



SecureStart Cyber Consulting

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Executive Summary

SecureStart Cyber Consulting is a cybersecurity consulting firm focused on protecting small businesses from today's ever-growing digital threats.

Our mission is to empower small business owners by offering affordable, expert-level cybersecurity solutions that include consulting, employee training,

compliance assistance, and risk assessments. Our vision is to create a business ecosystem where even the smallest companies have access to the resources

they need to defend against cyberattacks. Based in Virginia, SecureStart aims to offer both local in-person consulting services and national online training

programs. Our firm will serve businesses across industries such as healthcare, legal, retail, and professional services.

Business Description

SecureStart Cyber Consulting is designed to fill a critical need in today's market: helping small businesses, which often lack the budget and expertise,

to build strong cybersecurity defenses. These businesses are frequently targeted by cybercriminals because they are perceived as easy prey due to minimal

security infrastructure. Our services will include vulnerability assessments, compliance consulting, employee awareness training, and managed advisory services.

What sets SecureStart apart is our focus on education and accessibility. While larger firms often price out small businesses or overlook them entirely,

SecureStart will operate with tailored, affordable pricing plans and step-by-step guidance to help businesses understand and mitigate risk.

Our unique value proposition is our ability to deliver enterprise-quality solutions on a small business budget.

Organization and Management

SecureStart will be structured as a Limited Liability Company (LLC), providing the legal protections of a corporation with the operational flexibility of

a sole proprietorship. This structure is ideal for a consulting firm, allowing for future expansion while minimizing liability for the founder.

Leadership Team:

- Omarion Branch – Founder & CEO. A graduate in Cybersecurity from Old Dominion University with a deep understanding of technical and business risks.
- Future Roles:
 - CTO (Chief Technology Officer) – To lead service delivery and platform development.
 - Compliance Officer – To handle regulatory frameworks like HIPAA, PCI-DSS, and SOC 2.
 - Sales Manager – To handle business development, outreach, and client relationships.

State Business Goals

Short-Term Goals (0–12 Months):

- Launch a fully operational website with service offerings and a secure client portal.
- Acquire 10 paying clients in the Hampton Roads area.
- Build out basic training modules for employee cybersecurity awareness.
- Develop and implement marketing campaigns across social media and email.

Long-Term Goals (1–3 Years):

- Expand services to offer SaaS-based compliance reporting tools.
- Develop a nationwide client base through virtual consulting.
- Hire additional consultants and build a dedicated technical team.
- Form partnerships with legal, insurance, and MSP firms to expand reach.

Product and Services

SecureStart will offer four core services:

- 1. Cybersecurity Risk Assessments** – In-depth evaluations of client infrastructure to identify weaknesses and provide actionable reports.
- 2. Compliance Assistance** – Tailored support for meeting industry-specific regulatory requirements (HIPAA, PCI-DSS, etc.).
- 3. Security Awareness Training** – Interactive sessions and phishing simulations for employees.
- 4. Subscription-Based Monitoring** – Ongoing support through automated tools, alerts, and monthly check-ins.

Each service will be available as a **standalone offering** or **part of bundled packages**:

- One-time Assessment: \$299+ depending on business size.
- Awareness Training: \$49/month per business.
- Full-service Subscription Package: \$149/month.

All services are delivered remotely or on-site where applicable. No trademarks or patents are currently required.

Market/Industry Analysis

Cybersecurity is a booming global industry projected to exceed \$300 billion by 2027. Small businesses account for 43% of cyberattacks,

Yet only 14% are prepared with proper defenses. This makes SecureStart's market entry both timely and essential.

Target Market:

- Small businesses with 1–50 employees in industries handling sensitive data, including healthcare, retail, legal, and accounting.

Demographics:

- Business owners aged 30–60, often managing operations without dedicated IT/security staff.
- Located in urban/suburban areas with growing digital footprints.

Competitors:

- Large firms (e.g., CrowdStrike, Palo Alto Networks) – too costly for small business needs.
- Local IT service providers – lack cybersecurity specialization.

Our niche is providing affordable, expert-level cybersecurity tailored for small business needs with room for scale.

Marketing and Sales Strategy

Target Audience:

- Small business owners in healthcare, law, retail, and professional services who seek affordable cybersecurity.

Marketing Channels:

- Social Media (LinkedIn, Instagram, Facebook Ads)
- SEO-optimized website and cybersecurity blog
- Email campaigns and downloadable resources (eBooks, templates)
- Community workshops and small business expos

Sales Tactics:

- Free initial cybersecurity risk assessment
- Referral discounts and affiliate partnerships
- Follow-up strategy with personalized security roadmaps

Distribution Plan:

- All services delivered through secure client portal and video conferencing.
- Training materials hosted on a learning management platform (LMS).

Funding Request

SecureStart Cyber Consulting seeks an initial investment of \$50,000. These funds will be allocated as follows:

- \$8,000 – Website and LMS development
- \$7,000 – Digital marketing and social media ads
- \$5,000 – Cybersecurity tool licenses and software
- \$12,000 – Part-time staff/contractors
- \$3,000 – Legal and administrative setup
- \$15,000 – Operating expenses and emergency fund

The funding will enable the business to launch effectively, develop its brand, and acquire its first round of clients.

Appendix

Omarion Branch Resume : [Click Link to View](#)

Logo Concept: SecureStart on a shield with a big lock placed behind it

Slogan: "Secure Your Business. Start Strong."