Startups + Industry: How Everyone Can Win

Hudson Thrift, Uber
American companies spent 75.4 billion dollars on Cyber Security in 2016
Buy

- 80% requirements met
- $1.2 mm/yr in licenses
- 240 FTE hrs to glue
- 150 FTE hrs/yr ongoing
- 2 month time horizon
**Buy**
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- $1.2 mm/yr in licenses
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**Build**
- 100% requirements met
- $0 mm/yr in licenses
- 6 FTE for 4 months to build
- 300 FTE hrs/yr ongoing
- 6 month time horizon
Transparency

- Do’s
  - Perform a gap analysis together
  - Share business use and environment
- Don’ts
  - Hide behind operational secrecy
  - Allow sales to set a development schedule
Communications

• **Do’s**
  • Be candid
  • Be accessible

• **Don’ts**
  • Mark requests in business formats
  • Forget that you are partners
**Flexibility**

- **Do’s**
  - Design the system together
  - Sprint to close the gaps
- **Don’ts**
  - Lay out hard and fast requirements
  - Drift off target
Buy
- 80% reqs
- $1.2 mm/yr
- 240 hrs one time
- 150 FTE hrs/yr
- 2 month horizon

Build
- 100% reqs
- $0 mm/yr
- 6 FTE for 4 months
- 300 FTE hrs/yr
- 6 month horizon
**Buy**
- 80% reqs
- $1.2 mm/yr
- 240 hrs one time
- 150 FTE hrs/yr
- 2 month horizon

**Build**
- 100% reqs
- $0 mm/yr
- 6 FTE for 4 months
- 300 FTE hrs/yr
- 6 month horizon

**Partner**
- 100% reqs
- $small mm/yr
- 1000 hrs one time
- 100 FTE hrs/yr
- 6 month horizon