

# The Security Bulldog

For Cybersecurity, It's About Time.



Pre-Seed Round Investment Opportunity

March 2026

# Cybersecurity is Out of Control

Billions of devices are now online, riddled with insecure proprietary and open-source software.

Individual breaches cost companies \$4.88M or more<sup>1</sup>. \$4T+ in damage globally.<sup>2</sup>

Workflows are manual and inefficient; industry Mean Time to Remediate is 292 days.

Attack surfaces are increasing exponentially, and the organizations tasked with managing them are not.



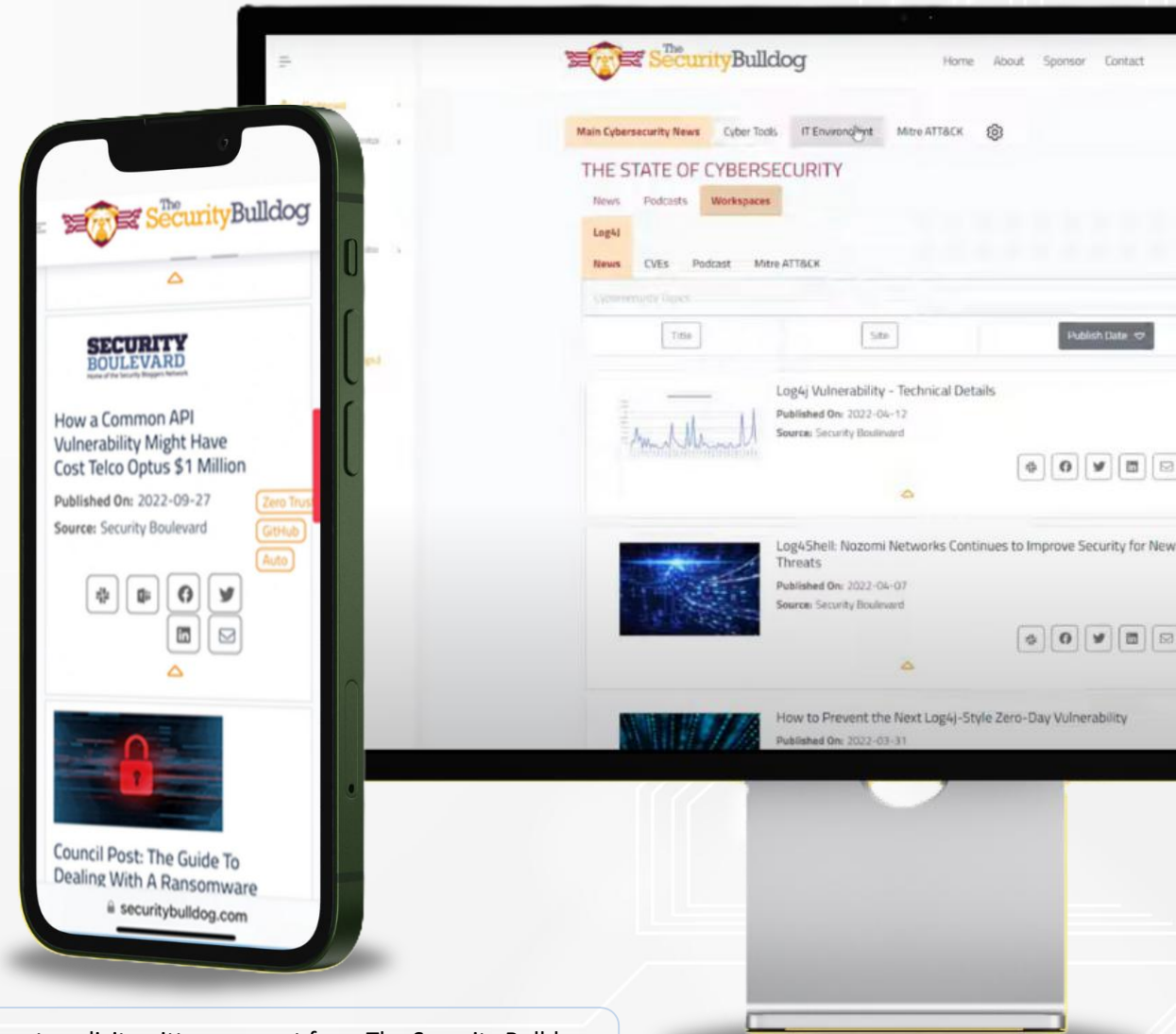
1. IBM Cost of Breach Report 2025 2. UNCDF The role of cybersecurity and data security in the digital economy 2020

# The Security Bulldog Solution

The Security Bulldog's NLP-based platform creates an OSINT knowledge base, curated for industry, company, IT environment and workflow, which enables cyber teams to quickly respond to immediate threats and clear out ticket backlogs.

