



SPOTLIGHT



CYBER MARKET MAKING

BUILDING COMMUNITY CYBER CAPACITY

THROUGH

THE ELIXIR OF SPORT

CYBER RESILIENCE INSTITUTE



- 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

Cyber Market Development Project

November 2016

CHALLENGE: Lack of Scalable Cybersecurity Resources for Small and Medium-Sized Organizations

Because cyber approaches tend to focus top-down, the market is not responding adequately to the broader impact of a cyberattack at the local community level. While large enterprises have resources for advanced cyber solutions, there are few, if any, affordable, scalable models to fill the down-market gap, which leaves small and medium-size organizations more vulnerable to attack. This, by extension, creates vulnerabilities in the communities they serve.

A cyber marketplace is a private-public endeavor to raise overall cyber hygiene across the business community. This approach will help communities be better prepared and more secure by helping small and medium-sized businesses employ cost-effective, hygiene-improving cyber practices and solutions.



APPROACH: The Locality-Centric Private-Public Market

This project focuses on identifying the cyber risks facing small and medium-sized organizations across a variety of sectors in a certain location, spurring innovation among local vendors and businesses as the underpinning for a sustainable model, and introducing a cyber marketplace that simplifies cybersecurity resources and adds business value for the organizations in that locality.

Market validation tests will be conducted in multiple communities across the country, with a final pilot in the locale that is most aligned with this approach.

Initially, end users will include innovative solution providers who will benefit from market access opportunities. Suppliers in the local market channels will benefit next. Ultimately, public and private sector

consumers of program offerings will benefit from more innovative and competitive local cybersecurity offerings.

NEXT STEPS: Community Outreach and Cyber Torchbearer™ Toolkit

Plans are underway for national outreach to identify pilot test locations and then build the Cyber Torchbearer™ toolkit that will provide cybersecurity resources for a community's first steps.

Pilot tests will occur over the next year, with full project completion expected within the next 18 months.

The marketplace toolkit and community organizing in early adopter communities can be initiated in partnership with the Cyber Resilience Institute even before full completion of the project.

An initial metric will be the number of communities interested in collaborating with this effort. Other metrics include the number of stakeholders joining programs and the number of self-sustaining community marketplaces that stand up adopting this model.

The National Infrastructure Protection Plan (NIPP) Security and Resilience Challenge is managed by the Office of Infrastructure Protection, within the National Protection and Programs Directorate of the Department of Homeland Security (DHS), in partnership with the National Institute for Hometown Security (NIHS). To learn more about this project, contact Jay Robinson, Program Manager, DHS, at Jay.Robinson@hq.dhs.gov or Ewell Balltrip, CEO, NIHS, at eballtrip@theuhs.org.



