

Strategy Canvas

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I. Background

About this project

This effort, implemented on behalf of the **Colorado Springs Chamber of Commerce and Economic Development Corporation (Chamber & EDC)**, is funded by a grant from the Department of Defense’s (DoD) Office of Economic Adjustment (OEA) to Pikes Peak Community College (PPCC). Through this grant program, PPCC and the Chamber & EDC — in conjunction with an array of economic, workforce, and industry development professionals across Colorado Springs — are seeking to strengthen the competitiveness of the local cybersecurity industry in the eyes of workers, executives, and investors.

As part of this program, **Simon Everett, Ltd.**, along with partner **kglobal, LLC**, is providing direct assistance to local businesses that (a) provide cybersecurity products and/or services, and (b) are part of the DoD supply chain. This assistance is aimed at helping these businesses diversify their portfolios in order to decrease their reliance upon DoD contracts, as well as to promote business growth that will further strengthen the local cyber industry.

As one of the companies selected to receive direct assistance, **BlockFrame, Inc.**, is participating in a project to explore and implement improvements to its strategic planning and branding & marketing capabilities, with an eye towards supporting the cybersecurity of the DoD supply chain and to being more competitive in non-DoD markets.

Project focus areas

To inform the project’s priorities and activities, we held a **guided intake session** with three leaders from the BlockFrame team. In this session, we facilitated a discussion on the company’s assets and performance, strengths and weaknesses, challenges and needs, competitive position, and opportunities for growth. We then established a **statement of work** (approved by BlockFrame) that defined the project activities and deliverables, which included:

| | |
|--|--|
| A strategy canvas | to evaluate the competitive differentiation of the BlockFrame solution suite |
| Service model and audience definition | to codify the service models and audiences for the BlockFrame solution suite |
| Revised website | to present content and a new design for the BlockFrame corporate website |
| Revised one-pager | to succinctly and coherently convey the BlockFrame value proposition to target audiences |
| Video concept and script | to present a structure for a “teaser” video that draws target audiences into a discussion about BlockFrame |

This report addresses the first item, while the latter four items will be addressed in separate deliverables.

II. Strategy Canvas

Overview

To further explore and prioritize the insights developed from the initial intake session, we held a structured workshop designed to facilitate an internal assessment of BlockFrame’s market standing across a series of competitive factors. For this exercise, we used a **strategy canvas framework**, pioneered by INSEAD’s W. Chan Kim and Renée Mauborgne, authors of *Blue Ocean Strategy* and *Blue Ocean Shift*. The strategy canvas framework was developed to help companies compare their **products and services** to **alternatives** available to prospective customers based on the **factors of competition** that those customers use to make buying decisions. By using this structure, we can visually determine how a particular product or service can differentiate itself from the competition and — ideally — capture new market share.

About blockchains

BlockFrame is a startup that designs and deploys blockchain-based information technology solutions. The word “blockchain” prompts a range of reactions. For some, blockchain technology is exciting — it *is* the future, a panacea that can solve otherwise intractable cybersecurity problems while protecting user privacy and anonymity. For others, blockchain is just hype — another Silicon Valley fad that attracts gobs of investor dollars without showing commensurate results. And for the average consumer, blockchain might simply be lumped into that emerging technology word cloud that includes “artificial intelligence,” “virtual reality,” and “the Internet of Things” — all terms that sound pretty cool but have no practical meaning for daily life. As always, the reality lies somewhere in the middle.

Before we can get into a discussion of what BlockFrame is bringing to market, let’s provide a layperson’s explanation of what blockchain technology actually is.

A blockchain is a type of database. It stores digital information in groups — or blocks. It is designed to **record** and **distribute** digital information while making it nearly impossible to **alter** that information. It has a number of features that, when taken together, make it a unique type of database. These include:¹

- **Blockchains are transparent.** In the case of “public” blockchains, metadata (data about the data, such as when the data was added to the blockchain) is available for anyone to see — even though the data itself is hidden from public view. The same principle applies to “private” or “closed” blockchains — except that the “public” is limited to a closed group of users (like employees of a company, or the security team at a company).
- **Blocks are added chronologically.** When a block is added to the blockchain, it is timestamped.
- **Blocks are marked with a unique identifier called a hash code.** Hashes are created as a result of a complex mathematical function that requires computing power. Importantly: if someone alters the information in a particular block, it not only changes the hash, but it requires computing power to do so.

¹ For more about blockchains and how they work, we highly recommend Investopedia’s “Guide to Blockchain” (<https://www.investopedia.com/terms/b/blockchain.asp>).