## Cybersecurity is a human being problem

- Leverage **Natural Language Processing AI** engine to proactively collect and analyze external cybersecurity intelligence
- **Automation/AI** transforming cybersecurity
- **Lower** research time by 80%
- **Custom** user feeds integrated into existing workflow
- **Aggregate** situational context to **understand attack surfaces** and **lower MTTD/MTTR by 30%+**



# Why?

## Easy questions

**What is happening? Does it affect me? What do I do about it?**

Questions	Answers	Time	Examples
Easy Questions	Easy Answers	Hours or Days	Google Chrome Zero Day KEV
Hard Questions	Hard Answers	Weeks or Months	Microsoft patch Tuesday
Very hard questions	No Remediations Currently Exist	Years	Log4j or Solarwinds

*These tasks stack up and don't clear the workflow, overwhelming the limited capacity to scan for net-new intelligence.*

These are **easy questions** conceptually, but **hard answers operationally**.

- Manual research
- Disconnected tools
- Limited human capacity

The result is a growing backlog of vulnerabilities and threats that **do not clear the workflow**, driving industry MTTR to **~270 days**.

**Security Bulldog collapses this decision loop — turning weeks of analysis into minutes of clarity.**

# How Security Bulldog Reduces MTTR

Security Bulldog lowers the time required for each MTTR component by removing human research and prioritization bottlenecks.

MTTR Component	Description	Explanation	Current Impact?
1. Time to Detect (TTD)	The duration between the introduction of a vulnerability or issue and its detection.	Detection methods can include security monitoring, vulnerability scanning, or incident reports.	Yes
2. Time to Acknowledge (TTA)	The time taken for security teams to acknowledge and prioritize the detected vulnerability or threat.	Factors influencing this include alert fatigue, automation, and triage processes.	Yes
3. Time to Analyze (TTAZ)	The time required to assess the risk, impact, and root cause of the issue.	Includes vulnerability classification, exploitability assessment, and regulatory compliance checks.	Future
4. Time to Fix (TTF)	The time spent developing, testing, and deploying a fix or workaround.	Can involve patching, configuration changes, or compensating controls.	Yes
5. Time to Validate (TTV)	The time taken to verify that the remediation was successful and did not introduce new issues.	Includes post-remediation testing, security validation, and monitoring.	Yes
6. Time to Deploy (TTD) (If applicable)	In cases where a fix needs phased rollout, this accounts for the time required for full deployment across all affected systems.		Future

## Net effect:

Security Bulldog compresses the most time-consuming phases of MTTR — **acknowledgement, analysis, and decision-making** — where human effort is the true constraint.

# Executive & Economic Impact

Reducing MTTR is not a technical optimization — it is a **risk and cost lever**.

## Operational Impact

- 80% less time spent on research and triage
- More threats cleared from the queue
- Analysts focus on remediation, not investigation

## Risk Impact

- Smaller exploit windows
- Fewer vulnerabilities aging unaddressed
- Reduced likelihood of high-impact incidents

