

Entrepreneurship Proposal

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In today's day and age, the integration of technology into our daily lives has become present and immensely helpful. Providing convenience and efficiency in terms of accessing information or managing our personal information. However, these benefits brought by technology have also introduced a complex and evolving challenge of needing a broad cybersecurity plan. The different applications and functions we use digitally each have their own complexities, oftentimes leading an individual to be a target for a multitude of online threats. A direct solution to this, is for an individual to be better equipped with knowledge and basic skills to provide for them a cybersecurity plan. The entrepreneurship group that I have worked with seeks to address this by creating a product that directly provides accessible, tailored information for that individual to protect themselves digitally.

The problem that our app is looking to solve is the absence of direct knowledge to consumers on how to manage their personal cybersecurity needs. As individuals, we all face unique digital vulnerabilities and concerns. While there are many resources available, they often provide a one-size-fits-all approach, leaving users to sift through generic advice that may not adequately address their specific worries. Furthermore, many of these resources are expensive softwares that overcharge their clients for unnecessary functions. This leaves the individual with either putting their own protection in the hands of others or to learn about a topic that is complex.

The need for an app to provide tailored cybersecurity information is especially important in today's world. Over the past few years there has been an abundance of victims from cybercrimes as well as numerous new threats. Identity theft, financial losses, and data breaches have affected people on a wide scale. According to a 2022 report from *The Identity Theft Research Center (ITRC)*, that year had a total of 422,143,312 victims from data compromises, the second highest year in the United States (2023, Identity Theft Resource Center). This statistic reveals that the risks of online threats are prevalent.. Furthermore, the integration of digital aspects in our lives makes it increasingly essential for individuals to have access to resources that can guide them through the digital landscape. By providing this context, our proposed app seeks to bridge this knowledge gap and empower individuals to take control of their cybersecurity and to protect themselves.

The core purpose of our proposed app is to provide its users with tailored cybersecurity knowledge. This would be a digital platform designed to have users input their specific cyber needs or worries and then recommend the best solution for them. Furthermore, the app would give a brief overview of what that solution means by breaking it down into easy to understand information. The simplicity of the user asking a question, being asked a few cyber specific questions about their need, and then getting a tailored answer is a great way to provide information without becoming overbearing or too broad.

The proposed app would have certain key features. These include a simple-easy interface, tips that can be custom to the user, as well as resources to connect users to further information. An additional feature that we as a group are interested in is having no personal information be required to access the app. No account needed, and all information that is gathered about the user must come from them directly and willingly. This is due to the fact that many online businesses and platforms are actively trying to obtain their clients information, and as the program that is supposed to empower its users in protecting themselves and their information digitally, we do not believe that it would be right to want an abundance of this information. Our focus is not about information gathering or selling client information to advertisers, but instead, to provide the best knowledge and practices in protecting oneself digitally.

The process of creating and making this app successful will come with various types of challenges. Competition in the app market is fierce, requiring us to distinguish our product. Utilizing various app stores, instead of one, as well as having a web version would be routes we would pursue to secure a larger market. Having the app be free is the route we want to take in order to build a base. From there, connecting with organizations or individuals who produce content or offer cybersecurity softwares would be a way of securing profits. Prioritizing contracts that seek profit based off of referral, rather than ads, would be preferred. We would also consider utilizing a user funded program in the early stages to have less reliance from a biased corporation. The profits we collect would be prioritized to pay for a staff of cybersecurity experts to ensure that the app is providing current and correct information.

To gauge our success, we will track certain indicators such as the number of app downloads, user engagement, and user feedback. Regularly updating the app based on user reviews and emerging threats will be a cornerstone of our approach. The success of our venture will be evident through the growing number of users who feel more empowered and in control of their digital lives.

In conclusion, this entrepreneurship proposal addresses a pressing issue in the digital age. The lack of personalized cybersecurity knowledge and guidance for individuals is a problem that our proposed app intends to solve. Through tailored information and practical tips, we aim to empower users to safeguard their digital lives effectively. While challenges exist, we are confident in the value and necessity of this endeavor, and we believe that we can make a significant impact in the field of cybersecurity.

Citation:

ITRC Annual Data breach report. ITRC. (2023, October 5).
<https://www.idtheftcenter.org/publication/2022-data-breach-report/>