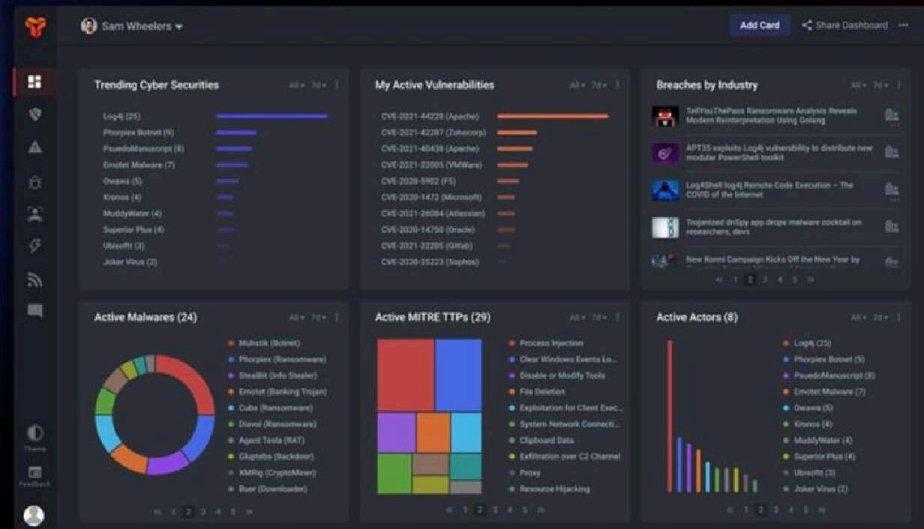


# Proactively Prevent Cyberattacks

## AI-Powered Proactive Cyber Threat Intelligence



## INVEST IN TRUKNO

# Predictive Threat Analytics to help enterprises prevent a cyberattack

### LEAD INVESTOR



**Vivek Kumar** Technology and Data Principal

I trust in the Trukno's vision to provide a safe cyber world when a lot of companies are being attacked for important customer information every minute of the day. Trukno provide unique capability to consolidate various kinds & levels of threat and presents them back to support cyber-security teams which is one of a kind leading product. What fascinated me is not only organic growth it has achieved so far but the true potential of providing us with a world leader cyber threat intelligence tool.

Invested \$5,000 this round

[trukno.com](https://trukno.com) Denver Colorado

## Highlights

- 1 Huge growth opportunity in a large cybersecurity market - 4.5M users & \$11.6B TAM (not guaranteed)
  - 2 Proven adoption in enterprise: Projecting \$1M Annual Subscription Revenue in 1 year (not guaranteed)
  - 3 Rapidly gaining traction in the enterprise across diverse industries (finance, healthcare, retail).
  - 4 Disruptive AI-tech that allows enterprises to predict hackers' sophisticated cyberattack sequences.
  - 5 Empowers enterprises to proactively reduce risk of a devastating cyberattack.
  - 6 Amazing founding team with deep expertise in cybersecurity, SaaS, advanced AI, & enterprise sales.
  - 8 Try our cyber threat dashboards now: [www.TruKno.com](http://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

A wiz in programming, 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

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

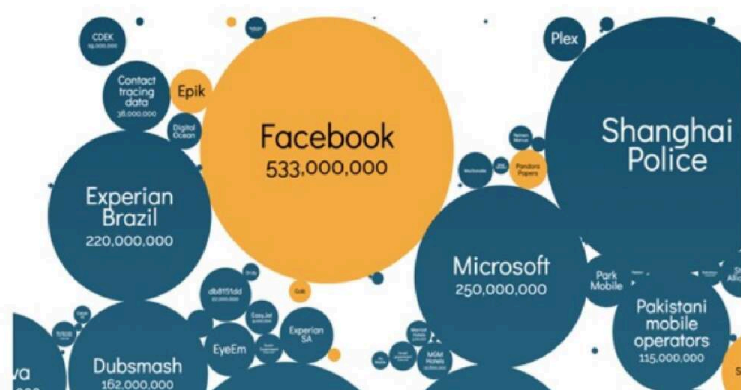
## Pitch

# Invest in a breakthrough technology to proactively prevent cyberattacks.

Cyberattacks are increasing at an alarming rate impacting our hospitals, schools, banks, governments & businesses. Industry experts estimate a cyberattack occurs every 39 seconds.