- **Every block contains the hash of every block prior to it.** If you want to alter information in a block, you also need to alter all the blocks thereafter. This requires so much computing power such that it is either impossible or uneconomical to do.
- **Only trusted computers can add blocks to a blockchain.** How to prove that a computer is trusted depends on the blockchain. In the “proof of work” model, a computer must be able to solve a complex mathematical problem that requires tremendous computing power. Therefore, only an individual or organization with the resources to invest in that computing power can join that blockchain’s network.

Because of these features (and others, which we won’t go into here) blockchains are practically immutable — they can’t be altered. Perhaps the most successful application of blockchain technology involves digital currencies. The most well-known digital currency is bitcoin. Every time a bitcoin is exchanged between User A and User B, that transaction (whether it is to buy a rotisserie chicken or a yacht) is recorded on the immutable bitcoin blockchain, verified by the trusted network of bitcoin computers. This cuts governments and central banks — which regulate the use of “real” currencies like dollars and euros — out of the equation.

Especially because it is difficult to trust and authenticate most information that exists on the internet, blockchain technology opens up tremendous potential for a variety of industries as they shift more transactions online. Doctors can securely access and update a patient’s medical records. Banks can verify — and then securely record — deposits and withdrawals. And restaurants can track the journey of every ingredient on its dinner menu from farm to table.

But much of this promise has not been realized — in part due to the market’s lack of understanding but also due to the technology’s technical limitations. BlockFrame’s CEO, Chris Gorog, established his company to realize blockchain’s promise by addressing its technical limitations directly.

About BlockFrame’s solution suite

The BlockFrame solution suite has three core components: a distributed ledger, the cloud infrastructure, and a secure logistics chip.

The distributed ledger can either be BlockFrame’s specially designed public ledger — *Philos* — or it can be any existing ledger, public or private.

1. *Philos* is BlockFrame’s own ledger. What is unique about *Philos* is that it overcomes the scalability challenge of traditional blockchains. *Philos* can support billions of transactions, leading to much higher performance than the alternatives. *Philos* is public, meaning that there is no private option for a client. Anyone can record transactions to *Philos*, even if they don’t use the other two elements of the BlockFrame solution.
2. For that reason (or simply because they don’t want to overhaul their architecture right away), a BlockFrame customer can still integrate with another ledger — public or private — of its choice. So, what is the BlockFrame aspect to the choose-your-own-ledger option? Read on.

The secure logistics chip contains all the cybersecurity features that BlockFrame is bringing to market. This chip includes embedded cryptographic keys that enable unique identification, remote logistics control, and secure transactions between any devices that have it. These secure transactions are recorded on the distributed ledger. While the best (and most secure) version of the chip is a hardware (i.e., physical) one, there is also a software (i.e., digital) version of the chip

that would be faster for an enterprise to adopt. (The hardware version would need to be integrated into the manufacturing process.)

The cloud infrastructure controls all the logistics on any chip-enabled device, anywhere in the world. This allows a company's management to see where all of the enterprise's devices are, what they are doing, and how they are being used — and to make adjustments as needed to improve enterprise performance.

Using the cloud infrastructure to monitor and control devices embedded with the secure logistics chip is BlockFrame's *Eco-Secure Provisioning* (ESP) solution. While ESP offers the strongest security features when used with the Philos ledger, it can be used (as implied above) with any distributed ledger — even a private one visible only to its organization and its designated partners. Without Philos, ESP still enables a customer to integrate key elements of the BlockFrame solution into its existing architecture, dramatically improving transaction security, data integrity, and asset management.

The alternatives

When considering how to define **alternatives** for the strategy canvas exercise, we want to answer this question: What is a customer looking to buy or do when it considers the product or service as a potential option? If we were building a strategy canvas for an ice cream company or an airline, the question is easy to answer: Baskin Robbins or Dairy Queen; American or Delta. But this is more challenging with BlockFrame, since it serves several needs at once — it is a cybersecurity solution, but it is also an infrastructure and a logistics solution. Providers are plentiful — shake a tree, and a handful of each will fall out.

Listing every alternative in a saturated market is not helpful for this exercise. To simplify it so we can generate meaningful insights, we organized the alternatives to BlockFrame into broad strategic groups. Strategic groups are “buckets” of alternatives that share similar characteristics. The three we defined and considered are:

- **Cyber silver**, which we define as a “standard” cybersecurity solution using reputable products and services. This might be adopted by a cost-conscious small or medium-sized business that wants to cover most bases.
- **Cyber platinum**, which we define as an all-of-the-above cybersecurity solution that spares no expense. This might be adopted by a well-capitalized large enterprise that wants or needs to remove as much risk as today's state-of-the-art products and services enable.
- **Blockchain**, or a cybersecurity approach built around a conventional blockchain solution using currently available technologies.

Then, of course, we considered BlockFrame itself. As we explain above, BlockFrame is really a suite of solutions that a customer can customize depending on need. For the purpose of scoring BlockFrame in this exercise, we considered the “max” BlockFrame solution — Philos integrated with ESP.

