

**Horizon 2020 Marie Skłodowska-Curie**

**Research and Innovation Staff Exchange Evaluations (RISE)**



**A CybEr range tRaining platform for medicAl organisations and systems Security**

**Exploitation Aspects Questionnaire**

**Editor**

AEGIS

**Exploitation Aspects questionnaire**

Dear partner,

In the context of designing and developing a collaborative business plan for AERAS, you are kindly requested to answer the questions in this questionnaire. By doing so, WP6 tasks leaders will be able to gather insights from many different perspectives including Academia, large industries, technology providers and SMEs. The insights emerged from this process will contribute to better understand and identify AERAS competitive advantage and value proposition and form the preliminary business modelling. Please try to give short and comprehensive answers where possible.

**Introduction – Background Info**

This document aims to gather partners’ input for the formation of project’s Exploitation and Sustainability Plan and investigate the first ideas and paths for sustainability and exploitation of project tools and results. In terms of exploitation, there are two types: i) individual exploitation (how each partner will benefit of project results) and ii) Joint Exploitation (what are the activities to be carried out from the consortium partners to enhance the successful exploitation of the project results in terms of industrial development/creation of the products or processes and its placing on the market). For the latter, we also need to test different business models by utilizing the Business Model Canvas tool.

This questionnaire has two parts:

**Part 1** - Exploitation pathways: The first step of the process aims to support the partners in identifying the exploitable results they are interested in and in defining their exploitation strategy by describing:

* The asset that the partner brings into the project (targeted market, the innovation and differentiation from competitors etc.)
* The individual exploitation plans
* The joint exploitation intentions

**Part 2** – Business Modelling Aspects: The insights that will emerge from this process will contribute to better understand and identify AERAS competitive advantage and value proposition, and form the preliminary business modelling, by taking into account different perspectives including Academia, large industries, technology providers and SMEs.

# **Exploitation pathways**

# **Asset Description**

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| Exploitable Assets  * *Please give a short description of your assets that you bring into AERAS and how you think they will evolve during the project. [The length of the description per asset should not exceeded half a page].* | |
| - The SPHYNX Security and Privacy Assurance Suite (SPHYNX SPA Suite) is an integrated suite of tools that provides comprehensive cyber security risk detection and management for enterprise systems.  - The SPHYNX Cyber Range tool offers cyber security training that covers a comprehensive spectrum of known and emerging security and privacy threats and is tailored to the particular security and privacy risks of different organisations. |
| Please indicate the current TRL of your asset (if applicable) and provide a Contact Point per asset. | |
| ~TRL 7 for both assets.  Contact point: Fysarakis Konstantinos (fysarakis@sphynx.ch) |

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| Target markets  * *Please define the target market and describe the business need that the asset solves.* | |
| SPHYNX SPA Suite: Need for holistic, integrated cybersecurity & overall risk situational awareness.  SPHYNX CR: Need for hands-on training & cybersecurity awareness, minimizing risks stemming from the human factor. |

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| Innovation - Competition  * *How does the asset go beyond existing approaches in relation to this business need (describe a selling point that is unique, according to the best of your knowledge)* | |
| SPHYNX SPA Suite:   * Comprehensive client asset modelling and automated client asset discovery; * Automated threats and vulnerabilities detection * Sophisticated event processing capabilities and continuous runtime monitoring (SIEM); * Automated cyber threat intelligence ingestion and hunting; * Penetration testing and support for ingestion of penetration testing reports using third-party tools; * Automated incident response (SOAR) based on CACAO playbooks; * Automated user and entity behaviour analysis (UEBA) based on machine learning and self-adaptive machine learning (auto ML); * Hybrid risk assessments for comprehensive technical and economic cyber risk estimates; * Cyber security training through integration with advanced cyber range (CR) technology (see below)   SPHYNX CR:   * Delivery of cyber range exercises for different assets (and combinations of assets) of an organisation, and particular types of security and privacy threats, vulnerabilities, and risks identified for them; * Support for asset emulation and simulation at different layers of the implementation stack; * Model-driven customisation of cyber range exercises. |
| |  |  | | --- | --- | | * *What the customers would get in the end (e.g., a tool, service, knowledge…etc.)* | | | Delivery as Managed Security Service, with on-premise, cloud, or hybrid installations (for both assets). | | * *How could customers reach the asset? (GitHub, commercial marketplace, etc)* | | | Direct communication with SPHYNX. |  |  |  | | --- | --- | | * *Name your main competitors (short description of their offering, links etc.)* | | | SPA Suite: Due to the holistic, integrated risk management approach that the SPA Suite provides, there are competitors across specific “vertical” markets, such as SIEM (e.g., Fortinet’s FortiSIEM, LogPoint’s LogPoint SIEM), SOAR (e.g., D3 SOAR, IncMan SOAR, FortiSOAR) & XDR products (e.g., Palo Alto’s Cortex XDR, Cisco’s SecureX suite).  SPHYNX CR: There are various CR tools & platforms on the market, including the CyberBit CR, the KeySight CR, or the CR services offered by the RHEA Group. | | |

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| Intelectual Property Rights  * *Describe your current IPR (Intellectual Property Rights) scheme* | |
| Access Rights to services offered by the above platforms, which constitute SPHYNX ANALYTICS LIMITED background, is granted on a royalty-free basis strictly and only for the purposes AERAS project activities that are defined in the workplan and for the duration of the project. This access will only be on Software-As-A-Service basis. No Access Rights to source code or object code of the above platforms is granted. |
| * *Describe your IPR (Intellectual Property Rights) plans beyond the end of the AERAS project duration* | |
| Access Rights to services offered by the above platforms, which constitute SPHYNX ANALYTICS LIMITED background, which may be needed for exploitation beyond the end of the AERAS project can be provided but only subject to a service provision agreement with SPHYNX ANALYTICS LIMITED. |

