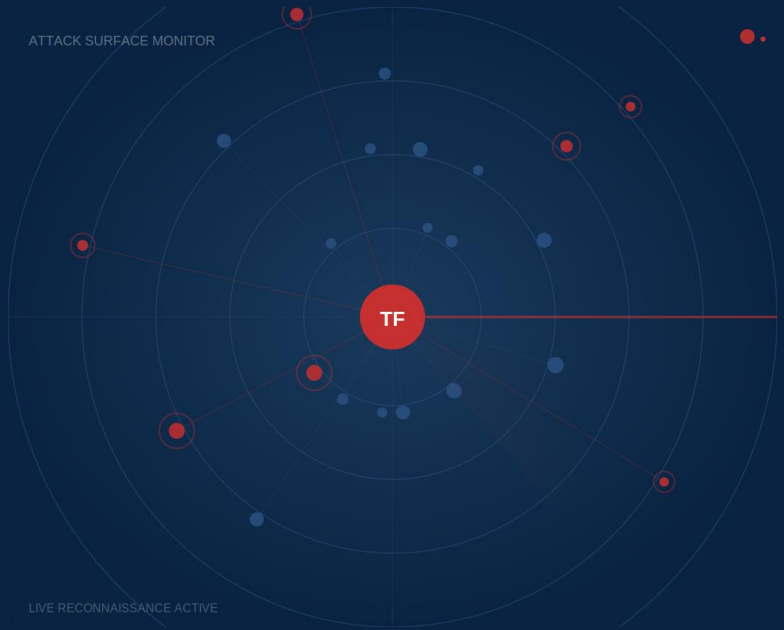
TF

ThreatFence

threatfence.net

AI-Powered Exposure Intelligence Platform

The first global EASM platform with AI-native attack surface intelligence — discovering what adversaries see before they strike.



Raising $1.2M Seed · SAFE Note · $6M Pre-Money

Executive Summary

The investment case at a glance

ThreatFence is the only AI-native External Attack Surface Management platform built for global enterprises — with a zero-competitor differentiator in AI/LLM exposure intelligence.

The Problem

68% of breaches involve assets organizations don't know are exposed. Traditional tools are reactive. ThreatFence delivers continuous, predictive exposure intelligence.

The Solution

A 10-pillar Unified External Risk Intelligence (UERI) platform — covering ASM, Digital Risk Protection, and Cyber Threat Intelligence in one unified platform.

Differentiator

AI Asset Exposure Intelligence. The first platform monitoring exposed LLM endpoints, shadow AI, and API key leakage. No Censys, Cyfirma, or SOCRadar does this.

Market

$13.9B global EASM market growing at 35% CAGR. Initial focus on GCC and South Asia ($1.2B SAM), expanding globally with Series A funding.

Traction

Platform live. 10 enterprise demos in pipeline. LOI signed. Complete 10-doc investor data room ready.

The Ask

$1.2M Seed via SAFE Note at $6M pre-money. 18-month runway to 35 enterprise clients and Q3 2028 break-even, followed by Series A at $18-22M ARR.

The Problem

Organizations cannot protect what they cannot see

68%

of cyber breaches involve assets the organization didn't know were exposed

Ponemon Institute / IBM Cost of Data Breach Report 2024

Global avg. breach cost: $4.88M — IBM 2024

Invisible Digital Footprint

Subdomains, cloud assets, SaaS tools, forgotten apps — organizations globally can't protect what they don't know exists.

Brand Impersonation at Scale

Fake domains, phishing pages, and social media impersonation target customers and employees worldwide.

Shadow IT & Cloud Sprawl

Developers, acquired entities, and third-party partners leave exposed assets invisible to security teams.

Regulatory & Compliance Risk

ISO 27001, NIST CSF, NCA ECC, SAMA CSF, DORA, and NIS2 all mandate continuous external visibility.

