BUSINESS PLAN · INDIA

Cybersecurity Services Firm

VAPT, managed SOC, compliance & security consulting - CERT-In-empanelled, recurring managed security

IT & TECH

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1. Executive Summary

This plan sets out a **Cybersecurity Services Firm** in India — a specialist providing VAPT (vulnerability assessment & penetration testing), SOC / managed detection & response (MDR), compliance & audit (ISO 27001, SOC 2, PCI-DSS, DPDP), and security consulting to businesses. It earns project fees (VAPT/audit), recurring managed-SOC & retainer income, and compliance-certification support fees, meeting the sharply rising demand for cybersecurity & compliance.

Cyber threats, breaches, ransomware & regulatory pressure (DPDP Act, RBI/SEBI, global compliance) are driving strong, growing demand for cybersecurity across Indian & global businesses — yet skilled security supply is scarce. A well-run firm with certified experts, credible delivery & recurring managed-security contracts earns healthy, high-value margins in a fast-growing, high-trust market.

The promoter — a cybersecurity professional — seeks total funding of **₹18 lakh** (₹6.5 lakh promoter + ₹11.5 lakh working-capital/term finance, eligible under Mudra/CGTMSE), targeting **₹50 lakh** revenue in Year 1 and **₹1.5 crore** by Year 3. *(High-value, expertise-driven services + recurring managed-security model.)*

2. Business Description, Vision & Legal Structure

Concept: A cybersecurity firm protecting businesses - testing, monitoring, securing & certifying - with certified experts & recurring managed security.

Vision: To be a trusted cybersecurity partner for businesses, domestic & global.

Mission: Find & fix vulnerabilities, detect & respond to threats, and achieve compliance - protecting clients' data & operations.

Legal structure options

- **LLP / Private Limited** — Pvt Ltd recommended for clients, export & scale.
- **Empanelment** (CERT-In for security auditing) — a strong credibility/volume driver.

> **Regulatory anchor:** a security firm is an expertise- & trust-driven services business — GST (export zero-rated LUT), **CERT-In empanelment** (for security auditors), certifications (CISSP/CEH/OSCP staff; ISO 27001 internally), strict client-data confidentiality & ethical-hacking authorisation, and DPDP compliance. Expert skill & certifications, credible delivery, recurring managed-security & compliance retainers determine success; it is asset-light.

3. Promoter & Ownership

Led by a promoter with cybersecurity, VAPT or SOC experience. Delivery uses certified security engineers/analysts (VAPT, SOC), compliance/GRC consultants, and sales, plus tools/platforms. Year-one ownership rests with the promoter; ownership and profit-sharing are editable inputs.

4. Market Analysis — India & Global

Cybersecurity demand is surging with rising threats, ransomware, breaches, remote work, & regulation (DPDP, RBI/SEBI, global). Every digitising business needs security & compliance, and skilled supply is scarce. India serves domestic & export/outsourced security work. The market rewards certified expertise, credibility, recurring managed security & compliance.

Demand drivers

- **Rising threats & breaches** (ransomware etc.).
- **Regulation & compliance** (DPDP/RBI/global).
- **Digitisation & cloud** attack surface.
- **Scarce security** talent (outsourcing).
- **Recurring managed-security** demand.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Cybersecurity demand (India + export)	Very large & growing
SAM	Reachable clients in the firm's niche	Substantial
SOM (Yr 1–3)	VAPT/audit projects + managed-SOC clients	Scaling

Target segments

- SMEs & enterprises (VAPT/compliance).
- BFSI, fintech & regulated sectors.
- SaaS/tech (SOC 2, security).
- Export/outsourced security.

5. Competition & Competitive Advantage

Landscape: large security firms, boutique specialists, freelancers, and global players. The firm competes on expertise, certifications, credibility, recurring managed security & niche focus.

The firm's edge

- **Certified experts & credibility.**
- **CERT-In empanelment.**
- **Recurring managed security (SOC/MDR).**
- **Compliance & GRC** depth.
- **Niche/sector (BFSI/SaaS)** focus.