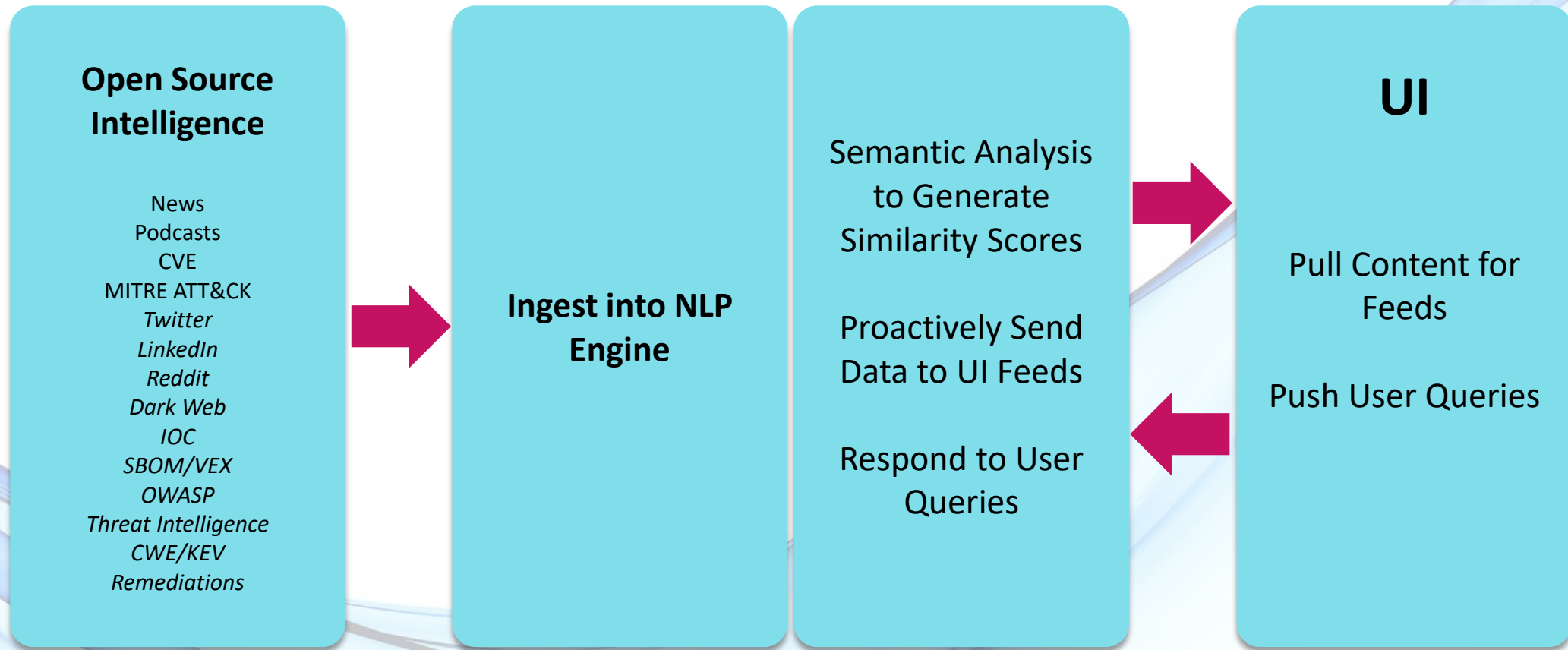
## Economic Impact

- Avoids adding analyst headcount
- Reduces dependence on external services
- A single avoided incident offsets years of subscription cost

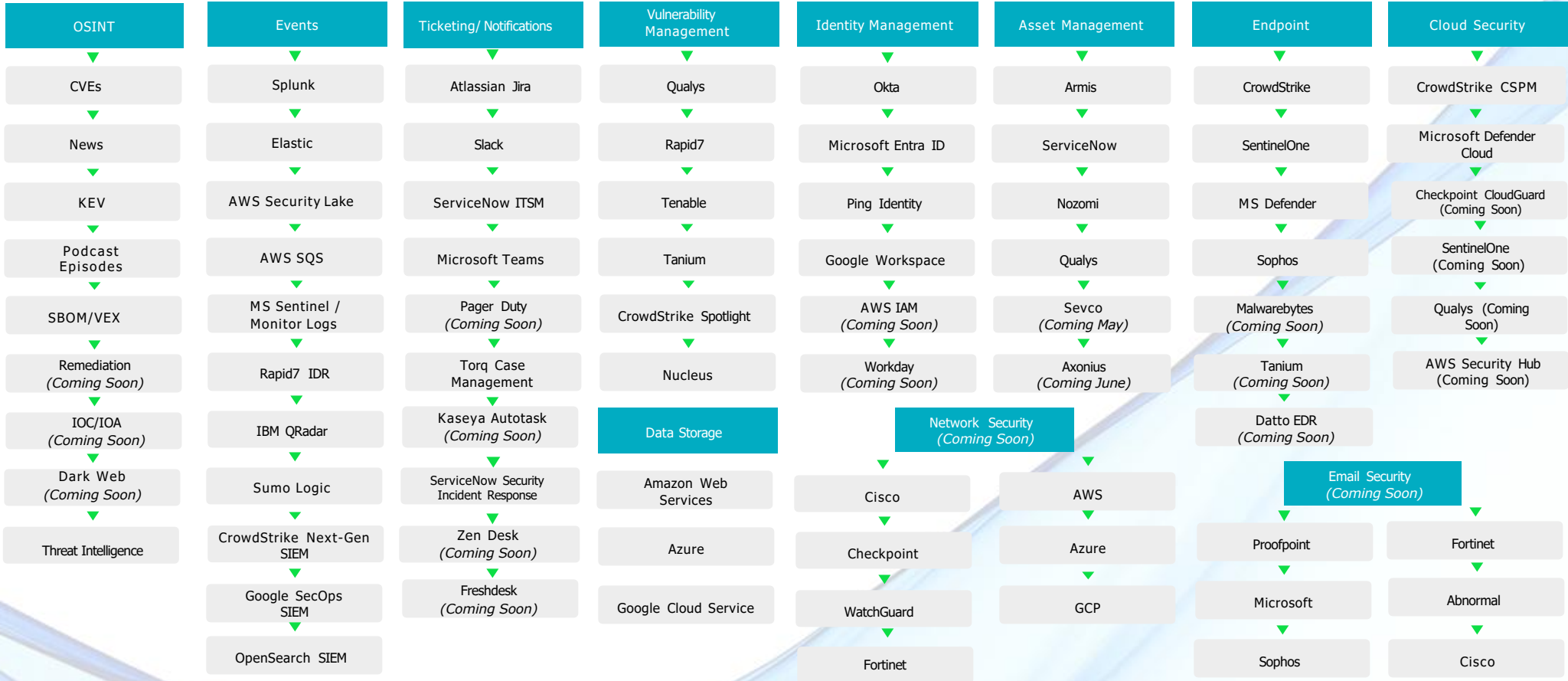
**Security Bulldog is not another feed or dashboard — it is a decision-compression engine that makes limited security teams dramatically more effective.**

