

Cyberia IT Security Labs and Data Centre

<http://gust.com/c/cyberialabs>

Founded by Kimberly Crawley and Computer Scientist Sean Rooney. Sean's clients included Alcatel, Sears, and the Canadian Military.

Business Summary: We are a start-up IT security and data centre firm, with a server room in downtown Toronto. we offer a variety of services, such as: penetration testing, IT Security auditing, network security hardening, web development and hosting, data centre services, data recovery, and PC client, server and networking repair. We're a small business, but run by a team with extensive IT security and data centre experience.

Product/Services: Founded by Sean Rooney and Kimberly Crawley, we offer a variety of services, such as: penetration testing, IT Security auditing, network security hardening, web development, web hosting, data centre services, data recovery, and PC client, server and networking repair.

Customer problem: As the world becomes increasingly digitized, a business, company or corporation can lose significant money, resources, privacy, and functionality from operating an insecure network and/or insecure technology. Sean's previous work has not only saved businesses, but also human lives, his experience securing public transportation infrastructure, medical systems, and securing the Canadian Military as examples.

Target market: Our market are businesses in all industries, small businesses and large corporations alike. Sean has professional experience and glowing references from all of those target markets, both private sector and public sector.

Management: Sean Rooney, and I (Kimberly Crawley), the co-founders, manage the company to an equal extent, but in different facets. Sean is an expert in all areas of IT security, from digital forensics, network hardening, cryptography, penetration testing and beyond. He leads our entire technical strategy. I'm an experienced web developer and marketer, and I have a natural talent for dealing with clientele and PR. Business decisions require mutual approval.

Customers: We have a large, well equipped data centre and server room on Bay Street in downtown Toronto. Sean has experience with a wide range of large and small, private sector and public sector clients. So, we're ready for all businesses, in any industry, big or small. As the world becomes increasingly digitized, IT security will become more and more crucial to the security of EVERYTHING. Our market and industry can only go up from here.

Sales/Marketing strategy: I (Kimberly Crawley) have reached out for crowdfunding via Indiegogo and GoFundMe.com. I also do extensive promotion on Facebook, Google+, Twitter and LinkedIn. I've also sent press releases to various media companies, including Mashable.com. Sean is reaching out to all of his previous business contacts with Alcatel, Sears Canada, and the Canadian Military. Customer retention is simple! Consider their needs and do the best work we possibly can.

Business model: The motto of the IT Security firm Sean Rooney ran for over 14 years, Coldstream Associates (Alcatel, Sears, the Canadian Military) was: "IT Security is a PROCESS, not a PRODUCT." That's Cyberia's credo, too. What that means is that securing a network or technology system isn't an isolated task, it's a service. Bugs and security vulnerabilities can always be found, like maintaining anything else. Revenue comes from charging for ongoing services.

Competitors: There are a number of IT security firms worldwide, including many in Canada. Most don't have our collective expertise and reputation. But we must let our references and performance speak for themselves.

Competitive advantage: Sean has three patents for unique firewall technology for large enterprise networks, and also for application in the areas of military and intelligence agency use. Sean's list of professional experience and references from previous clientele (Alcatel, Sears Canada, and the Canadian Military, among others) makes him one of the top IT security experts in all of Canada. We encourage clients and investors to perform reference and background checks.



Company Profile:

URL: <http://cyberialabs.coldstream.ca>

Industry: IT Services

Employees: 3

Founded: 2011-12-10

Contact:

Kimberly Faye Crawley

kimberly@coldstream.ca

Financial Information (CAD):

Company Stage: Full Product Ready

Management:

Sean Rooney, Co-founder, Head of IT Security and Operations

Kimberly Crawley, Co-founder, Head of Development and Marketing

Location:

8-950 King Street West
Toronto, ON,
CA

Financials* (CAD)	2011	2012	2013	2014
Revenues	0	0	0	0
Expenditures	0	0	0	0
Net	0	0	0	0