6. Services & Revenue Model

Service	Model	Basis
VAPT (pentest/assessment)	Per engagement	Project (high value)
Managed SOC / MDR	Monthly retainer	Recurring
Compliance & audit (ISO/SOC2/PCI/DPDP)	Per certification / retainer	Project + recurring
Security consulting & GRC	Retainer / advisory	Recurring
Training & incident response	Per engagement	Add-on

> VAPT & compliance projects give high-value volume; managed SOC/MDR & GRC retainers give recurring, sticky revenue. Certified-expertise scarcity commands premium rates; recurring managed security drives compounding, high-margin economics.

7. Go-to-Market — Marketing & Sales

- **CERT-In empanelment & certifications** for credibility.
- **BFSI/fintech/SaaS** sector focus.
- **Compliance-driven** demand (DPDP/RBI/SOC 2).
- **Referrals, content & thought-leadership.**
- **Recurring managed-security** conversion.

Sales approach

Build credibility (empanelment/certs) → win VAPT/compliance projects → convert to managed SOC/GRC retainers → grow via referrals & sector focus. Credibility & recurring managed-security drive high-value, compounding revenue.

8. Operations Plan

- **Base:** a secure office/SOC (or hybrid) with security tools & platforms.
- **Process:** scope & authorise → assess/test (VAPT) or monitor (SOC) → report & remediate → compliance/certify → retainer & reviews.
- **Tools & delivery:** VAPT tools, SIEM/SOC platform, GRC tools; methodology & QA.
- **Security & ethics:** authorised testing, strict confidentiality, own ISO 27001, data protection.
- **Capacity:** engagements per engineer & SOC coverage; scale by certified staff & tools.

Security workflow

Stage	Activity	Metric
Scope	Authorise	Engagements
Assess	VAPT/monitor	Findings
Report	Remediate	Quality
Certify	Compliance	Pass
Retain	Managed/GRC	Recurring

9. Regulatory, Licences & Compliance (India)

- **CERT-In empanelment** (security auditors); staff certifications (CISSP/CEH/OSCP); own ISO 27001.
- **Ethics & authorisation:** authorised-testing agreements, strict client-data confidentiality, responsible disclosure.
- **Business & tax:** LLP/Pvt Ltd; PAN/TAN; GST (export zero-rated LUT); Udyam (MSME).
- **Data & compliance:** DPDP; deliver clients' compliance (ISO/SOC2/PCI/RBI) per their sectors.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / Security Head	1	1	1
VAPT / security engineers	3	7	12
SOC analysts	1	4	8
Compliance / GRC consultants	1	2	4
Sales & admin	1	2	3
Total	**7**	**16**	**28**

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0–2	Team, certs, tools, CERT-In process, first clients
Launch	Month 2–4	First VAPT/compliance projects
Traction	Month 4–9	Managed-SOC/GRC retainers build; break-even nears
Scale	Year 2	Empanelment; SOC scale; sector focus
Growth	Year 3	Strong recurring managed-security base

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. High-value expertise services + recurring managed security.

12.1 Project cost & means of finance

Capital requirement	₹
Office/SOC & secure infra	5,00,000
Security tools & SIEM/SOC platform	5,00,000
Certifications, empanelment & branding	3,00,000
Working-capital buffer	5,00,000
Total project cost	**18,00,000**
Promoter contribution	6,50,000
Term/WC loan (Mudra / CGTMSE)	11,50,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3

VAPT & compliance projects	32,00,000	58,00,000	80,00,000
Managed SOC/MDR & GRC retainers	14,00,000	40,00,000	62,00,000
Training, IR & other	4,00,000	8,00,000	8,00,000
Total revenue	**50,00,000**	**1,06,00,000**	**1,50,00,000**
Security staff salaries	30,00,000	62,00,000	86,00,000
Tools, SIEM & platforms	6,00,000	12,00,000	18,00,000
Office & overheads	4,00,000	8,00,000	11,00,000
Sales, marketing & admin	4,00,000	8,00,000	12,00,000
Interest on loan	1,15,000	90,000	55,000
Total expenses	**45,15,000**	**90,90,000**	**1,27,55,000**
Net profit (before tax)	**4,85,000**	**15,10,000**	**22,45,000**
Net margin	9.7%	14.2%	15.0%

