

PROJECT DESCRIPTION

The key deliverables for this project were to –

1. Size the US market for Hunting solutions
2. Give inputs for Hunters.AI's USA go-to market strategy

RESEARCH DESIGN & METHODOLOGY

INDUSTRY RESEARCH

- Preliminary analysis of industry landscape
 - Trends in the cyber security market
 - Relative shares of market by segment
 - Trends of data breach incidents
 - Competitor analysis

EXPERT INTERVIEWS

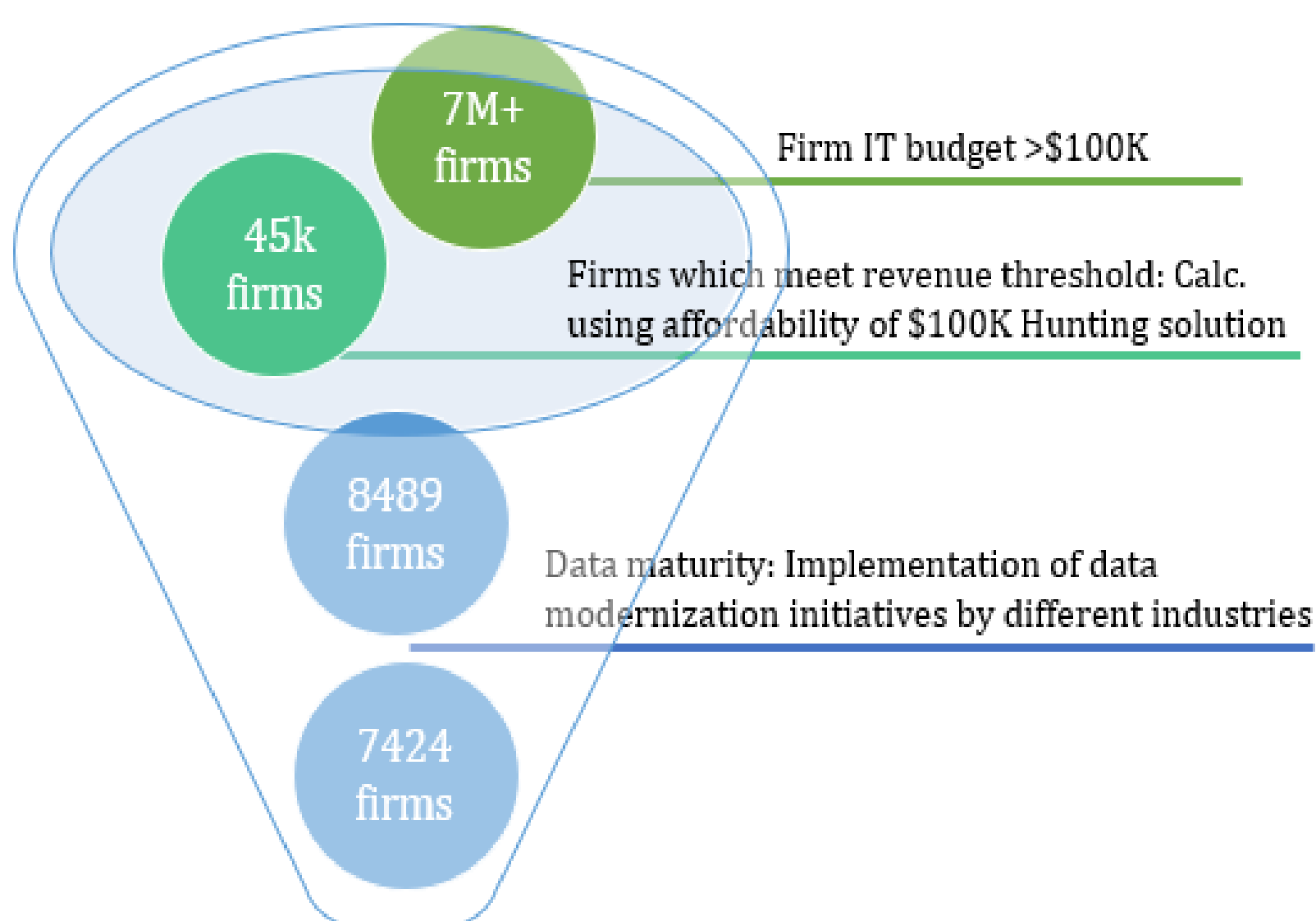
- Market Interviews
 - VP Product CyberReason
 - Cyber Experts, Fortune500 companies
- Team Interviews (Hunters.AI)
 - CEO and CTO
 - Head of marketing and VP Sales
 - VP product