Market Opportunity

A large global market with regulatory mandate as the accelerant

TAM

$13.9B

Global EASM market by 2028
35% CAGR — MarketsandMarkets

SAM

$1.2B

GCC, South Asia & MENA
addressable enterprise cyber spend

SOM

$48M

Year 3 capture: ~400 enterprises
at $120K blended ACV

WHY NOW

Regulatory surge — ISO 27001, NIST CSF, NCA ECC, SAMA, DORA, NIS2 and UAE IA all mandate continuous external monitoring — driving enterprise purchasing globally.

Cloud sprawl — Average enterprise has 47% annual cloud asset growth — security visibility cannot keep pace manually in any geography.

AI attack surface boom — Every enterprise deploying AI creates a new, unmonitored attack surface. ThreatFence is the only platform addressing this emerging vector.

First-mover window — No AI-native, globally-positioned EASM platform purpose-built for emerging markets and compliance mapping exists today.

Our Solution

Unified External Risk Intelligence — the 10-Pillar UERI Framework

ThreatFence continuously discovers, correlates, prioritizes, and predicts every external exposure before adversaries can exploit it.

01

Asset Discovery

02

DNS Intelligence

03

SSL/TLS Monitoring

04

Brand Protection

05

Cloud Exposure

06

Dark Web Intel

07

Vulnerability Signals

08

OT/IoT Discovery

09

Credential Leaks

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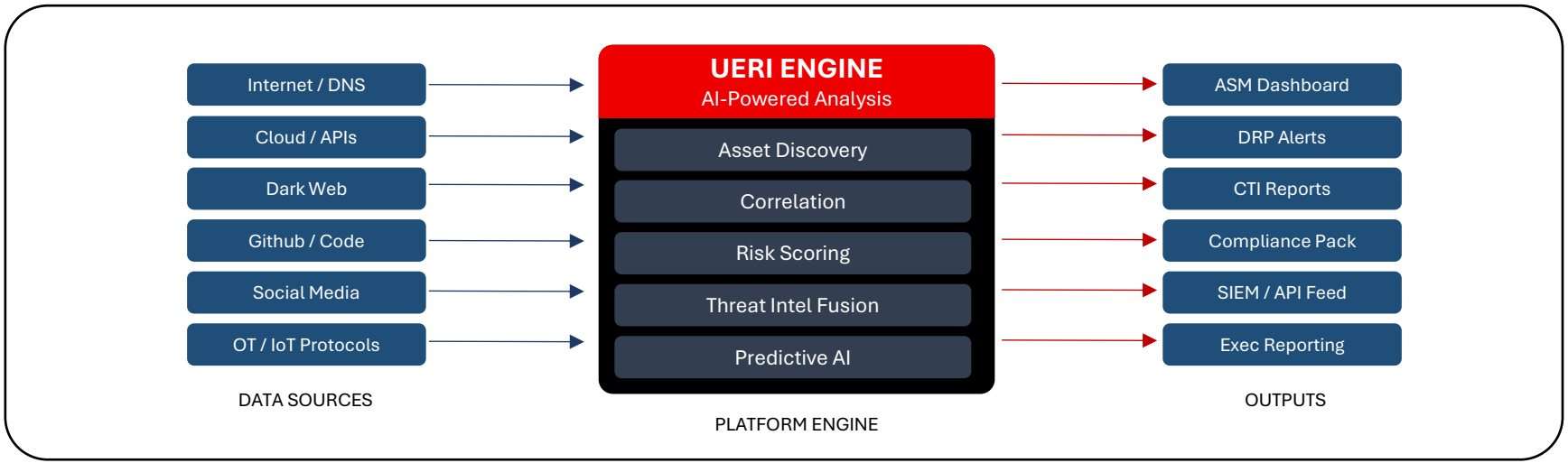