The factors

Defining factors of competition is a strategic exercise in and of itself. It requires a clear-eyed assessment of what target customers *actually* consider when making buying decisions — irrespective of the product’s specific features and benefits. For BlockFrame, we have identified 12 such factors:

| | |
|---|--|
| Time to set up | How long will it take me to set up this option? |
| Cost effectiveness | How inexpensive is it for me to implement and operate this option? |
| Ease of management | How easy is it for me to manage the features of this option? |
| Energy efficiency | How well does this option allow me to preserve energy, lower energy costs, and support sustainable operations? |
| Compliance demonstration | How well does this option enable me to demonstrate compliance with my industry's regulatory standards and requirements? |
| Audit & traceability | How effectively does this option allow me to audit and trace historical and live transactions and events? |
| Orchestration & modularity² | How much control does this option give me over my operations and my ability to purchase exactly what I need? How adjustable, adaptable, and interoperable is it? |
| Trust & verification | How accurately does this option allow me to trust identities and verify transaction and event data? |
| Privacy | How effectively does this option allow me to protect the privacy of my employees and partners? |
| Incident management³ | How effectively will this option allow me to prevent, detect, respond to, and remediate cybersecurity incidents? |
| Scalability | How well does this option perform at scale (in terms of number of transactions, customers, etc.)? |
| Sustainability | How infrequently do I need to replace or update this option? |

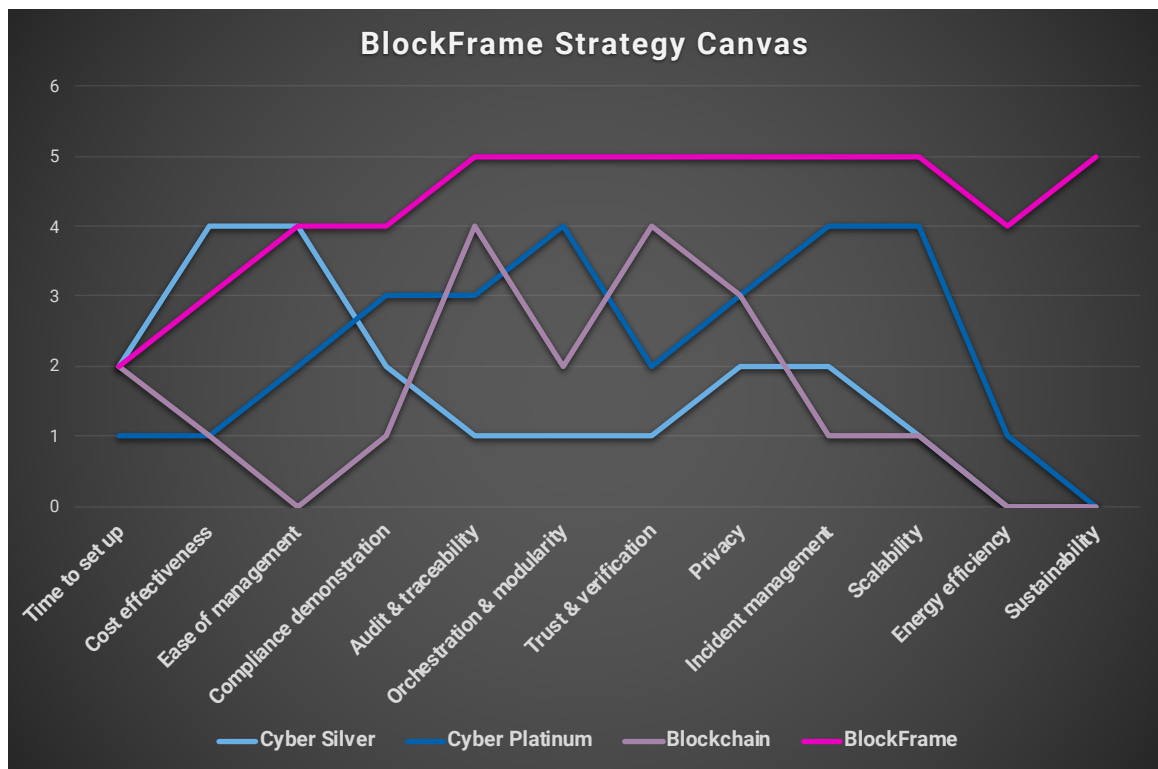
² This was previously separated into two discrete factors: *Orchestration & Automation and Modularity / Open Architectures*. Seeing little difference in how these were framed and ultimately scored, we decided to collapse these into one factor.

³ This was previously separated into four discrete factors: *prevention, detection, response, and remediation*. Seeing little difference in how these were scored, we decided to collapse these into one factor.