METHODOLOGY DESIGN

- Top-Down Approach



- Bottom-Up Approach



ISRAEL LAB TEAM



Amit Kumar, MBA'20



Kshitij Mittal, MBA'20



Anchal Goyal, MBA'20



Sumit K Sharma, MBA'20

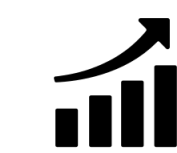
RESEARCH FINDINGS



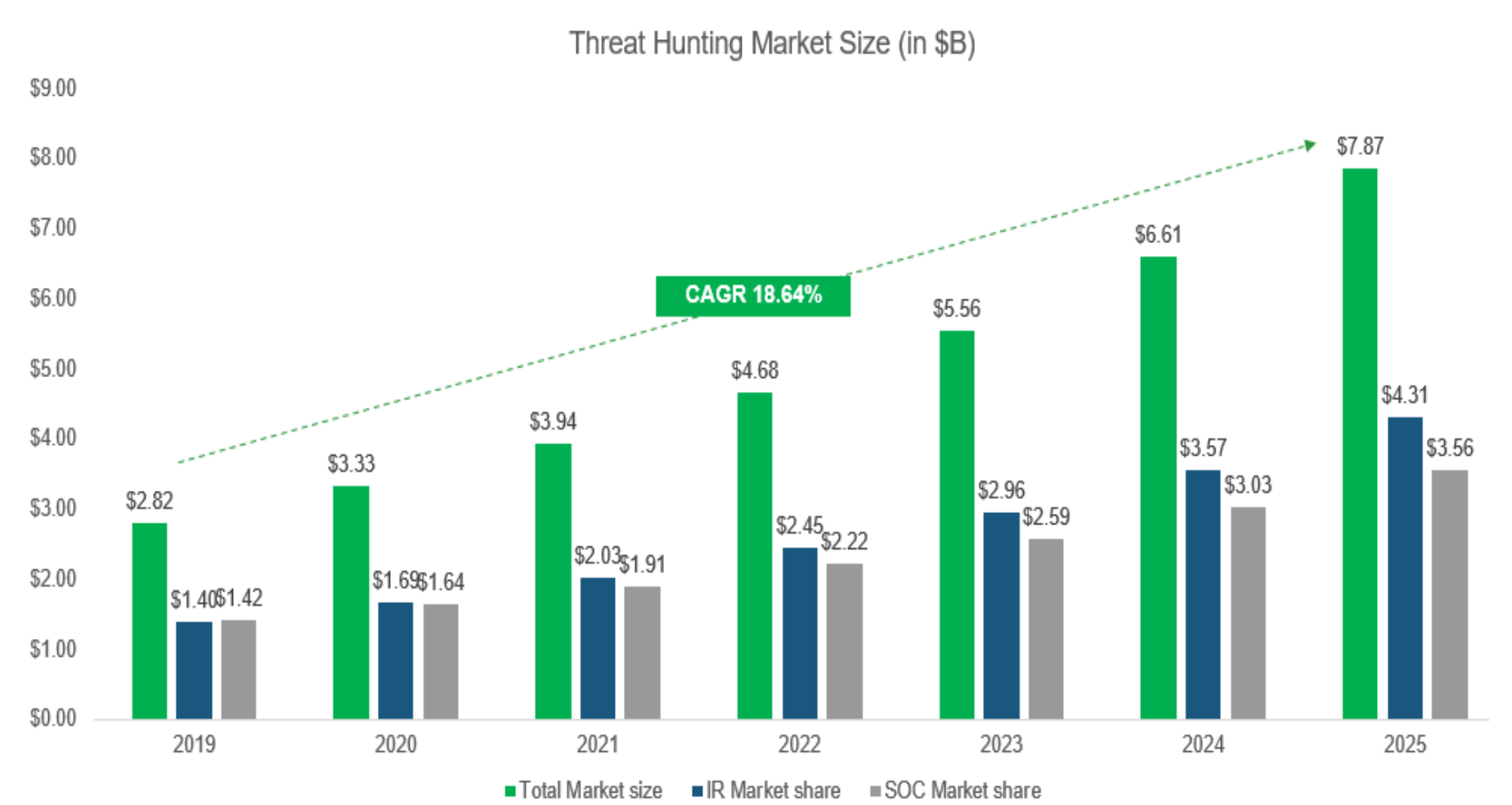
POTENTIAL CUSTOMER COUNT – 7.4k Enterprises



