

Market Position and Analysis

Cyvatar is a leading cybersecurity service provider offering outsourced security solutions to small and medium-sized businesses (SMBs) and startups through an affordable subscription model. Our mission is to ensure quick security, compliance, and insurance for our clients.

Unique Value Proposition

Cyvatar stands out in the cybersecurity market due to its comprehensive approach that combines assessment, monitoring, and preventative remediation services. Unlike our competitors, such as Arctic Wolf and BitSight, which primarily focus on assessment and monitoring, Cyvatar addresses the full spectrum of cybersecurity needs, including hands-on remediation.



Key Differentiators

Comprehensive Security Services:

We provide end-to-end solutions that cover assessment, prevention, and remediation, ensuring that our clients are fully protected against cyber threats.

Subscription-Based Model:

Our subscription model offers flexibility and affordability, making high-quality cybersecurity accessible to SMBs and startups.

Strategic Partnerships:

Collaborations with industry leaders like Mastercard and Zimperium Mobile enhance our service offerings and market reach.

Market Size and Growth

- **Global SMB Market:** There are approximately 333 million SMBs worldwide. These businesses represent about 90% of all companies and more than 50% of employment globally (source: OECD, 2024).
- **SMBs in the U.S.:** There are over 33.2 million SMBs in the United States alone (source: Findstack, 2024).
- **Cybersecurity Spending:** Global spending on cybersecurity is projected to reach \$215 billion in 2024, with SMBs contributing significantly to this growth (source: Gartner, 2023).



Cybersecurity Challenges for SMBs

High Risk, Low Preparedness:

Nearly 60% of SMBs go out of business within six months of a cyberattack. Despite this risk, only 14% of SMBs are well-prepared to defend against cyber threats (source: Findstack, 2024).

Underserved Market:

Many cybersecurity solutions are designed for large enterprises, leaving SMBs with limited, inadequate options. This gap represents a significant market opportunity.



Market Position and Analysis

Opportunity for Cyvatar

- **Expanding Demand:** As cyber threats become more sophisticated, the demand for comprehensive cybersecurity solutions among SMBs is increasing.
- **Lack of Resources:** SMBs often lack the in-house expertise and resources to effectively manage cybersecurity, creating a need for outsourced services like those offered by Cyvatar.
- **Affordable Solutions:** Cyvatar's subscription-based model provides an affordable alternative to traditional, costly cybersecurity services, making high-quality protection accessible to a broader range of businesses.



Competitive Landscape

Cyvatar operates in a competitive market, but our unique value proposition and strategic approach position us strongly against major players like Arctic Wolf and BitSight. While these competitors focus primarily on assessment and monitoring, Cyvatar's hands-on remediation services address the critical need for preventative measures, setting us apart and filling a crucial gap in the market.

Growth Potential

- **Partnerships:** Our strategic partnerships with Mastercard and Zimperium Mobile not only enhance our service offerings but also expand our market reach, particularly through initiatives like the Mastercard Small Business cardholder program.
- **Investment in Technology:** Continued investment in AI integration and platform automation will drive efficiency and scalability, supporting our growth and market penetration.
- **Scalability:** Our business model and operational efficiencies position us for rapid scaling, allowing us to meet the growing demand from SMBs seeking comprehensive cybersecurity solutions.



Conclusion

Cyvatar is uniquely positioned to capitalize on the growing and underserved SMB cybersecurity market. Our comprehensive, affordable, and scalable solutions address the critical needs of SMBs, offering a significant opportunity for growth and market leadership.

Sources

- **OECD - Financing SMEs and Entrepreneurs 2024:** https://read.oecd-ilibrary.org/industry-and-services/financing-smes-and-entrepreneurs-2024_fa521246-en
- **Findstack - Small Business Statistics & Facts 2024:** <https://findstack.com/resources/small-business-statistics/>
- **Gartner - Global Security and Risk Management Spending Forecast 2024:** <https://www.gartner.com/en/newsroom/press-releases/2023-09-28-gartner-forecasts-global-security-and-risk-management-spending-to-grow-14-percent-in-2024#:~:text=Worldwide%20end%2Duser%20spending%20on,estimated%20to%20reach%20%24188.1%20billion.>