Analysis

The Strategy Canvas: Macro View

In the strategy canvas below, BlockFrame and its alternatives are each assigned a score from 1 to 5 against each factor, based on the value that it brings to a customer with respect to that factor. In other words, 1 is the least valuable from a customer’s perspective, and 5 is the most valuable. Scores were developed as a result of two workshops with the BlockFrame team. Following the graphic, we provide analysis of the strategy canvas and each discrete factor.

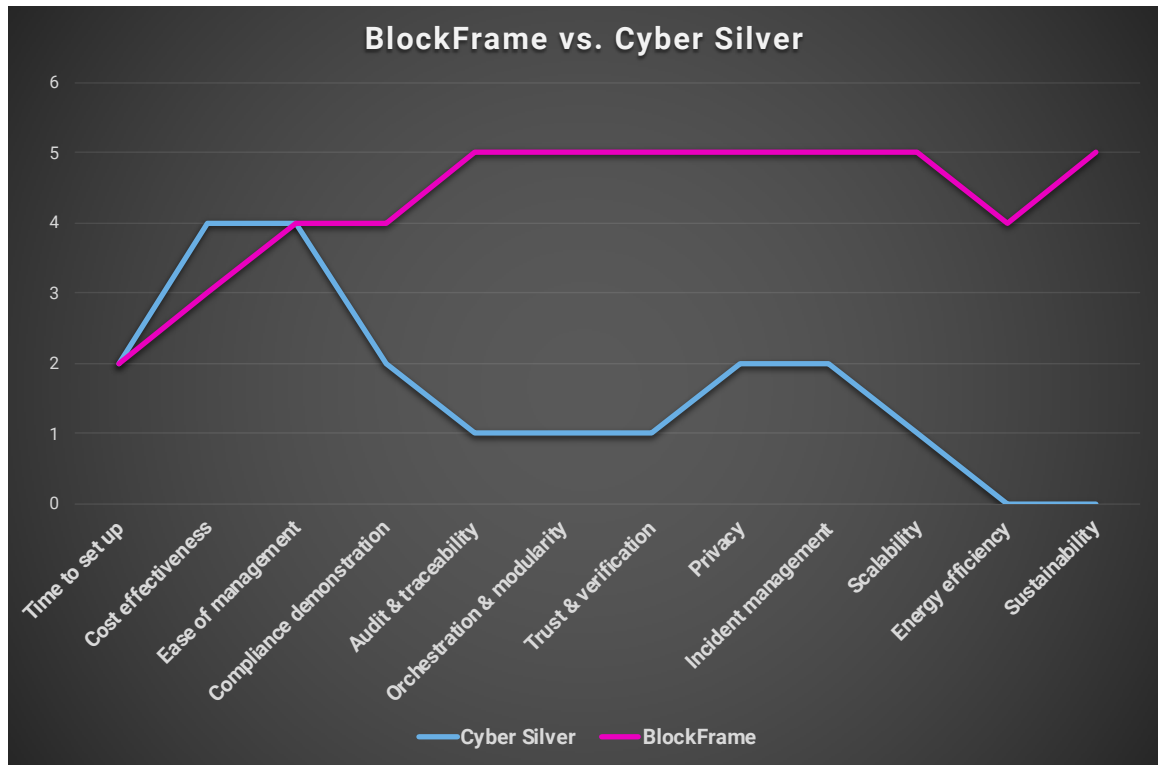


Right away, we notice that BlockFrame seems to be superior than the alternatives with respect to nearly every factor. This is unusual — most strategy canvases reflect a range of scores for the product or service in question. This can signal one of two things: BlockFrame really is a superior solution in all of these aspects, or we have overstated BlockFrame’s capabilities relative to the competition. If the latter, some of our analysis might be a bit muddled. But there are still meaningful outcomes that we can draw — especially when it comes to how BlockFrame diverges from the competition.

Those divergences (look to the right side of the graphic) tell us a lot about the types of knotty customer challenges BlockFrame has set out to address. In terms of *sustainability*, for example, BlockFrame views itself as a permanent solution, whereas no other option even competes on this factor. Likewise, *energy efficiency* is a factor that only a cyber platinum option might begin to address — and even then, it’s a markedly inferior alternative to BlockFrame. BlockFrame (Philos, specifically), is infinitely *scalable*. Sure, you can get scalability with a cyber platinum solution, but that is time intensive and expensive. In terms of *incident management*, BlockFrame also stakes a claim far ahead of its peers — the cyber platinum alternative gets the job done well, but at considerable time and expense.

