green raven
limited

Business Primer

Your.Success   Our.Obsession

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About Us

- **Business Concept**

Green Raven Limited is a specialist cybersecurity and data protection consultancy and reseller, applying decades of track record, experience and knowledge to bring together customers and cybersecurity solution and storage providers.
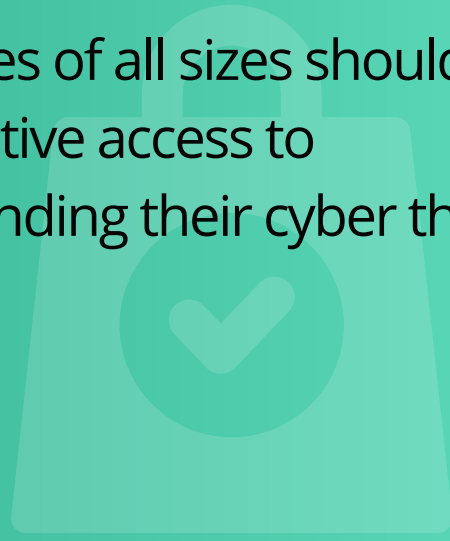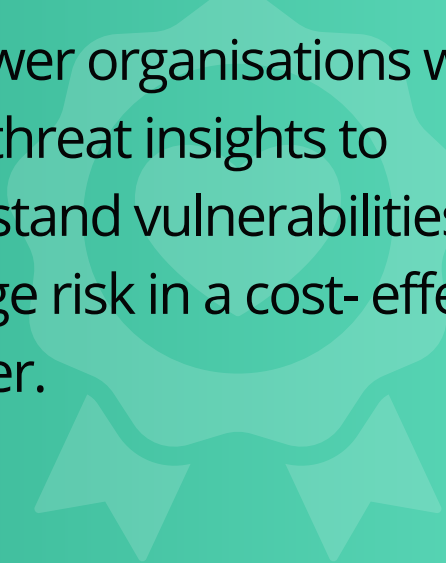
Our Mission

Profile

Businesses of all sizes should have cost effective access to understanding their cyber threats and risks.

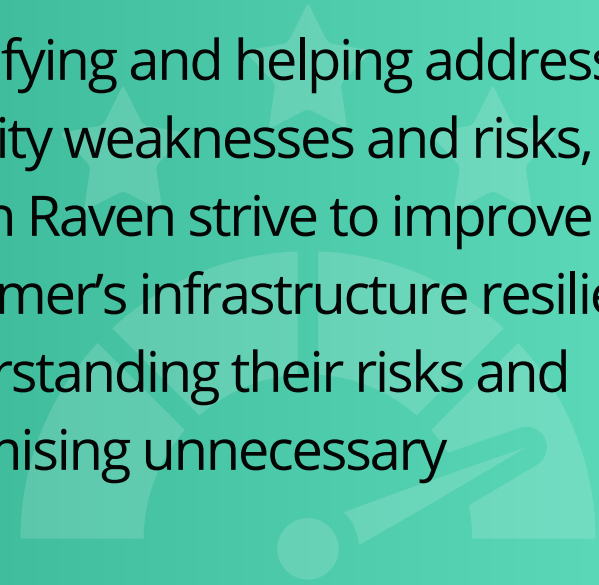**Empower**

Empower organisations with cyber threat insights to understand vulnerabilities and manage risk in a cost- effective manner.

Identify

Identifying and helping addressing security weaknesses and risks, Green Raven strive to improve customer's infrastructure resilience, understanding their risks and minimising unnecessary costs.

Your Success Is Our Obsession

TARGET ACHIEVED ✓

Target Audience

● Sub 1000 users

Sizing from individual and SMB companies up to SME.

● 1000 to 5000 users

SME to larger organisations - public and private.