Homeland
Security

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



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



c-Market ecosystem

MASTER PARTICIPATION AGREEMENT

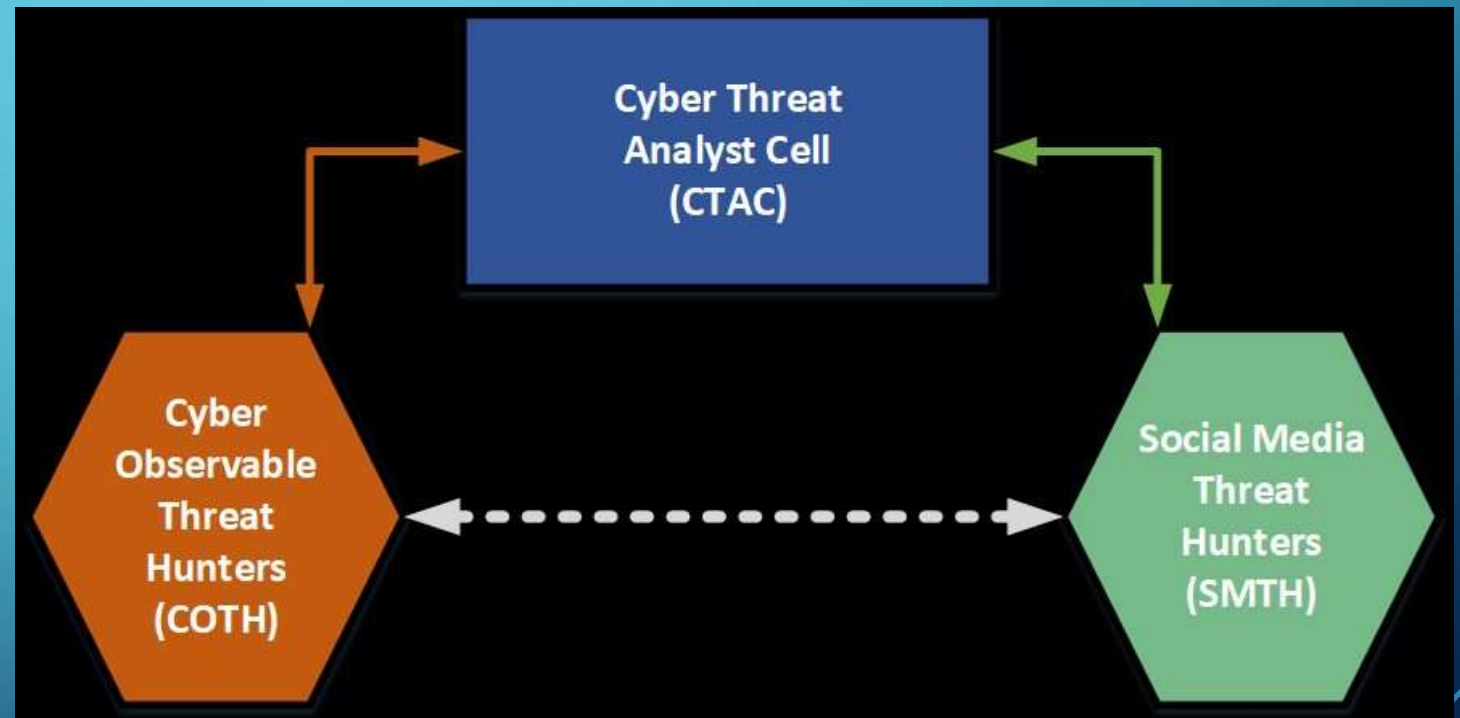
www.c-market.us



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PROGRAM DESCRIPTION

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

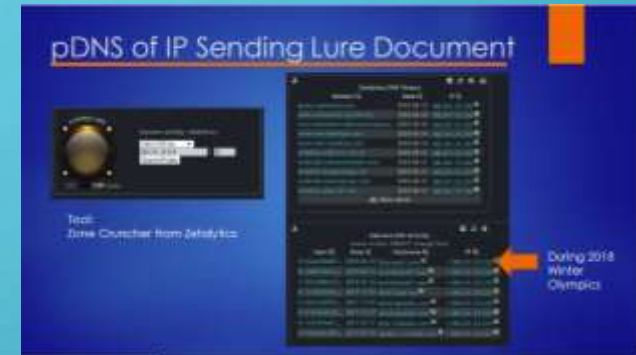


DIRECT ONLINE AND PARTNERING MODELS

UNIVERSITIES, TRAINERS, COMMUNITY CYBER CHAMPIONS



ISAO OPERATIONS COURSE – INTELLIGENCE FUSION



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Lavrov tells Pompeo: free Russian woman accused in U.S. of espionage