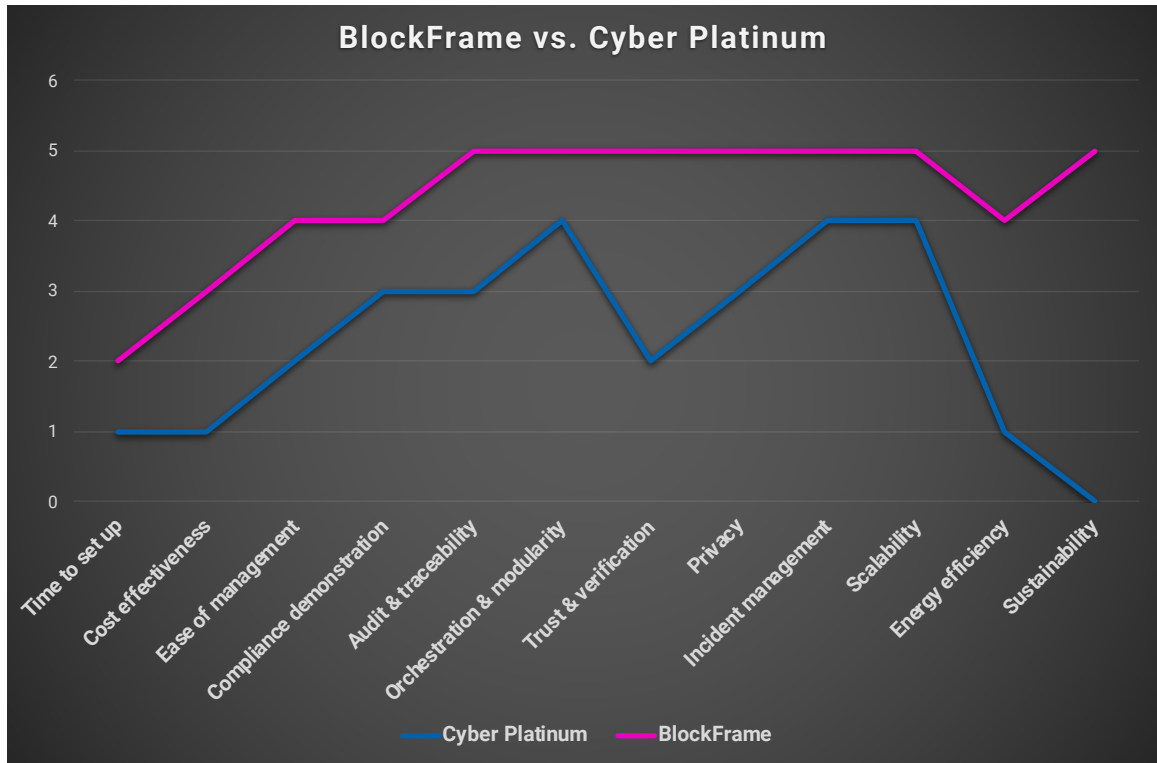
The Strategy Canvas: Head-to-Head with the Competition

It is also helpful to see how BlockFrame fares against each alternative in a head-to-head matchup.

