

CHALLENGE: Lack of Scalable Cybersecurity Resources for Small and Medium-Sized Organizations

Because cyber approaches tend to focus top-down, the market is not responding adequately to the broader impact of a cyberattack at the local community level. While large enterprises have resources for advanced cyber solutions, there are few, if any, affordable, scalable models to fill the down-market gap, which leaves small and medium-size organizations more vulnerable to attack. This, by extension, creates vulnerabilities in the communities they serve.

A cyber marketplace is a private-public endeavor to raise overall cyber hygiene across the business community. This approach will help communities be better prepared and more secure by helping small and medium-sized businesses employ cost-effective, hygiene-improving cyber practices and solutions.



APPROACH: The Locality-Centric Private-Public Market

This project focuses on identifying the cyber risks facing small and medium-sized organizations across a variety of sectors in a certain location, spurring innovation among local vendors and businesses as the underpinning for a sustainable model, and introducing a cyber marketplace that simplifies cybersecurity resources and adds business value for the organizations in that locality.

Market validation tests will be conducted in multiple communities across the country, with a final pilot in the locale that is most aligned with this approach.

Initially, end users will include innovative solution providers who will benefit from market access opportunities. Suppliers in the local market channels will benefit next. Ultimately, public and private sector

consumers of program offerings will benefit from more innovative and competitive local cybersecurity offerings.

NEXT STEPS: Community Outreach and Cyber Torchbearer™ Toolkit

Plans are underway for national outreach to identify pilot test locations and then build the Cyber Torchbearer™ toolkit that will provide cybersecurity resources for a community's first steps.

Pilot tests will occur over the next year, with full project completion expected within the next 18 months.

The marketplace toolkit and community organizing in early adopter communities can be initiated in partnership with the Cyber Resilience Institute even before full completion of the project.

An initial metric will be the number of communities interested in collaborating with this effort. Other metrics include the number of stakeholders joining programs and the number of self-sustaining community marketplaces that stand up adopting this model.