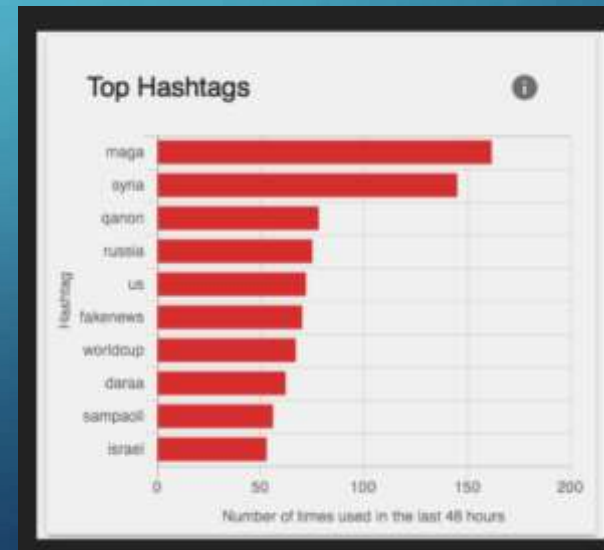
Reuters - July 21, 2018

MOSCOW (Reuters) - Russia's foreign minister told his U.S. counterpart on Saturday that a woman arrested in the United States on accusations she was a Russian agent had been detained on "fabricated charges" and should be released.

Sergei Lavrov made the comments about Maria Butina in a phone call to U.S.

CHOOSE YOUR EXACT ROOM

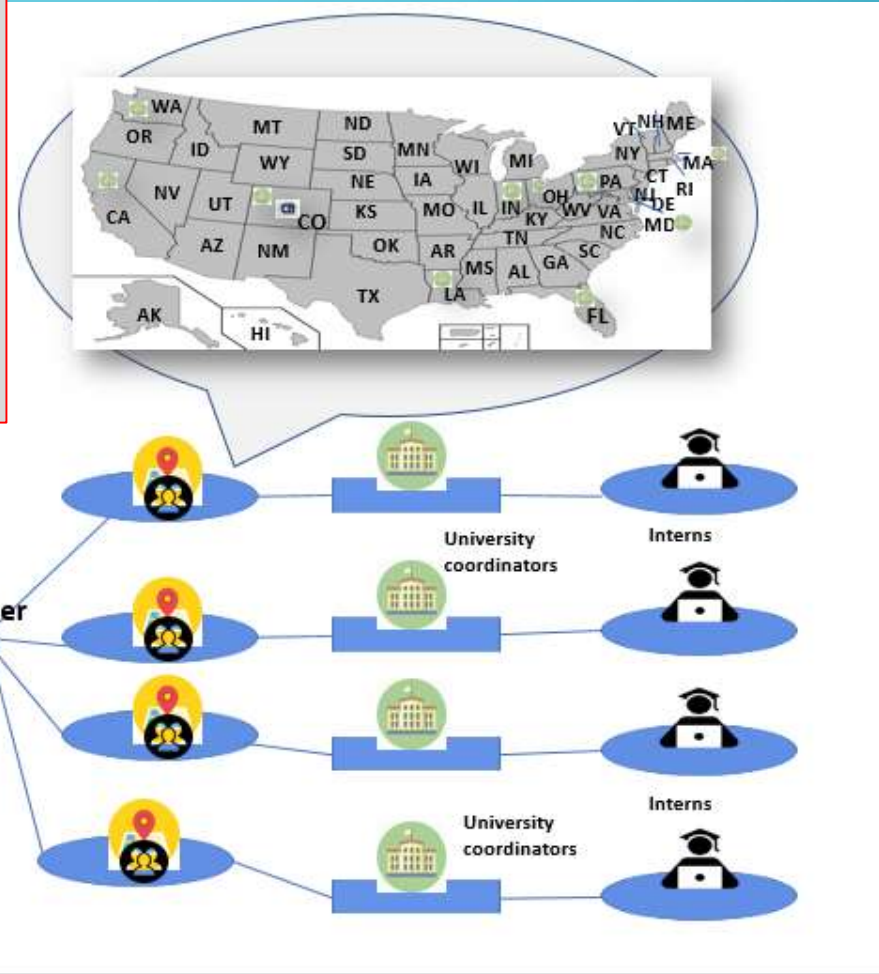
Hilton.com



CrowdWatch



**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



HSIN
HOMELAND SECURITY
INFORMATION NETWORK
The Trusted DHS Information Sharing Environment

Powered by
IS²O

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 **LOG IN**

OR

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Username

Password

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- 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



- Community Champions



- 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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