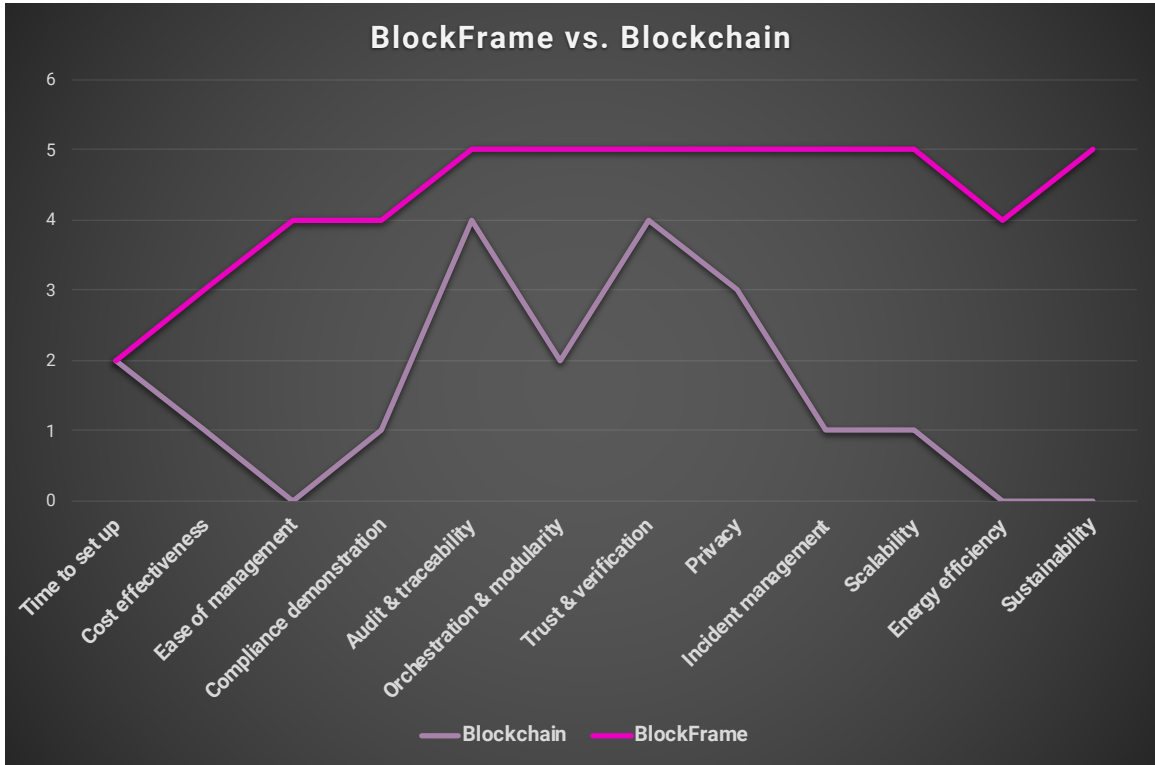


Clearly, BlockFrame is a superior solution to the cyber silver option in nearly every respect. But let's keep in mind the primary reasons a customer would choose a cyber silver option — **cost-effectiveness**, **time to set up**, and **ease of management**. For these customers they may be the most important factor(s) on this whole chart, and BlockFrame doesn't have an advantage in these areas. If these customers — e.g., grocery stores, medical supply stores — don't see even modest value in the nine factors where BlockFrame is leaps and bounds ahead, then they're going to take the cyber silver option more often than not.

II. Strategy Canvas



When compared to the cyber platinum option — the all-out, spare-no-expense option — BlockFrame promises to be better in every respect. But a cyber platinum customer can take comfort in knowing that the technology they’re investing in is “tried and true”. And their peers are investing in it, so the weight of the industry is behind them. Getting cyber platinum companies to turn to an “experimental” solution like BlockFrame will require selling them on a radical value-add, not an incremental one. The strategy canvas reveals that radical value-add by showing the factors where the scores diverge dramatically: **trust & verification**, **energy efficiency**, and **sustainability**. You can also make the case for **scalability**, which we scored as a 4 only because there were no cost-limitations on the cyber platinum option.



Our final head-to-head chart reveals the differences between BlockFrame and a conventional blockchain solution. This chart tells the BlockFrame story for us: blockchain is good or very good for certain things, but it falls flat in a number of areas due to practical limitations. BlockFrame gives you what blockchain promises — audit & traceability, trust & verification — but it has cracked the code on all the other features that blockchain technology cannot address. If you're already planning to invest in a blockchain-based solution, there is no reason (at least not a reason represented on this chart) *not* to buy into the BlockFrame ecosystem.

Let's discuss each factor one-by-one.

I. Time to Set Up

How long will it take me to set up this option?

| Cyber Silver | Cyber Platinum | Blockchain | BlockFrame |
|--------------|----------------|------------|------------|
| 2 | 1 | 2 | 2 |

Effectively, there is no practical distinction among the options here. Cyber platinum is the most time-intensive option, but that's simply because of the volume of products, services, and configuration that would normally be associated with a kitchen-sink, resource-unconstrained approach. It is clear that this is an area where BlockFrame *could* distinguish itself from the competition — if an off-the-shelf solution were to become a viable element of the BlockFrame offering.

II. Cost Effectiveness

How inexpensive is it for me to implement and operate this option?

| Cyber Silver | Cyber Platinum | Blockchain | BlockFrame |
|--------------|----------------|------------|------------|
| 4 | 1 | 1 | 3 |

Not all factors are created equal, and cost (both initial costs and total cost of operations) carries more weight than others for most buyers. Clearly (and by design of this exercise), cyber silver is the winner in this department. BlockFrame is positioned as a more cost-effective alternative to both cyber platinum (which is, also by design, costly) and blockchain (for which implementation is still a costly endeavor).

III. Ease of Management

How easy is it for me to manage the features of this option?

| Cyber Silver | Cyber Platinum | Blockchain | BlockFrame |
|--------------|----------------|------------|------------|
| 4 | 2 | 0 | 4 |

Because the solution is lean, cyber silver scores well here — with fewer systems, it is by definition easier to manage. Cyber platinum involves more services and products, and therefore requires an added degree of management. What is interesting here is the score for blockchain — ease of management simply isn't a reason to purchase a blockchain solution. BlockFrame takes the benefits of blockchain technology and gives the CIO control via the BlockFrame cloud infrastructure.

