SPOTLIGHT

CYBER MARKET MAKING

BUILDING COMMUNITY CYBER CAPACITY THROUGH THE ELIXIR OF SPORT
• 501c(3) not for profit
• Mission: Assist communities to develop Community Cyber capacity
  • c-Market – Community Cyber Market-Making
    • Lean Start-up Principles
    • Minimum Viable Product(s) - 3
• Also partnered with CyberUSA
PHILOSOPHICAL PERSPECTIVE: COMMUNITY CAPACITY BUILDING

10 CORE TENETS:

- Primacy is Destructive
- Community Cyber: Imperative & Foundational
- Ground-Up / Enabling Main Street
- Down-Market Gap Focus
- Market Forces Model & Value Proposition
- Order of Priority: 1 – Build the Market
- Distributed not Centralized
- ISAO-Plus
- Build Out Existing Demand
- Use the Magnetism of Sport
COMMUNITY CYBER – THE MOVEMENT

- Market
- Champion
- Watch
- Assure
- CrowdWatch
THE BUSINESS ARRANGEMENTS

Select How To Participate in the c-Market

Below are a series of options for you to choose for participating in the c-Market. Please select any or all that represent how you would like to engage.

**Community Options**
- [ ] Cyber Market-Maker (Leader and organizer in a state, region or municipality)
- [ ] c-Market Strategic Partner (Not-for-Profit seeking to support c-Market build-out)
- [ ] Member (Participant in state, region or locality working with Market-Maker)
- [ ] Student (Technical school, undergraduate or graduate student)

**Vendor Options**
- [ ] c-Market Solution Partner (Branded solutions sold nationally)
- [ ] c-Market Consultant (Independent contractor selling services through portal)
- [ ] c-Vendor: Products (Company that produces and sells cyber-related products)
- [ ] c-Vendor: Services (Company that provides cyber-related services)
- [ ] Program Sponsor (Organization seeking naming rights for program or activity)

First Name ___________________________ Last Name ___________________________

www.c-market.us
PROGRAM DESCRIPTION

• 12 Week Course
• Foundational Knowledge
• Three Tracks: Skill Training
• Capstone: Major Sport Event
• Transition into CrowdWatch

THE ELIXIR OF SPORT

DIRECT ONLINE AND PARTNERING MODELS

UNIVERSITIES, TRAINERS, COMMUNITY CYBER CHAMPIONS
THE CROWDFORCE: A NATIONAL NETWORK OF CYBER THREAT RESEARCHERS & ANALYSTS
POPULATING A THREAT LANDSCAPE REPOSITORY WITH ATTACK DATA CHARACTERIZATIONS AND PROFILES
SPORTS-ISAO COMMUNITY OF INTEREST

THE Elixir of Sport

- Where the CrowdWatch and corporate partners engage in cyber threat research, collaboration, skill-improvement & networking activities
MODEL OVERVIEW

• c-Market Programs
• Revenue Sharing
• Value Proposition - MVP
  - a-Watch
  - CrowdWatch
  - a-Assure

• Community Champions
  - a-Champion

• Locally licensed
• Internal Programs
BOTTOM LINE

• Cyber Market-Making in communities
• Start-up Toolkit and Resources
• Revenue sharing and other resources to help sustain initial operations
• Talent Development and Workforce Development in Communities
Q & A AND CONTACT INFORMATION

• Q & A
  • How to collaborate and license it
  • Timing: Next Pop-up SOC Summer of 2019
  • Hosting Pop-up SOC
  • Audience Q&A

• Sites
  • www.sports-isao.org
  • www.c-market.us

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