



# Watchman ●

C/5136 Tokplégbé – Bénin

# Company Profile.

Watchman is a cutting-edge cybersecurity firm dedicated to revolutionizing the industry. Our advanced, cloud-based vulnerability monitoring solutions provide unparalleled protection for your digital assets.

## Vision

To be the global leader in cybersecurity, safeguarding the digital landscape by pioneering innovative solutions that protect businesses and empower them to thrive in an increasingly connected world.

## Mission

To deliver state-of-the-art vulnerability monitoring solutions that ensure the highest level of security for our clients' information systems. We aim to continuously enhance our technologies and offer tailored, proactive security strategies that address the evolving threats in the digital arena. By focusing initially on the African market and expanding globally, we commit to fostering a safer digital environment, enabling our clients to focus on their core business without the fear of cyber threats.



# Company Offerings.



**CONTINUOUS  
MONITORING**



**REAL-TIME  
ALERTS**



**PERIODIC  
REPORTS**



**PATCH  
MANAGEMENT**

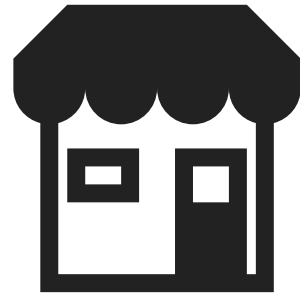


**PROOF OF  
CONCEPT (POC)**

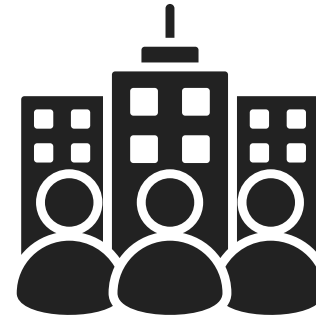


**PHISHING &  
SECURITY PATCH  
MANAGEMENT**

# Target Customer Profiling.



**SMEs (Small and Medium-sized Enterprises)**



**Large Corporations**



**E-Commerce Platforms**



**Educational Institutions**

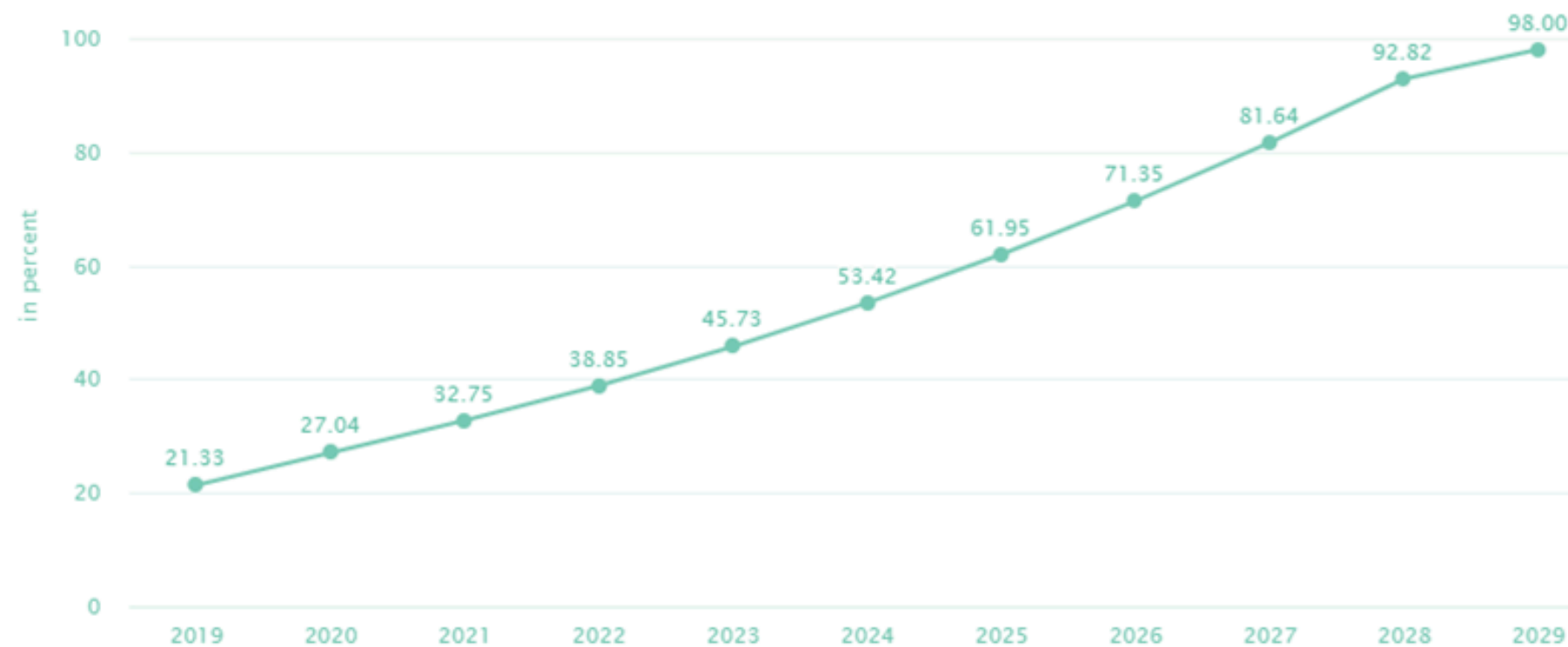


**Government Agencies**



**Healthcare Providers**

# Market Trends.



## Internet Penetration in Benin

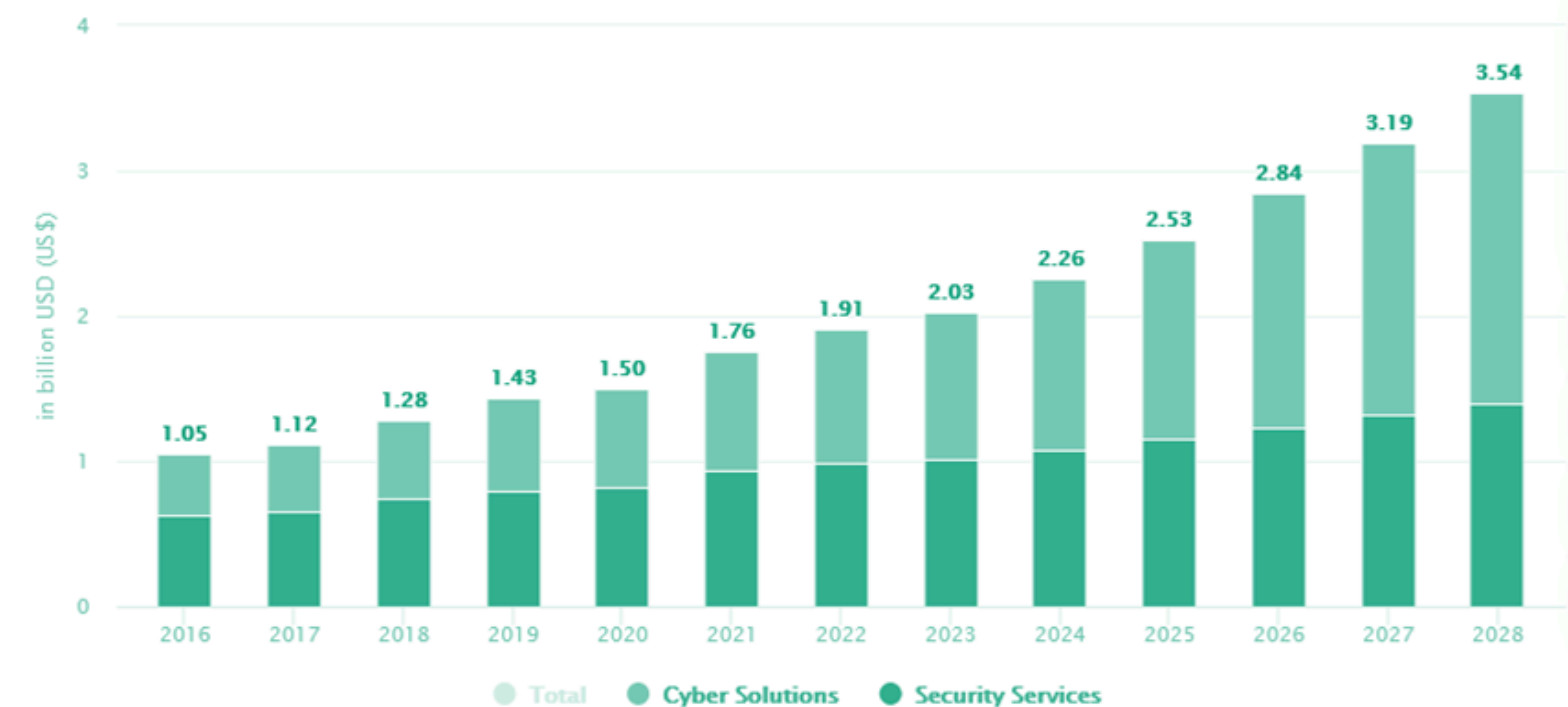
- With internet penetration in Benin surpassing 50% in 2024 and projected to hit 98% by 2029, there's been a significant upward trend in recent years.
- This growth directly correlates with the demand for Watchman's services.
- As internet usage in the country continues to rise, the need for Watchman's offerings becomes increasingly vital, presenting a highly favorable outlook for the company.