# How Does It Work?

The Security Bulldog's Artificial Intelligence (AI) based technology platform has innovative and advanced analytics capabilities.



# Content And Integrations



# Paid Subscribers

10 paying enterprise security teams  
313 SQLs in the pipeline worth \$3.8M

## Customers



## Proofs of Concepts and Beta Testing



# Team

Combined Highlights

**30 Years**  
Cyber Experience

**15 years**  
AI Expertise

**5x**  
Startups

**1x**  
Exit



**Founder**  
Jeff Majka



**Engineering Lead**  
Craig Lovell



**Cybersecurity  
Advisor**  
Norman Kromberg



**CISO**  
Dennis Dayman



**Cybersecurity  
Advisor**  
Mike Wolfe

# Business Model

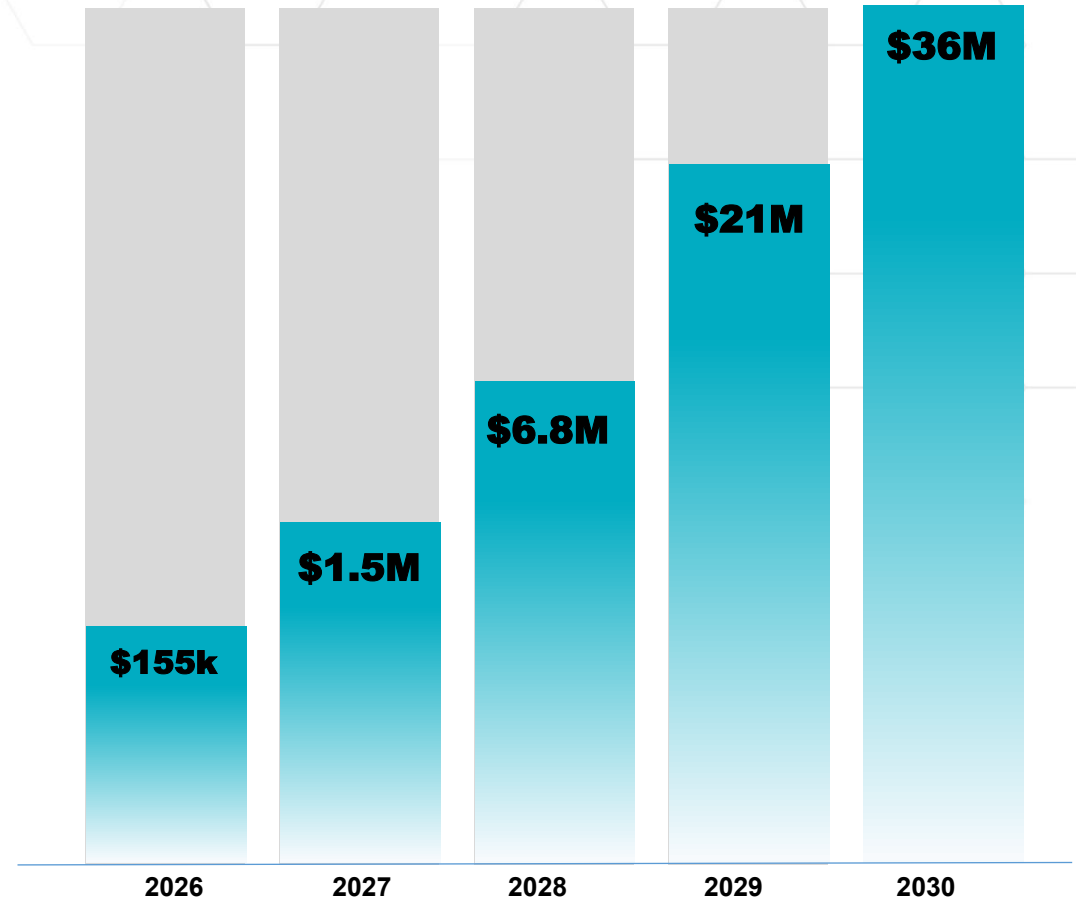
## Enterprise Subscription- \$10k per year