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 (4.5M cybersecurity users)**

**\$11.6B**

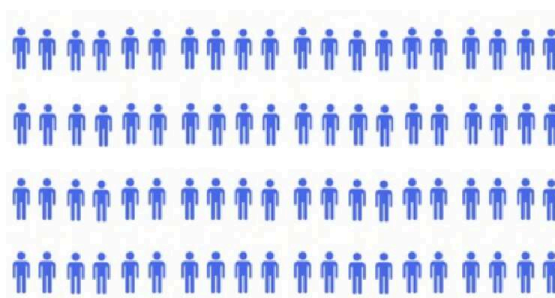
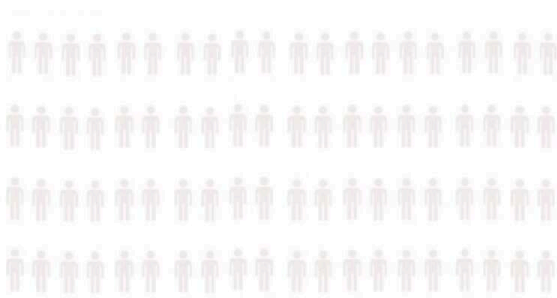
Adoption Today: 4%



TruKno's Mission: 100%







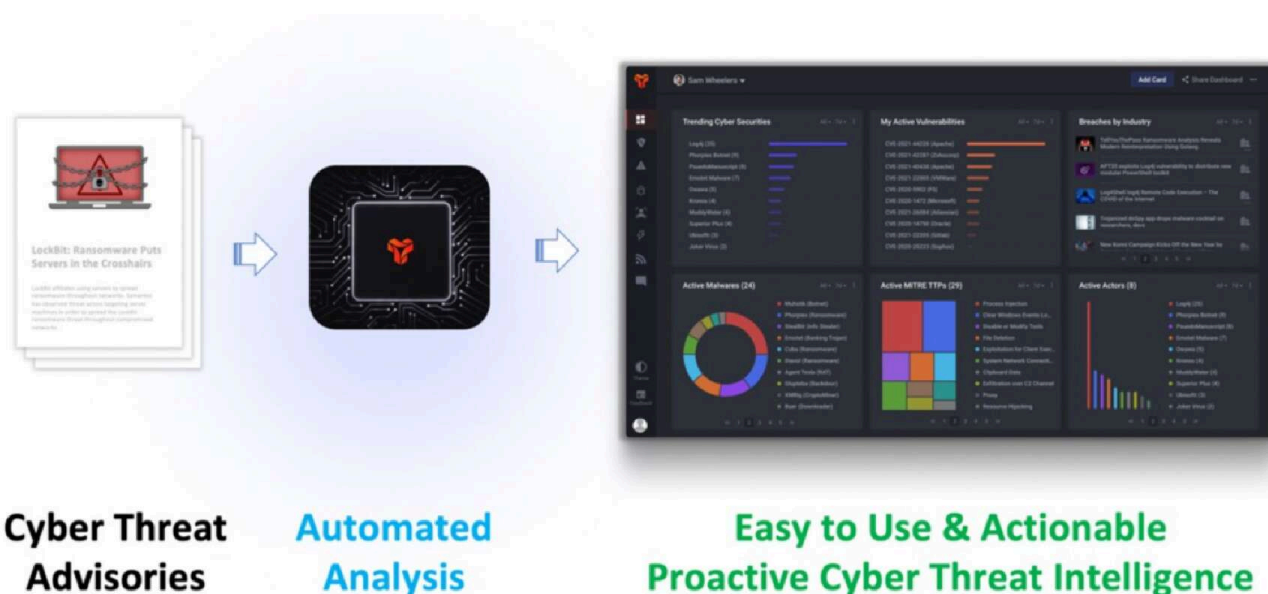
Source: Statista.

