost of services sold will decrease, resulting in higher profit margins. Annual fixed costs are estimated at \$805,132. Soteria's total break-even point is 168 units, which equates to \$920,000. It is anticipated that Soteria will break-even in January 2024, after only 4 month of business.

## SALES PROJECTIONS