# Market Trends.



## ICT Equipment – Consumer Spending in Benin

The rising consumer investment in ICT equipment in Benin highlights the demand for Watchman's services. As organizations upgrade their tech infrastructure, the need for robust cybersecurity measures grows, positioning Watchman to effectively meet these evolving security needs.



## Revenue in Cybersecurity industry of Africa

- The African cybersecurity market is expected to grow from \$2.26 billion in 2024 to \$3.54 billion by 2028, with a CAGR of 12%.
- This growth highlights significant opportunities for cybersecurity firms, including Watchman, in a rapidly expanding industry.

# Marketing Plan.

<b>Price</b>	<ul style="list-style-type: none"><li>• Utilizes a value-based pricing strategy.</li><li>• Charges an annual fee of \$240 per machine.</li><li>• Offers a freemium model, allowing potential customers to try basic services for free initially.</li></ul>
<b>Place</b>	<ul style="list-style-type: none"><li>• Uses a digital platform as the primary sales channel.</li><li>• Expands market reach through partnerships that resell its licenses.</li><li>• Initially focuses on the African market, planning to use this experience to enter European and American markets later.</li></ul>
<b>Promotion</b>	<ul style="list-style-type: none"><li>• Adopts a diversified communication strategy to promote services.</li><li>• Engages in direct marketing such as cold calling and emailing to generate leads.</li><li>• Participates in exhibitions and fairs for maximum exposure.</li><li>• Increases brand visibility through public presentations and digital exhibitions.</li><li>• Uses strategic partnerships for license reselling to expand market reach.</li><li>• Employs a freemium model as a promotional tool to facilitate conversions to paid clients.</li></ul>

# Branding.

## Brand Identity

Watchman portrays itself as a reliable and proactive guardian of digital infrastructure, emphasizing vigilance and advanced technology in its name and branding efforts.

## Brand Image

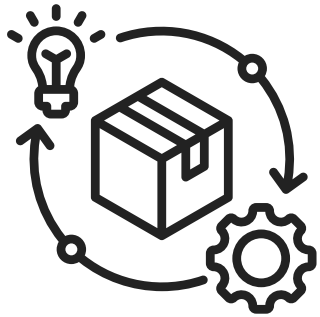
Utilizes a modern, sleek design with a color scheme of blues and greys to convey trust, stability, and a technological focus in all promotional materials.

## Brand Messaging

Focuses on the benefits of comprehensive, continuous monitoring and advanced algorithms that reduce false positives, emphasizing security, efficiency, and peace of mind.



# Operations Plan.



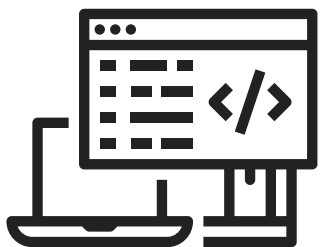
## Product Development and Management

The CEO of Watchman, doubling as the Product Owner, guides the product's strategic direction, sets production deadlines, and incorporates customer feedback and industry benchmarks into the development roadmap.



## System Architecture and Maintenance

The Chief Technology Officer (CTO) is responsible for maintaining the integrity and efficiency of the system, optimizing resource usage, and executing deployments within a DevOps framework.



## Software Development

Divided into backend and frontend teams, the backend developers focus on the technical infrastructure, while frontend developers, guided by the UX/UI Designer, enhance the graphical user interface for better user interaction.

# Operations Plan.



## User Experience Design

The UX/UI Designer continuously refines the user interface, focusing on clarity, navigability, and user engagement.



## Security and Compliance

The Chief Information Security Officer (CISO) ensures platform security, compliance with industry standards, business continuity planning, and risk management.