- Up to 10 users
- Up to 4 integrations
- 15 Paid Accounts
- 20 POCs + Free Trials
- 310 SQLs

## Enterprise Pro Subscription- \$90k per year

- More than 10 users
- More than 4 integrations
- 2 POCs + Free trials
- 10 SQLs

Specialized subscriptions for MSPs and Compliance teams



# Market Opportunity

**TAM**

**\$562B**

**Total Available Market<sup>1</sup>**  
Projected Cyber Spend by 2032.  
14.4% growth

**SAM**

**\$420M**

**Serviceable Available Market @  
\$10k/year**  
42,000 companies with CISOs<sup>2</sup>

**SOM**

**\$100M**

**Serviceable Obtainable Market @  
\$10k/year**  
10,000 enterprises with security  
teams less than 50<sup>3</sup>

1 Fortune Business Insights 2025 2. Statista State of Cybersecurity 2025 3. LinkedIn Search Navigator



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# How Do We Compare



Open Source Only	✓	✓	✓	X	✓	✓	X
Natural Language Processing engine	✓	X	✓	✓	X	X	X
Less time to set up	✓	X	✓	X	X	X	✓
Sharable	✓	✓	✓	X	X	X	✓
Cyber News	✓	✓	✓	X	✓	X	X
NVD CVEs	✓	X	X	✓	✓	✓	✓
MITRE ATT@CK	✓	X	X	✓	✓	X	X
Podcast Episodes	✓	✓	✓	X	X	X	X
Raised/Cap/ARR/Exit	\$600k/\$2.5M Cap	\$1M Seed/\$7M ARR	Acq. Merlin Equity Partners	\$40M Series D	\$189k Pre-seed/\$12M Cap	PE Round Sverica Capital	\$30M Series D/Acq. \$335M



# GTM And Sales Process

**Direct Enterprise Sales to sell platform to 42,000 CISOs in USA.** Upsell existing monthly subscribers.

**Data sales** to complementary cyber tools- one deal closing Q1. Four more in pipeline.

**Sponsored content and lead generation fees.** Outreach to podcasters and cyber marketing leaders is underway.

**Mach37 Cybersecurity Accelerator** Cohort 27 graduate

**KiwiTech Startup Program-** \$200k discounted engineering support

**Advertising to date:** To date, our customer acquisition cost (CAC) \$318 via a combination of email, PPC and social media marketing

**Managed Security Services Providers:** Expand existing customer footprint by selling to and through MSSPs.

**Channel Partnerships:** A suite of partnerships will be established with resellers, VARs and other technology partners.

# Funding Needs

## Pre-Seed Funding

- \$600k SAFE
- \$300k lead investor closed July 2024
- \$100k angel investors closed Oct 2025
- Product development:
  - 30 days- resource planning
  - 90 days- feature deployments
- Cash positive in X months (\$1.0M ARR) @ 100 customers

## Next Rounds- Seed and Series A

- 2027 and 2028
- Organic sales growth
- Product Expansion

**20x Return in 3-5 years**

## Use of Funds

Category	Amount
Product Development- Enterprise	\$100,000.00
Licensing	\$30,000.00
Salaries: CEO, CTO, 3x engineers, 2x sales/marketing	\$300,000.00
Outside Consultants	\$50,000.00
Advertising and Marketing	\$120,000.00
Total Investment	\$600,000.00

## Milestones

- 15x \$9k Enterprise customers
- 2x \$80k–\$100k Enterprise Pro customers
- Documented MTTR reduction
- SOC 2 readiness



The  
**SecurityBulldog**

## For More Information



Jeff Majka



202-497-8333



jeff@securitybulldog.com



www.securitybulldog.com



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