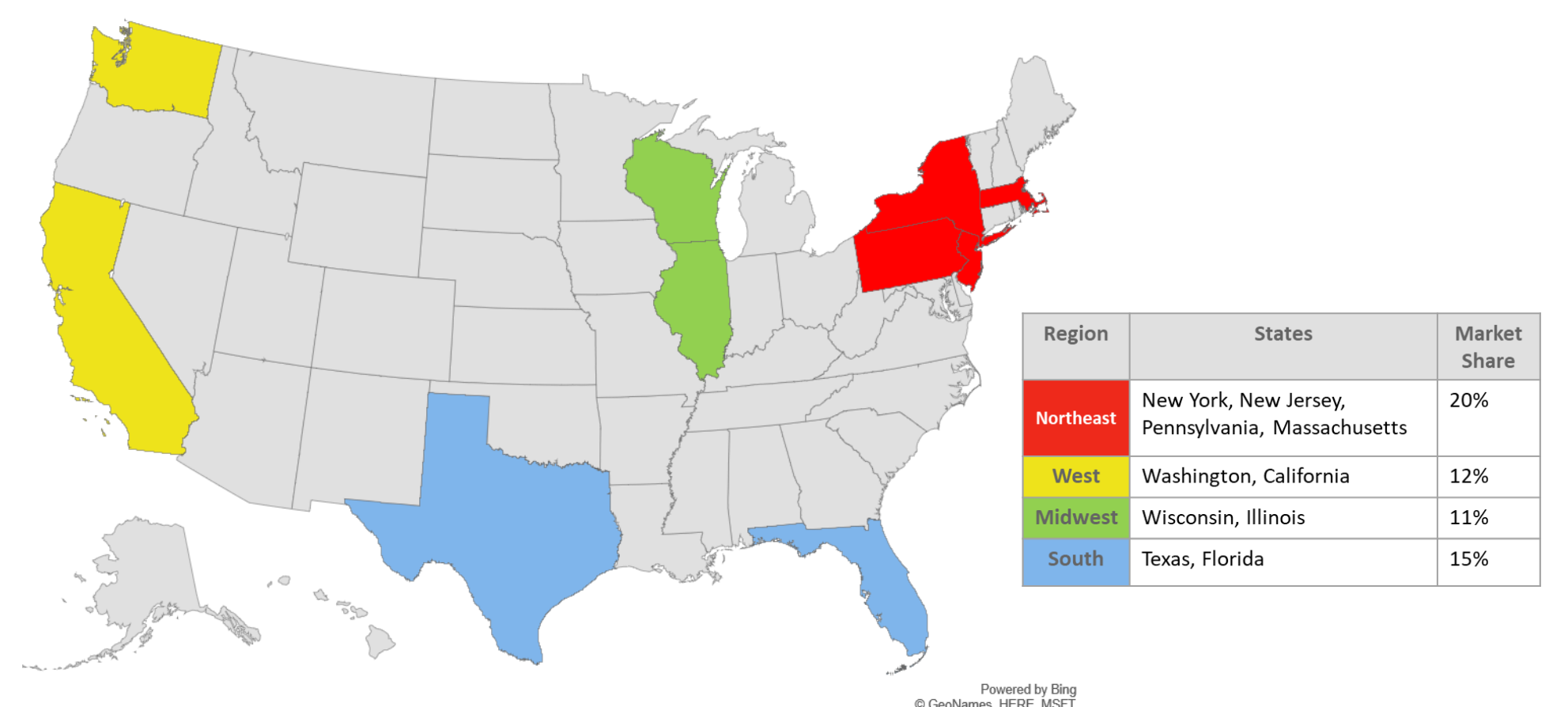
TOTAL ADDRESSABLE MARKET – \$2.9 Bn



CAGR – 18.64% (2025)



TARGET STATES IN USA – NY, NJ, PA, MA, WA, CA, WI, IL, TX and FL



TARGET INDUSTRIES IN USA – Finance, Tech, Manufacturing, Software, Retail and Wholesale