IV. Compliance Demonstration

How well does this option enable me to demonstrate compliance with my industry’s regulatory standards and requirements?

| Cyber Silver | Cyber Platinum | Blockchain | BlockFrame |
|--------------|----------------|------------|------------|
| 2 | 3 | 1 | 4 |

Achieving and maintaining compliance for any enterprise in a highly regulated industry (healthcare, defense, financial services, etc.) almost always requires a degree of customization and manual processes. Cyber platinum solutions may have bespoke dashboards or some automated processes built in; these account for the score of 3. But BlockFrame’s argument is that dashboards and automated processes can be manipulated; the BlockFrame consensus model cannot be. Where BlockFrame edges out its competition is that it enables a compliance officer to *prove* satisfaction of key requirements.

V. Audit & Traceability

How effectively does this option allow me to audit and trace historical and live transactions and events?

| Cyber Silver | Cyber Platinum | Blockchain | BlockFrame |
|--------------|----------------|------------|------------|
| 1 | 3 | 4 | 5 |

This is one factor where both blockchain and BlockFrame shine. This is because of the underlying concept of blockchain technology, which promises an immutable and auditable record of transactions and events. Cyber silver solutions don’t address this factor very well since it is not a priority for low-end buyers. Cyber platinum solutions will typically include auditing systems, accounting for a score of 3. But as with our analysis of the compliance demonstration factor, the blockchain / BlockFrame argument is that conventional auditing systems (without a distributed ledger) can be manipulated — you cannot *prove* something happened the way it did.

VI. Orchestration & Modularity

How much control does this option give me over my operations and my ability to purchase exactly what I need? How adjustable, adaptable, and interoperable is it?

| Cyber Silver | Cyber Platinum | Blockchain | BlockFrame |
|--------------|----------------|------------|------------|
| 1 | 4 | 2 | 5 |

Cyber platinum scores well here — without resource constraints, a CIO has the ability to bring in as much technology as she feels she needs to support the enterprise’s operations. Cyber platinum does not score a 5 though. Too much technology can create headaches (not everything is interoperable, legacy systems outlive their utility, etc.) that affect the nimbleness of the enterprise — even if money is no object. BlockFrame offers a modular approach that enables enterprises to customize their infrastructure within the BlockFrame ecosystem. Want to use a public ledger? That’s fine. Want to migrate to Philos? That’s fine, too.

VII. Trust & Verification

How accurately does this option allow me to trust identities and verify transaction and event data?

| Cyber Silver | Cyber Platinum | Blockchain | BlockFrame |
|--------------|----------------|------------|------------|
| 1 | 2 | 4 | 5 |

As with audit and traceability, trust and verification are cornerstones of the blockchain promise. Rather than working through a trust intermediary (like a bank or a lawyer), blockchains authenticate transactions through hundreds or thousands of distributed nodes. This makes it nearly impossible for manipulation to occur. BlockFrame further separates itself from conventional blockchains by assigning a trust score to actors transacting on the blockchain based on its consensus model.

VIII. Privacy

How effectively does this option allow me to protect the privacy of my employees and partners?

| Cyber Silver | Cyber Platinum | Blockchain | BlockFrame |
|--------------|----------------|------------|------------|
| 2 | 3 | 3 | 5 |

For most enterprises investing in a conventional cyber solution, privacy is a fundamental consideration. Cyber platinum customers are willing to invest more to protect the privacy of their employees and partners, and the state-of-the-art can in fact handle privacy issues moderately well. However, the unending stream of big hacks of public corporations and government agencies is the reason why it’s not scored as a 4 or a 5 — the results speak for themselves. Conventional blockchains use encryption to obscure information, even though details about that information may be publicly available. BlockFrame’s argument is that those encryption keys can be decrypted, weakening blockchain’s claim to protect privacy. The key distinction between blockchain and BlockFrame is that only the parties to the transaction know about the transactions themselves, putting BlockFrame at a score of 5.

IX. Incident Management

How effectively will this option allow me to prevent, detect, respond to, and remediate cybersecurity incidents?

| Cyber Silver | Cyber Platinum | Blockchain | BlockFrame |
|--------------|----------------|------------|------------|
| 2 | 4 | 1 | 5 |

We decided to collapse the discrete cybersecurity categories of incident prevention, detection, response, and remediation into one factor — incident management. While there are distinctions between each option within each category, scores were generally similar across all categories. Cyber silver options address the minimum “respectable” level of cybersecurity safeguards, whereas cyber platinum — the state-of-the-art in conventional technology — gives us a robust score of 4. Conventional blockchain solutions help a little bit with detection and remediation, but they aren’t useful for detection or response — resulting in its low score of 1. BlockFrame promises to address all phases of the cybersecurity process — an end-to-end solution.