● 5000+ users

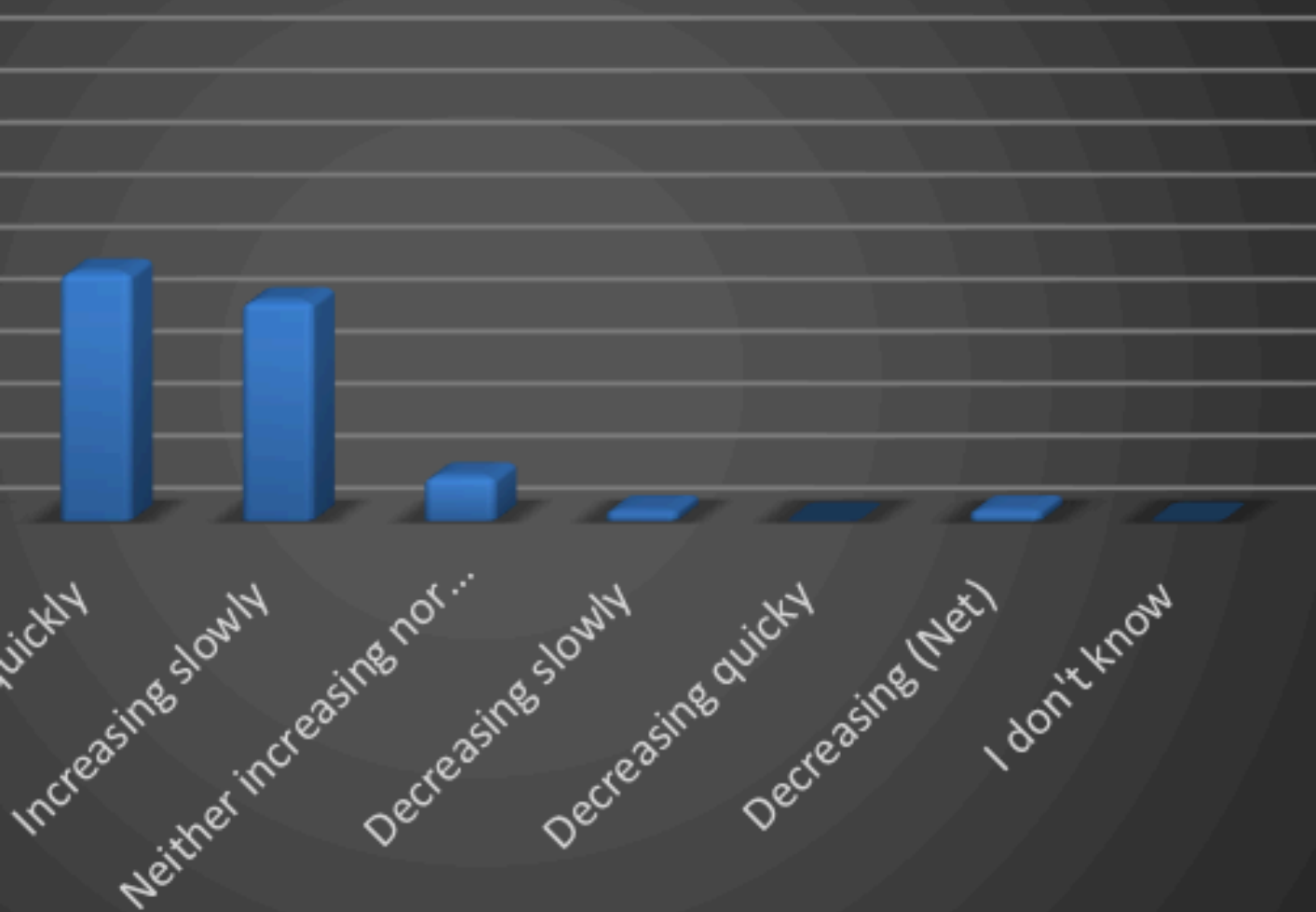Large organisations - public and private organisations.

We support all sizes of businesses and organisations but tailor the most applicable solution to the needs and budget of the customer.