## Customer Support and Service:

Provides 24/7 technical support to address client issues, ensuring effective and timely solutions to maintain client satisfaction and platform reliability.

# Financial Plan.

Subscription-Based Model	Freemium Model	Value-Added Services
Customers pay \$240 per machine per year for continuous monitoring, alerts, vulnerability reports, patch management, and access to a Proof of Concept space.	Allows potential customers to experience the service before committing financially.	Additional revenue generated from customized reports, enhanced security consultation, and tailored solutions for specific industries.
Strategic Partnerships and Reseller Agreements	Geographic Expansion	Scalability
Partnerships with companies for reselling licenses, expanding market reach and generating commission-based revenue.	Initial focus on Africa with gradual expansion to European and American markets, leveraging existing reputation and establishing local partnerships.	Cloud-based service ensures easy scalability to meet increasing demand without significant additional investment.

# Financial Highlights.

Description	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$2,640,000	\$3,300,000	\$4,125,000	\$5,156,250	\$6,445,313
Costs					
Salons	\$598,435	\$658,279	\$724,107	\$796,518	\$876,169
Payroll	\$200,880	\$220,968	\$243,065	\$267,371	\$294,108
Tour	\$158,960	\$174,856	\$192,342	\$211,576	\$232,734
Real Estate	\$29,886	\$32,875	\$36,163	\$39,779	\$43,757
Utilities & Telecoms	\$49,809	\$54,790	\$60,269	\$66,296	\$72,926
Professional Services	\$27,000	\$29,700	\$32,670	\$35,937	\$39,531
Insurance	\$12,960	\$14,256	\$15,682	\$17,250	\$18,975
Technology & IT	\$59,400	\$65,340	\$71,874	\$79,061	\$86,967
Marketing & Advertising	\$108,000	\$118,800	\$130,680	\$143,748	\$158,123
Administrative Charges	\$10,800	\$11,880	\$13,068	\$14,375	\$15,812
Compliance	\$75,600	\$83,160	\$91,476	\$100,624	\$110,686
Maintenance & Updates	\$100,000	\$110,000	\$121,000	\$133,100	\$146,410
Customer Support	\$100,000	\$110,000	\$121,000	\$133,100	\$146,410
Team Training & Development	\$100,000	\$110,000	\$121,000	\$133,100	\$146,410
Public Relations	\$50,000	\$55,000	\$60,500	\$66,550	\$73,205
Sales Team Expansion	\$250,000	\$275,000	\$302,500	\$332,750	\$366,025
Infrastructure	\$150,000	\$165,000	\$181,500	\$199,650	\$219,615
Total Costs	\$2,081,730	\$2,289,903	\$2,518,893	\$2,770,782	\$3,047,860
Net Profit	\$558,270	\$1,010,097	\$1,606,107	\$2,385,468	\$3,397,453

**Revenue:** Starts at \$2.64 million in Year 1 and grows to approximately \$6.45 million by Year 5 due to the assumed 25% annual growth rate.

**Total Costs:** Begins at \$2.08 million and increases to about \$3.05 million by Year 5, reflecting a 10% annual growth in expenses.

**Net Profit:** Reflects the difference between revenue and total costs, showing significant profitability growth as the company scales and expands its market reach.

Income Statement

# Funding Requirement and Use.

Total Funding Requirement: **\$2 Million**

## 1. Product Development: \$600,000

- R&D and Innovation: \$300,000
- Technology Acquisition: \$150,000
- Development Staff: \$150,000

## 2. Marketing and Sales: \$450,000

- Digital Marketing: \$150,000
- Sales Team Expansion: \$100,000
- Trade Shows and Events: \$100,000
- Public Relations: \$50,000
- Market Research: \$50,000

## 3. Operational Expenses: \$400,000

- Infrastructure: \$150,000
- Team Training and Development: \$100,000
- Office and Administrative Expenses: \$150,000

## 4. Compliance and Security: \$200,000

- Regulatory Compliance: \$100,000
- Security Enhancements: \$100,000

## 5. Exploitation and Deployment: \$350,000

- Deployment Costs: \$150,000
- Customer Support: \$100,000
- Maintenance and Updates: \$100,000

*This allocation ensures robust product development, effective marketing and sales efforts, operational excellence, compliance with security standards, and seamless deployment and customer support, fostering Watchman's growth and maintaining cybersecurity standards.*



**Watchman** ●