TRUKNO

AI Predictive Cyber Threat Intelligence

trukno.com Denver, Colorado

technology b2bt SaaS Minority Founder AI

Highlights

1. $174K ARR. 5 large enterprise customers & 17 more in trials.
2. Growing fast. 317% YoY revenue growth already in 2023.
3. Disruptive AI Predictive Threat Intelligence to help enterprises proactively prevent cyberattacks.
4. Exponential growth opportunity in cybersecurity industry: 4.5M users & $11.6B TAM (not guaranteed).
5. Experienced founding team with deep expertise in cybersecurity, SaaS, AI, & enterprise sales.
6. Try our advanced cyber threat dashboards now: www.TruKno.com

Our Team

Manish Kapoor CEO

A seasoned cybersecurity tech entrepreneur with 20+ years experience in building & selling advanced cyber solutions in the enterprise segment (including 10 years at Cisco Systems).

Ebrahim Saed CTO

Ebrahim is a full stack application developer with 15 years of experience in software development building large scale SaaS solutions.

Hanna Honcharenko Head of Web UI/UX Development

Hanna has been involved extensively for 10+ years in developing with frontend software frameworks like REACT and is an expert in UI/UX web development.

Aayesh Umar Senior Threat Analyst

Specialist in cyber threat analysis (including analyzing advanced adversary attack techniques) . Holds a masters degree in cybersecurity.

Gitesh Sharma Lead UI/UX Designer

Expert in developing modern yet highly functional designs and user workflows for SaaS platforms.

Pitch

Why TruKno?

Invest in a breakthrough AI Cyber technology to prevent cyberattacks.

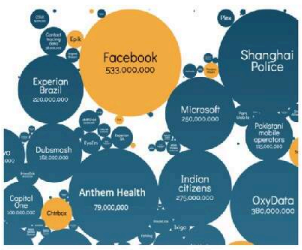
Cyberattacks are increasing at an alarming rate impacting our hospitals, schools, banks, governments & businesses. Industry experts estimate a cyberattack occurs every 11 seconds.

Cyberattacks are impacting organizations

in all industries at an alarming rate

Cybersecurity is the biggest threat facing humanity today.

Warren Buffet



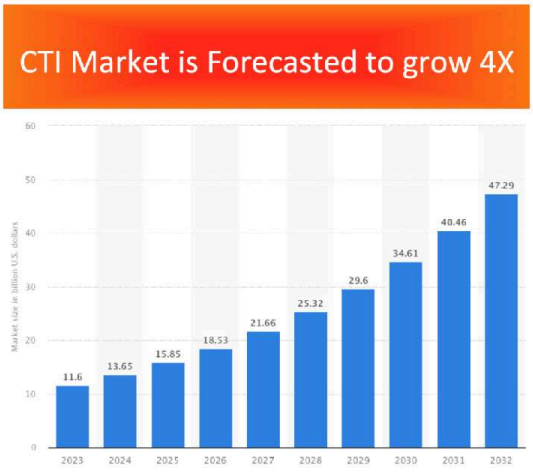
Exponential Growth Opportunity

Today, only 4% (estimate) of the cybersecurity staff has easy access to proactive & actionable cyber threat intelligence to prevent a cyberattack. The key reason the present adoption rate is so low is due to the fact that existing solutions are highly cumbersome, complex and expensive. This presents a large untapped market opportunity that TruKno is targeting.

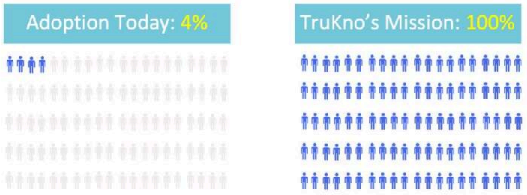
Large Untapped Market Opportunity

Cyber Threat Intelligence (CTI) Market Forecast:

$11.6B (2023) to $47B (2032)



*Source: **Statista**.*



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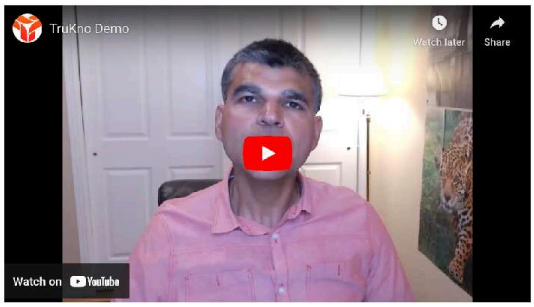
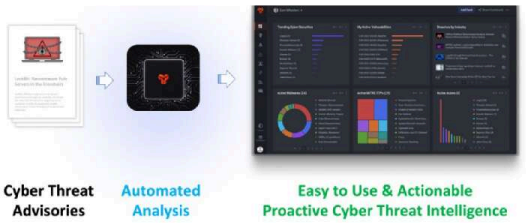
AI-Powered Disruptive Cyber Technology



Our Artificial Intelligence powered platform automates the curation of thousands of cyber threat advisories & alerts into easy to use & highly actionable threat intelligence in real time.