TARGET ACHIEVED ✓

Products and Services

Q1 Overall Results

Business Consulting

- Compliance Testing
- Cyber Security Testing
- Cyber Intelligence
- In-depth Market Research
- Market Requirement Documents
- Go To Market Plans & Documents
- Collateral
- Presentations
- Graphic Work etc
- Sales Training
- Business Etiquette

Services

- Sales Staff and Management
- Marketing Personnel
- Technical Personnel
- Press Work
- On-Line Prescence
- LinkedIn Specialist Training
- LinkedIn Certified Training

Specialist Areas

- Cyber Intelligence
- Provision
- Cyber Security
- Solutions
- Data Storage
- Data Archiving
- Data Protection

Market Analysis

I EXPECT CRA TO APPLY TO MY ORGANISATION

Not Sure 31.9%

Agree 37.2%

Disagree 30.9%

Agree

Disagree

Not Sure
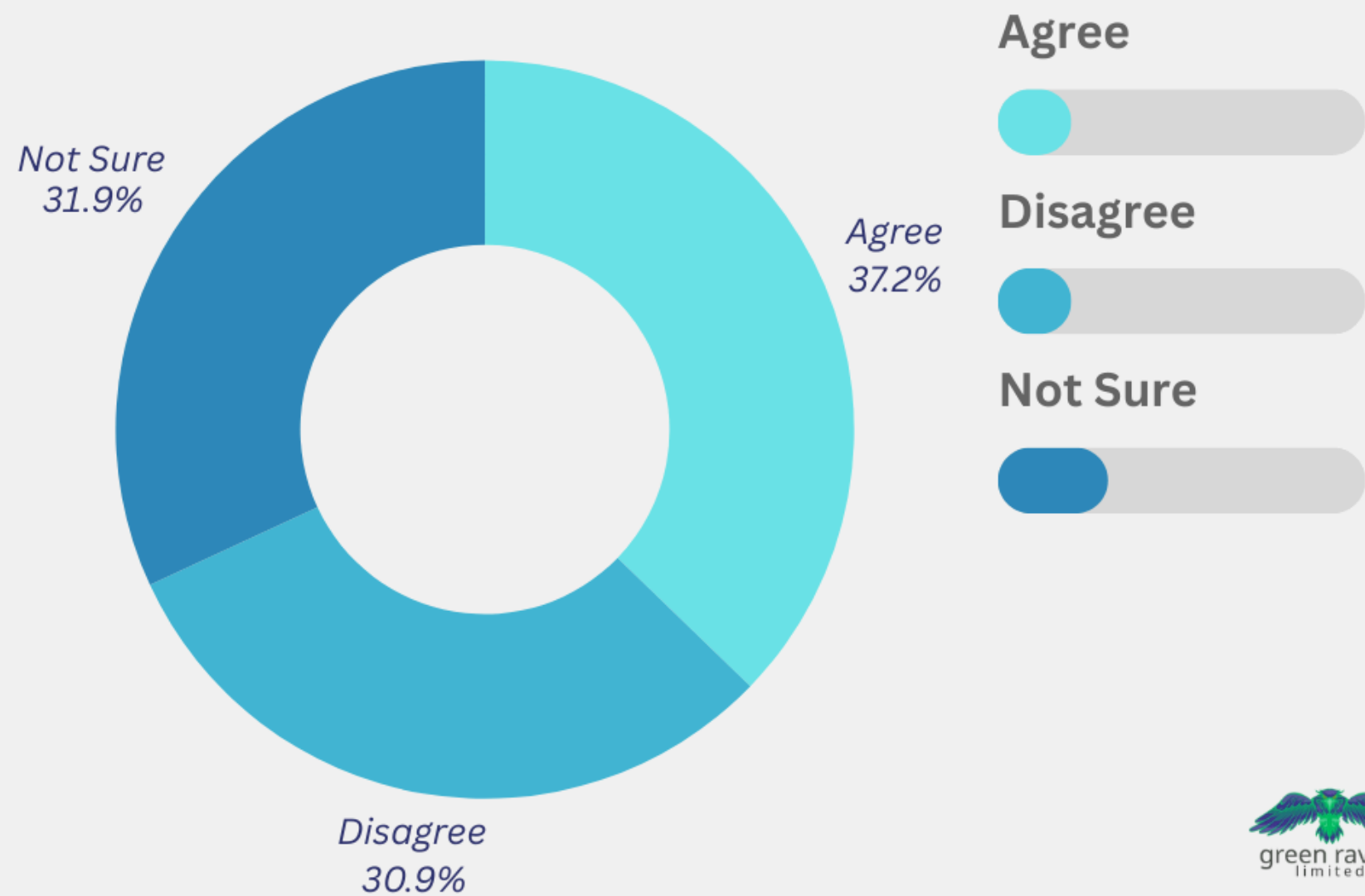
Cyber Resilience Survey October 2024 - Green Raven Limited

To ensure our business direction and effectiveness to our customers, Green Raven Limited commission regular independent market research.