# AI-Powered Disruptive 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'*

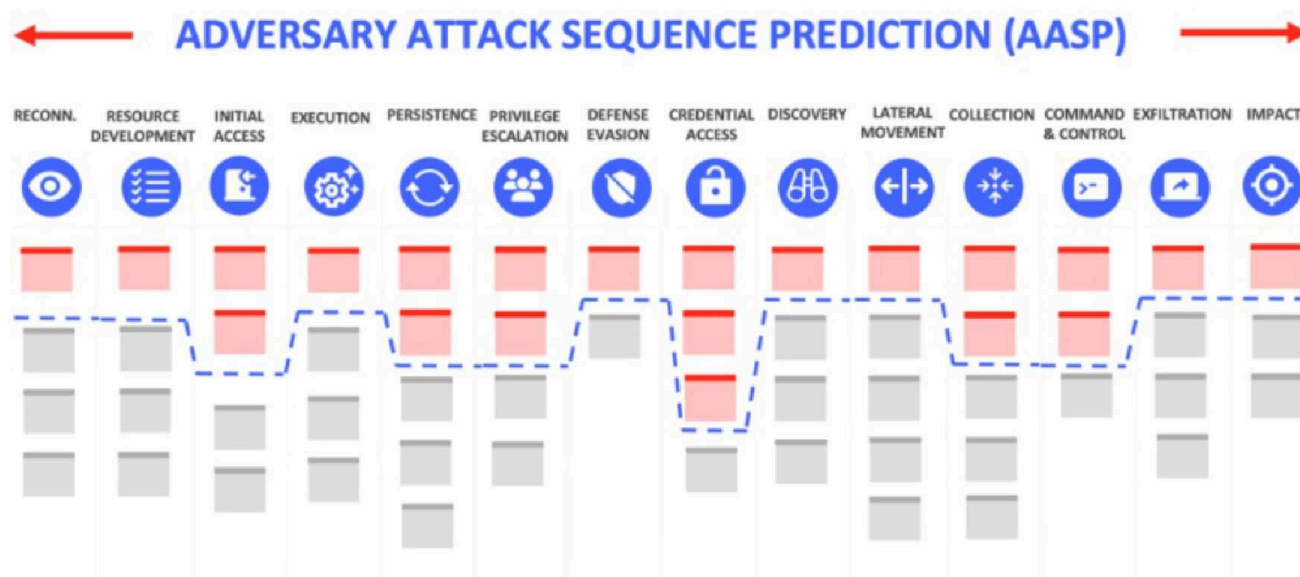


# New Innovation in the Cyber Industry

## Adversary Attack Sequence Prediction (AASP) model

Cyber adversaries (hackers) are constantly changing their attack techniques & procedures (i.e. 'Attack Sequence') to defeat all enterprise security systems.

TruKno's proprietary AASP technology allows enterprises to not only track the latest attack sequences used by hackers but also build advanced prediction models to proactively reduce risk of a breach.

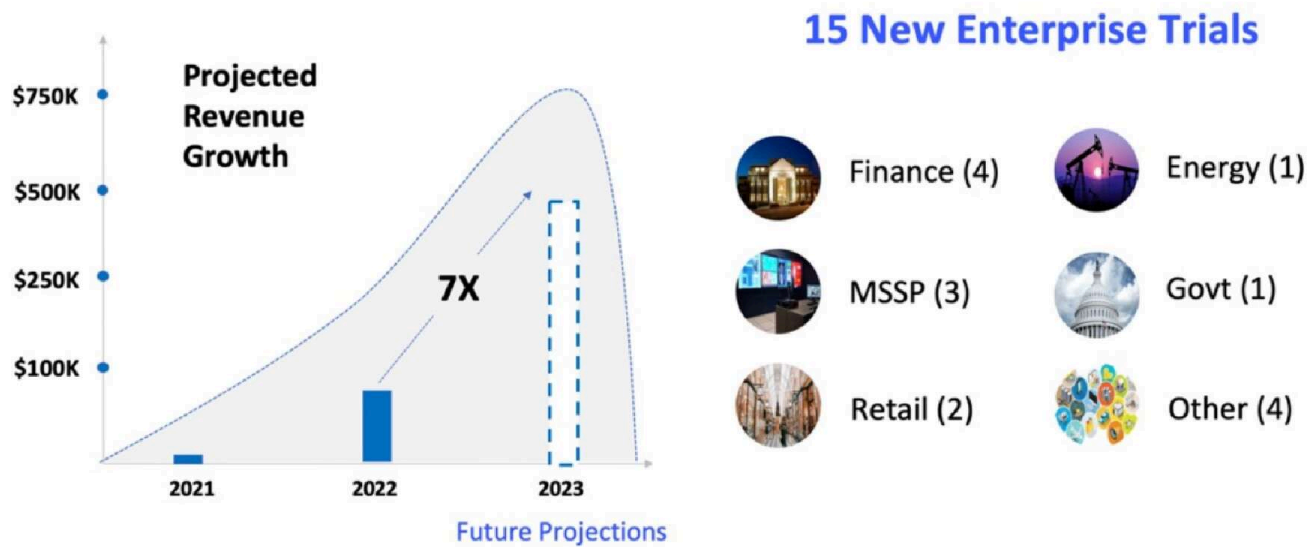


## Proven Adoption in the Enterprise

We have gained great traction in the first last 12 months of going into full production & actively supporting 15 new enterprise trials across diverse set of

industries.

We are projecting to reach \$500K annual recurring revenue in 2023.



*Forward-looking projections cannot be guaranteed.*

## 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.



**Reduce Breach Risk**



**Improve Threat Hunting**



**Save Time**



*TruKno focus on  
attack behavior  
analytics, not just*



*Our threat hunting  
& detection  
engineering team*



*TruKno dashboards  
are **beautifully  
designed & super***

*IOCs offers essential insights to my security analysts.*

James (Chief Security Officer)

*leverages TruKno platform daily.*

Greg (Dir, Threat Intelligence)

*easy to use to keep up with the modern cyber threat landscape.*

Tyler (IT Director)

## 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%.



Reach \$1M annual recurring revenue



Channel Partnerships to grow customer base exponentially



Increase average revenue per customer by 70%



Build a strong brand via thought leadership & targeted marketing

*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.