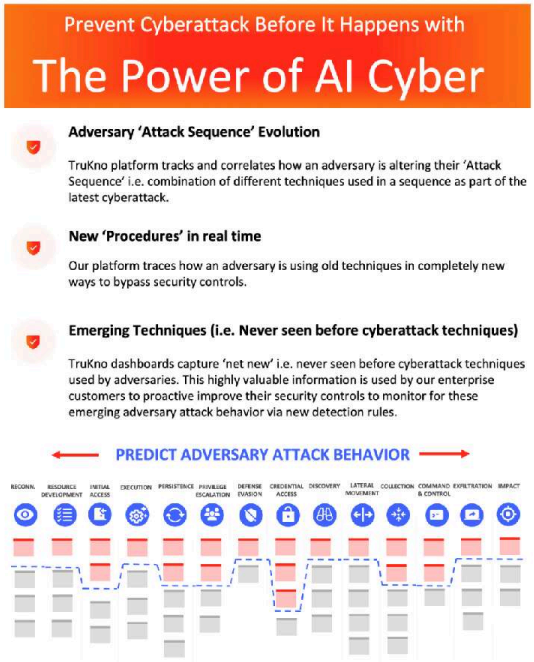
Cybersecurity staff members are able to use these insights to take proactive steps to prevent a cyberattack.

*Fun Fact: **TruKno** (company name) stands for 'Truth through Knowledge'*



New Innovation in the Cyber Industry

TruKno is transforming the cybersecurity industry by enabling enterprises to PREDICT ADVERSARY (HACKER) ATTACK BEHAVIOR in real time using TruKno's threat intelligence:

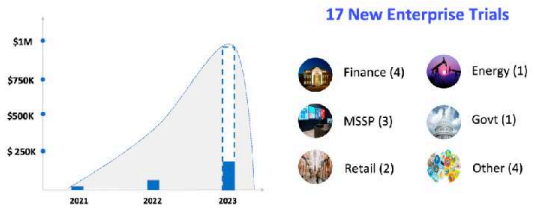


Proven Adoption in the Enterprise

We have gained great traction in the first last 12 months of going into full production & actively supporting 17 new enterprise trials across diverse set of industries.

We are at $174K ARR across 5 enterprise customers and projecting to reach $1M annual recurring revenue in 2023.

Projected Revenue Growth to $1M ARR



Forward-looking projections cannot be guaranteed.

Wise Investment

In the past, we have seen cybersecurity startups have some of the leading valuation multipliers across various industries, very high acquisition rate, etc.

11.6x Median Cybersecurity Valuation Multiplier on ARR

286 Acquisitions In Calendar Year 2021

27 Went Public (IPO) Listed on U.S. Public Stock Exchanges (All)

Sources: S&P Global Market Intelligence Security Week

TruKno Team

Strength in Diversity of the Team

One of the biggest differentiators for our team is the diversity of our technical skill sets and our personal backgrounds.

Our team has expertise in cyber security, enterprise sales, full stack development, front end design & development, Artificial Intelligence (AI), advanced cyber threat analysis & detection.

The team is spread across 4 continents & 5 countries. Among us, we speak 11 languages.

Go-to-Market Strategy

TruKno solution includes highly robust API to easily integrates with the overall cyber security ecosystem. Further, we are actively working with several MSP, SIEM and EDR partners to scale our customer base faster.

Multi-Channel Distribution Strategy

Channel Partnerships	OEM/Resale Partnerships	Targeted Digital Marketing
Managed Service Providers (MSSPs)	SIEM	LinkedIn Ads
System Integration (SIs)	EDR	Email Outreach
Value Added Resellers (VARs)	Cyber Training	
Distributors	Breach Attack Simulation (BAS)	
	TIP	

LinkedIn Ad Key Performance Indicators (KPI)

Customer Lead Cost of Acquisition = $67/Lead

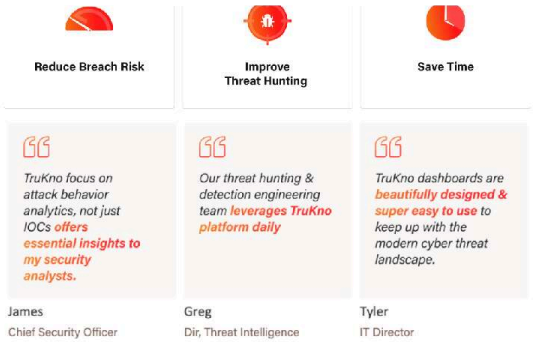
30+ Leads / Month
Demo requests from cyber professionals

2.34% Click Through Rate (CTR)
(4x Industry Average)

$67 $/Lead
(1/4 Industry Average of $230/lead)

Customers Love Us!

Using TruKno's actionable proactive threat intelligence, enterprise cybersecurity staff is able to significantly accelerate their threat hunting while saving valuable time. All of this leads to reduced risk of cyberattack.



Exciting Growth Plans

Over the next 12 months, we are actively working on major initiatives to exponentially scale our customer base and revenues. This includes building a strong go-to-market channel via partnerships with MSPs, OEM vendors, Distributors, etc. We are already negotiating 3 of these partnership deals right now.

Further, our roadmap plan has some really exciting and advanced features that will allow to increase our average revenue per customer by 70%.

Forward-looking projections cannot be guaranteed.

Invest in TruKno Today!

Your support will truly make a difference.

Please support our team & our mission by investing in TruKno.

It will enable us to scale our solution to get vital proactive cyber threat intelligence to 100% of cybersecurity staff so they can prevent cyberattacks against our hospitals, schools, banks, governments & businesses.

Thank You :)

TRUKNO TEAM