LATEST REPORT

Published in December 2024, the "Cyber Resilience Survey" shows the effects of the latest compliance on companies in the UK and EU.

CRA EXAMPLE

This example shows how companies believe the CRA effects them.
A report can be downloaded from the website and the full data is available as part of an

The Market is Huge!

We are going to target over 600,000 companies in EMEA through distribution, resellers & MSSPs!

Threat Intelligence Market is expected to grow to $18.1 billion globally in 2030. However, this is assuming that only medium to large businesses are going to utilise it. We have put a competitive price point for our white label and are currently targetting MSSPs with an aim of reaching 3000 businesses in the next 12 months!

EMEA TAM in 2024 is $2.8 billion with a CAGR of 6.5% until the end of 2026.

Distribution being set up in 35 countries

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Security is broken, the industry got it wrong!

Cost

$101.5 billion is being spent on cyber security service providers worldwidebecause total cost of cyber crime is expected to cost the world $10.5 trillion by 2025.

Consequence

Companies are prepared to spend millions on defensive reactive cyber technologies without fully understanding their risks and weaknesses.

As then CEO Pat Gelsinger of VMware said in 2018:

"Thinking about our security spend, we're spending more and we're losing more,"

Understanding your risk and vulnerabilities...INREAL-TIME

We provide our clients with a mission control centre that allows them to see risk changes in real time and identify new threats before they happen.

We can aggregate millions of threats in real-time to identify new attacks, scan your infrastructure to discover existing breaches and enable security teams to quickly comprehend and contain threats.

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Hackers are getting smarter.

- Hackers are also utilising AI:While AI might only have a limited effect on improving malware and social engineering techniques, AI can be used to analyse large data sets and enable hackers to act swifter. This means that in the future, you have limited time to act and if your threat intelligence is not in real time, you will not have time to stop it.

- The regulations are changing:ISO 27001:2022 brought Threat

  Intelligence into consideration, however, with NIS2, there are further steps that must be taken if you have critical infrastructure. NIST is also highlighting a need to ensuring you understand the risks and threats.

Our unique complete offering

Our product suite serves aims to serve every size of business. We aim to service smaller customers through MSSPs and let medium to large businesses be served through resellers and distributors.

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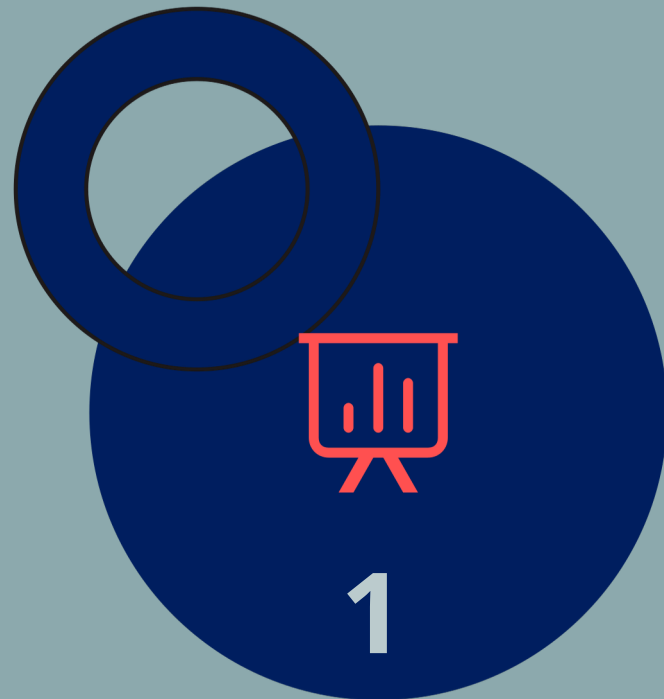
Consultancy & Training
Our consultancy & training experiences combine ensuring clients understand their vulnerabilities and risk. We would guide them through the regulations jungle and help them be compliant while ensuring a cost effective low risk infrastructure.

