Business Plan for Stir The Embers & NCFTA Expansion Initiatives

Executive Summary

StirTheEmbers.com, leveraging the NCFTA public-private partnership model, will operationalize three initial initiatives to address cybercrime threats and human capital gaps:

- **Human Capital Academy (HCA)**
- **Internet Risk & Resource Advancement Program (IRRAP)**
- **Telecommunications Threat Intelligence Collaboration**

The goal is to formalize, fund, and expand these initiatives through scalable programs supported by U.S. Government grants, private sector donations (financial, telecom, retail), and foundational philanthropy.

Vision & Mission

To foster a sustainable, collaborative, and dynamic cyber threat intelligence ecosystem through real-time education, public-private information sharing, and workforce development.

Programs & Initiatives

1. Human Capital Academy (HCA)

Purpose:

Build a scalable workforce pipeline of cyber intelligence analysts and investigators embedded in law enforcement and industry.

Goals:

- Graduate 200+ new analysts annually.
- Provide "on-the-ground" immersion training (NCFTA model).
- Reduce onboarding/training costs from $300K/FTE (govt) to $5K/FTE.

Participants & Roles:

- **NCFTA**: Program host and coordinator
- **SMEs**: Industry, academia, LE trainers (FBI, USSS, DHS, DOJ)

- **Academia**: CMU, UPitt, WVU, La Roche, Duquense, IUP, Mercyhurst, etc.
- **Private Sector**: CFCA, MRC, IAFCI, NRF, RILA RENISAC, MSISAC

Projected Budget:

$1.5M/year (covers interns, facilities, SMEs, equipment)

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2. IRRAP (Grades 9–12 & University Outreach)

Purpose:

Educate and empower students to identify, report, and understand risky online behavior while fostering early cyber interest.

Goals:

- Launch in 50+ schools within 2 years
- Develop student-law enforcement collaboration via scenario identification/reporting
- Create feedback loops with Quantico, NCFTA, FBI

Participants & Roles:

- **School Districts**: Provide demographics, integrate curricula
- **Parents/Faculty**: Facilitate local engagement
- **NCFTA/FBI**: Develop scenarios, law enforcement briefings
- **Students**: Report incidents, join in-house programs

Projected Budget:

$750K/year for materials, staffing, multimedia content, school incentives

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3. Telecommunications Initiative

Purpose:

Address systemic cybercrime threats targeting mobile and telecommunications infrastructure, including SIM swapping, smishing, and Zelle fraud.

Goals:

- Embed investigators in 10 key telecom orgs within 1 year
- Develop secure intelligence-sharing platforms

- Produce actionable intelligence reports monthly

Participants & Roles:

- **Telco/ISP Partners**: Verizon, AT&T, T-Mobile, Comcast
- **LE Partners**: FBI, USSS, DHS-HSI, DoD-DIA
- **Tech Firms**: Google, Nokia, Symbian
- **Regulators**: FCC, DOJ, CCIPS

Projected Budget:

$110K/year, including $80K from industry, $20–25K absorbed by Federal support

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Strategic Funding Plan

Primary Funding Sources:

1. Federal Grants

- **DOJ – Bureau of Justice Assistance (BJA)**: Core funding for Human Capital Academy and IRRAP
- **Office of Juvenile Justice and Delinquency Prevention (OJJDP)**: Youth engagement through IRRAP
- **Department of Education (DoEd)**: Curriculum development, especially for IRRAP
- **Department of Defense (DoD) – DIA and Defense Education Activities (DoDEA)**: For pipeline development into cyber defense careers

2. Public & Private Philanthropy

- Target grants from:
    - **Carnegie Corporation**, **Ford Foundation**, **Knight Foundation**
    - Tech-aligned giving from **Google.org**, **Cisco Foundation**, **Dell Technologies**

3. Private Sector Partnerships

- Financial Services: Bank of America, Wells Fargo, PNC
- Telecommunications: Verizon, T-Mobile, Comcast
- Retail: Target, Walmart, Amazon (via NRF/RILA)
- Contributions as:
    - Direct donations
    - Embedded staff/analyst placements
    - Co-funded training initiatives

Key Performance Indicators (KPIs)

Initiative	Year 1 Goals	Year 2 Goals
HCA	Train 50 analysts	Expand to 200
IRRAP	10 schools onboarded	50 schools onboarded
Telecom Intel	5 telco partners	10 telco partners
Funding	$2M raised	$5M raised

Governance & Administration

- **Program Management Team** (NCFTA-led): Oversees execution
- **Advisory Council**: Members from DOJ, DHS, FCC, academia, and private sector
- **Grant Administration**: Managed in partnership with DOJ BJA and OJP frameworks

Sustainability & Growth

- Build a self-reinforcing ecosystem where trained analysts move into law enforcement, finance, telco roles—then re-engage as SMEs.
- Expand to include international collaboration (via existing NCFTA FBI-managed task forces)
- Integrate certification & academic credit for HCA/IRRAP participation