## **Individual Exploitation pathways**

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| Individual Exploitation goals per Asset  * *State your institution’s goals in terms of exploitation for every exploitable asset (how your organization envisions to exploit its exploitable assets mentioned in 1.1 in general according to your own exploitation strategy).* | |
| STS-CY will use the outcomes of AERAS for strengthening its service and product portfolio. STS-CY plan is to augment the capabilities of its security assurance and certification platform in ways that allow it to support the delivery of cyber security training programmes (e.g., providing monitoring and dynamic testing, establishing interoperability with emulation and simulation environments etc.). From a technical perspective, the strategy of STS-CY for achieving this exploitation route is to develop mechanisms supporting the implementation of continuous assurance by executing the assurance models and developing appropriate APIs for its platform to provide access to the monitoring/testing evidence and checks required. From a business perspective, SPHYNX’s strategy will be to explore ways of making use of its platform as a training tool for security auditors and for increasing the security awareness of end-users and system administrators of cyber-systems of private and public organisations in various critical sectors which are the focus markets of the company. SPHYNX will also seek to develop consultancy services in setting up training programmes for establishing cyber security assurance assessment schemes, based on the outcomes of the project. |
| Exploitation Channels  * *Explain what channels your unit has at its disposal to exploit your solutions:* * *End user communities which could uptake / review / further disseminate your tool* * *Units and initiatives within your university or company* * *Contribution to existing products or research tools* * *Internal transfer to another unit (which ones may be targeted?)* * *Other, please specify* | |
| * Existing Customer Channels * Existing collaboration channel and contacts/liaisons with other Academic & Industry Organisations as well as with EC stakeholders. * Company Communication Channels (Website, Professional Social Media, Etc.) |
| Indicative Exploitation Scenarios  * *Describe one or more scenarios that demonstrate the use of your asset in real business case life scenarios, in the following form:* * *Scenario scope* * *Prerequisites / market assumptions* * *Scenario evolution* * *Result* | |
| Procurement of Managed Security Services for either the SPA Suite (which may include the CR platform, or not, depending on the package selected) or even the CR as a standalone service. |

## **Joint Exploitation goals**

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| Joint Exploitation goals  * *Describe the routes towards joint exploitation of AERAS assets (how will your identified assets add to the exploitation of the final product of the project and how it will be benefited in terms of exploitation by this process).* | |
| The STS-CY Assets Provide A Mature (Market-Ready) Baseline For The Establishment Of The AERAS Platform, both In terms of the CR itself (Via The SPHYNX CR) & The Monitoring Of The Risks To The Target Infrastructure (via the SPA Suite). |
| * *Describe known/identified obstacles or threats to exploitation* | |
| *(See inputs to SWOT analysis already provided.)* |

# **Business Modelling**

This section describes the rationale of how AERAS creates, delivers, and captures value. To develop candidate business models, AERAS consortium will rely on the ‘Business Model Canvas’ (check Annex 3.1). Please, fill in the following questionnaire:

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| What problem does AERAS solve? What are the pain-points we are addressing? |
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| 1. *Why is the problem important?* |
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| 1. *What is the answer we are proposing?* |
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| 1. *Describe AERAS product or service in two or three sentences. Put it in terms anybody could understand–no techno speech?* |
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| 1. *Which is AERAS value proposition? What is the value that AERAS solution is creating?* |
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| 1. *Why is AERAS value proposition important to the customer?* |
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| 1. *Who are the key people with the key skills needed to do this (in your organization. Doesn’t have to be by name could be a role)?* |
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| 1. *Who are our competitors?* |
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| 1. *What do competitors sell and how does it compete against us?* |
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| 1. *Describe how AERAS products/services differ from the competitors?* |
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| 1. *Which are AERAS targeted markets? How large are these markets?* |
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| 1. *Who is our target customer? Provide a fairly detailed description of the target customer (b2b and/or b2c)?* |
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| 1. *How do we communicate with our customer? How do we deliver the value proposition?* |
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| 1. *How do we maintain the relationship with customers?* |
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| 1. *What is a reasonable pricing model for AERAS offering?* |
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| 1. *What are the revenue streams?* |
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| 1. *What are the main costs? Are the costs mostly fixed or variable? Do the costs change with scale?* |
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# **Annex**

## **Business Model Canvas**

The Business Model Canvas (BMC) gives the structure of a business plan. It is a shared language for describing, visualizing, assessing and changing business models. It describes the rationale of how an organization creates, delivers and captures value. The Canvas has nine elements:

Table

Description automatically generated with medium confidence

1. Customer segments: List the top customer segments. Look for the segments that provide the most revenue.

2. Value proposition: what are AERAS products and services? What is value that AERAS offers to customer?

3. Revenue streams: List AERAS top revenue streams (including free offerings).

4. Channels: How do you communicate with your customer? How do you deliver the value proposition?

5. Customer relationships: How does this show up and how do you maintain the relationship?

6. Key activities: What do you do every day to run your business model?

7. Key resources: The people, knowledge, means, and money you need to run your business.

8. Key partners: List the partners that you can’t do business without (not suppliers).

9. Cost structure: List your top costs by looking at activities and resources