12.3 Unit economics & break-even

- **Per engagement:** fee − (expert-time + tools + overhead); certified-expertise scarcity commands premium rates.
- **Recurring:** managed SOC/MDR & GRC retainers give predictable, sticky revenue; utilisation drives margin.
- **Break-even:** reached around month 5–8 as projects & retainers build.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	5,00,000	4,10,000	4,20,000	4,80,000
Collections	9,00,000	12,00,000	14,00,000	15,00,000
Operating outflows	9,70,000	11,60,000	13,10,000	13,90,000
Loan EMI	20,000	30,000	30,000	30,000
Closing balance	**4,10,000**	**4,20,000**	**4,80,000**	**5,60,000**

> Project fees give lumpier cash; managed-SOC/GRC retainers give steady MRR. The buffer covers the ramp; recurring managed security stabilises & compounds cash. Certified staff are the main cost.

12.5 Key Performance Indicators to Monitor

- **Pipeline:** VAPT/compliance projects; win rate.
- **Recurring:** managed-SOC/GRC MRR; retention.
- **Economics:** realisation rate; utilisation; margin.
- **Credibility:** empanelment; certifications; client references.

13. Funding Requirement & Bankability

Total ask: **₹11.5 lakh term/WC finance** against ₹6.5 lakh promoter contribution — asset-light, funding tools, certifications & working capital; eligible under **PMMY (Mudra)**/CGTMSE. Year-1 net profit ~₹4.85 lakh against modest debt service gives a sound DSCR; premium rates, empanelment & recurring managed security underpin bankability in a high-growth market.

13.1 Funding utilisation

Use of funds	₹	% of total
Office/SOC & secure infra	5,00,000	28%
Security tools & SIEM/SOC platform	5,00,000	28%
Working-capital buffer	5,00,000	28%
Certifications, empanelment & branding	3,00,000	16%
Total	**18,00,000**	**100%**

14. Risk Analysis & Mitigation

Risk	Mitigation
Talent scarcity/attrition	Certifications, training, growth & competitive pay; retention
Delivery/liability (miss a vuln)	Methodology, QA, authorisation, professional-indemnity insurance
Confidentiality/trust breach	ISO 27001, access controls, NDAs, ethics
Project lumpiness	Managed-SOC/GRC retainers; recurring conversion
Tool/platform cost	Efficient stack; utilisation; vendor partnerships

15. SWOT Analysis

Strengths Fast-growing demand; premium rates; recurring managed security; credibility & export upside.	**Weaknesses** Talent-scarce & expensive; delivery-liability; trust-critical; project-lumpy early.
Opportunities DPDP/regulation; BFSI/SaaS; managed SOC/MDR; compliance & export.	**Threats** Talent poaching; large firms; liability/incidents; tool commoditisation.

16. Recommended AiSevak Tools for This Business

This cybersecurity firm would use AiSevak's IT & Tech vertical tools in delivery:

- **Security ops:** engagement/VAPT-tracking, SOC/ticketing, compliance-audit and retainer-billing tools.
- **Compliance & contracts:** CERT-In/ISO 27001, DPDP, authorised-testing/NDA and GST(LUT) tools (with Legal & Finance verticals).

- **Practice:** Business Plan, per-engagement & recurring economics and Break-even tools to model the firm.

17. Key Assumptions & Notes

- High-value expertise services (VAPT/compliance) + recurring managed security (SOC/GRC); premium rates.
- Recurring managed security grows over Years 1–3; export work earns forex & is GST zero-rated (LUT).
- Term/WC finance ~11% p.a.; CERT-In empanelment & staff certifications assumed; own ISO 27001.
- Certified expertise, credibility, recurring managed security & retention are decisive; figures exclude GST.

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