X. Scalability

How well does this option perform at scale (in terms of number of transactions, customers, etc.)?

| Cyber Silver | Cyber Platinum | Blockchain | BlockFrame |
|--------------|----------------|------------|------------|
| 1 | 4 | 1 | 5 |

The scalability of conventional cyber solutions is directly related to how much money you are willing to put into them — hence the scores of 1 and 4 for silver and platinum, respectively. In other words, you can scale with a cyber platinum solution, but you have to pay for it. Conventional blockchains do not scale — for example, there is (will be) a finite supply of bitcoins. Conventional blockchains are also constrained by the proof-of-work requirement, which requires processing power (and therefore time). BlockFrame — Philos, specifically — is designed to have no such limitations, and this is really where it sets itself apart. BlockFrame is promising the benefits of blockchains without the traditional limitations of scalability (volume, timing, processing power, and so on). And when compared to cyber platinum offerings, BlockFrame can scale “on demand” without having to pour resources into the solution.

XI. Energy Efficiency

How well does this option allow me to preserve energy, lower energy costs, and support sustainable operations?

| Cyber Silver | Cyber Platinum | Blockchain | BlockFrame |
|--------------|----------------|------------|------------|
| 0 | 1 | 0 | 4 |

Energy efficiency is not a consideration for cyber silver customers. They are making a buying decision to get to a baseline of cybersecurity coverage without spending a penny more than they need to. Some cyber platinum offerings may consider energy efficiency to appeal to large enterprises’ social impact missions, but this is hardly a core feature of their value proposition. Conventional blockchains are not only not appealing to energy-conscious consumers, they are massive energy pits. The proof-of-work requirement for conventional blockchains is exceedingly energy-intensive. BlockFrame, on the other hand, has eliminated mining entirely, providing a completely different model for trust and authentication — one that has a dramatically lower energy footprint.

XII. Sustainability

How infrequently do I need to replace or update this option?

| Cyber Silver | Cyber Platinum | Blockchain | BlockFrame |
|--------------|----------------|------------|------------|
| 0 | 0 | 0 | 5 |

Conventional cyber solutions, no matter their cost, have a shelf life. Hardware must be replaced, technologies become outdated. Conventional blockchains are not sustainable for other reasons. Their design has inbuilt limitations that eventually require a replacement. On the other hand, BlockFrame is designed to be infinitely scalable. Once you are on the Philos ledger using the secure provisioning chip, there should be no need (short of a dramatic change in the start of the art) to overhaul your infrastructure (beyond standard firmware upgrades, perhaps).

Summary Observations

The strategy canvas exercise has revealed several key observations:

- **BlockFrame has the potential to create a blue ocean.** Conventional cyber solutions are competing with each other on price and features in the margins (a saturated, cutthroat “red ocean”), whereas conventional blockchain solutions are of limited practical application. However, BlockFrame truly diverges from its competition in two areas (an open, competition-free “blue ocean”): **energy efficiency** and **sustainability**.
- **But pay attention to what customers actually buy.** Will energy efficiency and sustainability be enough to create a new customer base? We don’t think so. They should be an important part of your messaging, but perhaps not the headline. Look to other factors where blockchain has the edge: infinite **scalability**, for one.
- **Cyber silver customers should not be your first target.** There may be more of them out there, but you should steer clear of small businesses who are investing in cybersecurity and IT infrastructure only because they have to. You’ll get to the cyber silver crowd once you’re an established player with a broadly adopted solution.
- **Land 1-3 anchor clients from the cyber platinum pool.** Your pathway to near-term sustainable revenue (that pushes you outside of the R&D phase) lies with large-scale enterprise clients. These anchor clients are a must-grab, and they will come from the cyber platinum pool. They will have the resources to invest, and the problems they confront will be at the scale that justifies the BlockFrame solution. But you’ll need to overcome the huge hurdle of getting them to “bet on blockchain” when the “safer” bet seems to be to keep spending more money on a cyber platinum solution.
- **Prove you’ve solved the blockchain problem.** To land those anchors, you need to convince the cyber platinum crowd that BlockFrame is not merely an evolution of blockchain, but a revolution. Blockchain fatigue has taken root, so they need to take everything they thought about blockchain and throw it out the window. For example: with BlockFrame, there is no crazy energy requirement, there is no scalability problem, there is no built-in obsolescence. Once you’ve secured your anchor(s), you’ll have the market credibility to more directly combat that blockchain fatigue with other prospective clients.
- **Start building the story.** The strategy canvas is pointing us in the direction of where we need to go with BlockFrame’s messaging. But specifically because there are a lot of factors at play (and because BlockFrame scored well nearly across the board), we have more work to do to determine how to tailor those messages — and for which audiences. For the blockchain crowd, the message may need to be that BlockFrame is **secure blockchain at scale**. For the cyber platinum crowd, it may need to be **an end-to-end cybersecurity solution that you never need to replace** or the **trust and traceability of blockchains without its limitations**. For the layperson or a general audience, the story may be much more abstract: **a revolution in cybersecurity and privacy** or **a blockchain that keeps you safe**.

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