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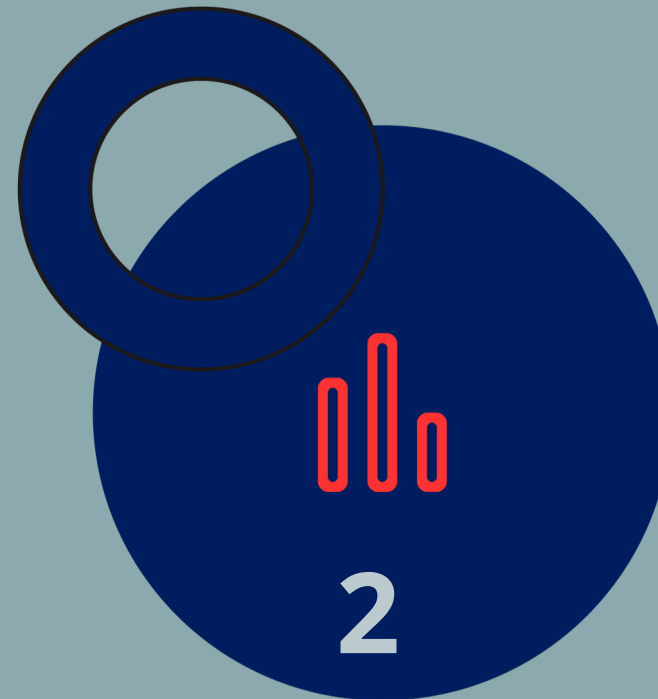
White Label
White Label Real-Time Threat & Risk Intelligence is normally exclusive for large MSSPs, we have now put it into a price point any MSSP can reach and ensuring it is scalable so they can grow with us!

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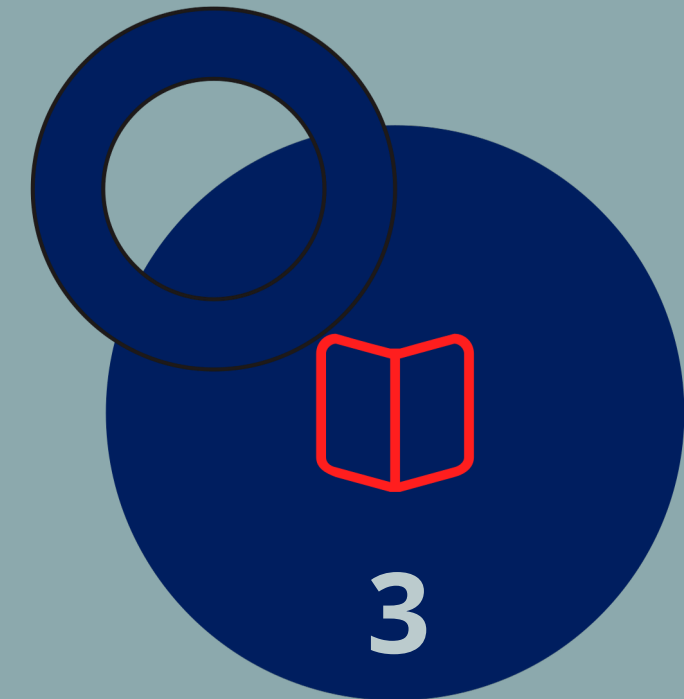
Mission Control
Our most indepth tool to help businesses understand and manage their risks while monitoring their current infrastructure. We also have more cost effective versions for smaller companies that just need to stay compliant.

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We will generate revenue for you

With several long term white label deals agreed and finalising distribution across 35 countries in EMEA

30%

Control Center

Targeting to close 30 medium to large businesses this year

60%

White Label

Targeting 30 MSSPs across EMEA to service 3000 customers in 2024.

10%

Consultancy & Training

Expecting 5 opportunities this year.

5 Things to look for in a Good Business Partner

**1. Look for someone who understands your business and its risks**

An investor who can't understand why you want to start your company may not be able to help you succeed. Make sure your investor gets why you are doing what you're doing.

2. Look for someone who can help you manage the core of your business

Investors should be able to give advice about how to run your company—from making sure it gets off on the right foot, all the way through growth and expansion!

