

## **DriveSecure AI**

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### **Executive Summary**

DriveSecure AI is a cybersecurity startup focused on protecting self-driving cars from hacking and digital threats. Our mission is to keep autonomous vehicles safe by creating strong security tools and monitoring systems. We believe that as more self-driving cars hit the roads, they will need better protection from cyberattacks. DriveSecure AI will be based in Richmond, Virginia, and will offer security software and consulting services.

**Mission Statement:** To make self-driving cars safer by protecting them from cyber threats.

**Vision Statement:** A future where all autonomous vehicles are secure, reliable, and trusted.

## **Business Description**

DriveSecure AI is focused on solving one big problem: self-driving cars are vulnerable to cyberattacks. These cars rely on software, sensors, and networks — and if any of these are hacked, people's safety is at risk. Our business provides cybersecurity tools, threat detection systems, and services to car manufacturers and fleet operators. We're targeting a growing market as the use of autonomous vehicles increases. Our edge is a specialized focus on AI-driven security for vehicles, something traditional cybersecurity companies don't focus on.

**Value Proposition:** We offer a simple, strong way to protect self-driving cars using smart AI tools.

## **Organization and Management**

DriveSecure AI will be set up as a Limited Liability Company (LLC). This structure offers protection from liability while being flexible for growth. The leadership team includes:

- **Founder and CEO:** Mark Wassef (Cybersecurity undergrad with a focus on vehicle security)
- **CTO:** An experienced AI and automotive software engineer
- **COO:** A project manager with a background in startup operations
- **Advisors:** Cybersecurity and automotive experts

## State Business Goals

### Short-term Goals:

- Launch a beta version of our main product within 12 months
- Partner with at least two vehicle manufacturers or fleet operators
- Get early funding and grants to cover startup costs

### Long-term Goals:

- Become a top provider of security for autonomous vehicles
- Expand into international markets
- Continue developing new security tools and features

## Products or Services

Our main product is a cybersecurity software suite built for self-driving cars. It includes:

- **Threat Detection AI:** Finds and stops attacks in real time
- **Security Audits:** Reviews the vehicle's software and network for weak spots
- **Over-the-Air Updates:** Allows car makers to send secure updates to cars
- **Consulting:** Help car companies set up strong security systems

### Costs:

- Production costs will depend on R&D, staff, and cloud services. Estimated initial cost:  
\$300,000
- Software will be sold on a subscription model, starting at \$500/month per vehicle fleet

## **Market/Industry Analysis**

The global market for self-driving cars is growing fast. By 2030, millions of autonomous vehicles will be on the road. These cars need top-level cybersecurity to protect users.

**Competitors:** Companies like Tesla and Waymo have in-house systems, but few focus on third-party security tools. Traditional cybersecurity firms don't specialize in cars.

### **Target Customers:**

- Car manufacturers (OEMs)
- Fleet managers (robotaxis, delivery services)
- Government transit agencies

**Growth Potential:** With more smart cars each year, the demand for vehicle cybersecurity will rise. Our business can grow with the industry.

## **Marketing and Sales Strategy**

We'll use a mix of online marketing, trade shows, and direct outreach to get our name out.

### **Marketing Channels:**

- Website and blog with useful content
- Ads on LinkedIn and Google
- Speaking at cybersecurity and automotive events

### **Sales Strategy:**

- Direct outreach to automotive companies and startups
- Free demos to show our tools in action
- Partner with car tech firms to bundle our services

### **Distribution Plan:**

- Cloud-based software can be downloaded and installed by customers
- Optional hardware sensors available for fleet integrations

### **Financial Projections (Optional)**

Over three years, we estimate:

- Year 1: \$100,000 revenue (pilot projects)
- Year 2: \$500,000 revenue (early contracts)
- Year 3: \$2 million+ revenue (growth phase)

### **Funding Request**

We are seeking \$500,000 in funding to:

- Finish product development (\$150,000)
- Hire engineering and sales staff (\$200,000)
- Cover marketing and operations (\$100,000)
- Legal and IP protection (\$50,000)

### **Appendix**

**Logo Idea:** A sleek steering wheel with a shield inside it

**Slogan:** "Smart Cars Need Smart Security"

**Resumes:** Attached for key leadership team

**Market Research:** Included on industry growth and vehicle cybersecurity trends