3. Look for someone who shares your vision-and ask them, "Why?"

Your investment partner should share your vision for what this company could become--but more importantly, an investor should be able to tell you exactly why they share that vision with such passion!
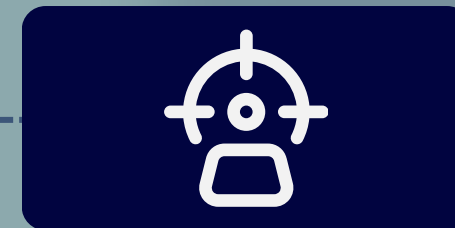
4. Find someone who already knows your audience

Find someone who already knows your audience, such as an industry insider. This person can help you grow your business strategically and also be a great resource for finding new opportunities.

**5. They can help you grow your business strategically**

This person may have connections that would help you grow your business at a faster rate than if you were on your own, and they might be able to help with strategic planning as well.

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5 Stages to Cyber Safety

Initiation

In the initiation stage, the project is defined and its feasibility is assessed. Key stakeholders are identified, and initial goals objectives
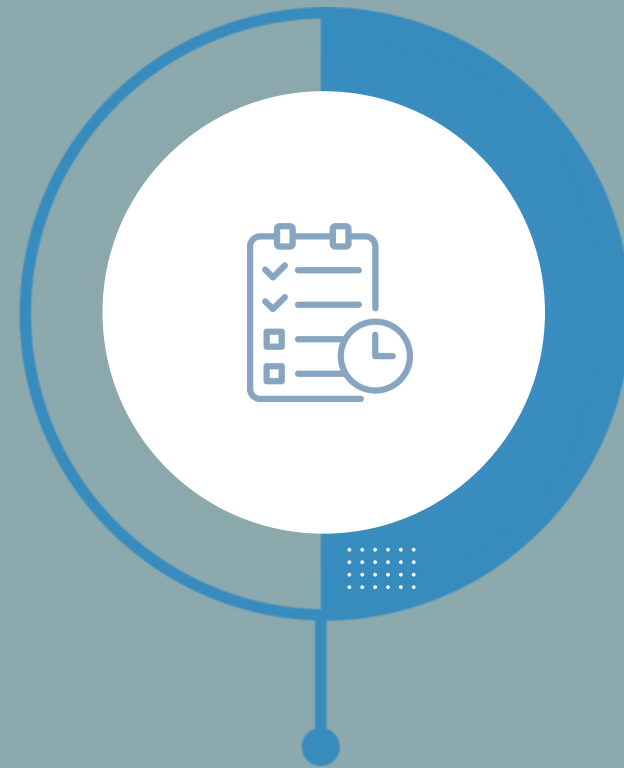
Planning

Planning involves creating a detailed project plan, which includes defining tasks, setting timelines, allocating resources, and developing

Execution

The execution phase is where the project plan is put into action. Tasks are performed, and the project team works achieve project's

Monitoring

During this stage, project progress is continuously monitored, deviations from the plan are addressed.

Deployment

In the closure stage, the project is formally completed. This includes handing over deliverables, obtaining client approval

1. They are consistent

If you want to build a business that lasts, you have to be consistent. This means having a schedule for your day, week and month that helps you stay on top of your tasks and goals.

2. They are welcoming to new clients

When you reach out to potential customers, they don't know who you are or how much value your product or service will bring them. You need to make sure they know how much they can benefit from using your products or services.

3. They engage with companies they admire

It's time to start engaging with some awesome companies who have similar values as yours! You'll make friends along the way and learn something new about yourself every single time!

5. They give themselves time and energy to grow their own business

It's easy to get caught up in work or other commitments and forget that it's important to give yourself some breathing room so that you can grow as an individual and make sure that your business is growing too!

4. They reach out personally to mentors they are excited about

When it comes to getting mentors, it's important not just to reach out personally, but also to be excited about them. If you're not excited about someone else's business or their advice for yours, then it will be difficult for them to have a positive impact on your life.

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Meet Our Executive Team

IAN STRETTON
CMO & Co-Founder

MORTEN MJELS
CEO & Co-Founder

MORTEN NUCHEL
EMEA Sales Director

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Get in touch!

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