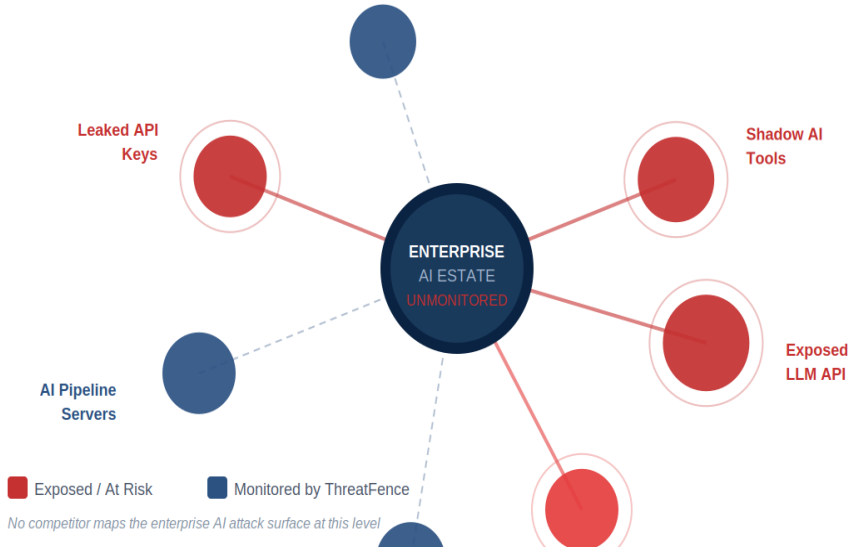
AI Asset Exposure Intelligence — Zero-competitor differentiator: the only platform detecting exposed AI/LLM endpoints, shadow AI, and API key leakage globally.

AI Asset Exposure — Zero-Competitor Differentiator

Pillar 10: The capability no competitor has built

Real-world scenario:

A global bank deploys an internal LLM for customer analytics. The model API endpoint is inadvertently left exposed. ThreatFence detects it in under 4 minutes. Every competitor misses it entirely.



Exposed AI Endpoints

Discovers public-facing LLM/ML APIs, model inference servers, and AI pipeline endpoints before adversaries enumerate them.

Shadow AI Detection

Identifies unauthorized AI tools deployed by employees — ChatGPT plugins, copilots — processing sensitive enterprise data.

LLM API Key Leakage

Scans GitHub, pastebins, and dark web for leaked OpenAI, Anthropic, Mistral, and Cohere API keys tied to monitored organizations.

AI Supply Chain Risk

Maps third-party AI model dependencies and flags outdated or compromised model versions in the tech stack.

Core Platform Capabilities

Three integrated modules — one unified intelligence platform

ASM

Attack Surface Management

Know every asset you own — before attackers find the ones you forgot.

- Domains, subdomains & DNS
- Open ports & service exposure
- SSL/TLS certificate monitoring
- Continuous asset discovery & inventory

DRP

Digital Risk Protection

Detect brand threats and impersonation the moment they go live.

- Brand & executive impersonation
- Lookalike domain detection
- Social media abuse monitoring
- Phishing infrastructure tracking

CTI

Cyber Threat Intelligence

Know what threat actors know about you — before they act on it.

- Threat actor profiling & tracking
- Dark web & breach intelligence
- Credential leak monitoring
- AI-driven risk correlation & scoring

All modules available globally — cloud-hosted (SaaS) or on-premise deployment for regulated industries in any jurisdiction.

Regulatory Tailwind

Compliance mandates are making ThreatFence a requirement, not a choice

Regulators across every major market now require continuous external attack surface monitoring — creating a mandated global market.

NCA ECC — Saudi Arabia

Continuous external asset monitoring for all critical infrastructure entities.

ThreatFence: ECC-1:2018 domain mapping included in platform output.

SAMA CSF — Saudi Arabia

Ongoing external attack surface monitoring for all regulated financial institutions.

ThreatFence: Automated SAMA compliance evidence packs generated natively.

DORA — European Union

Digital Operational Resilience Act mandates ICT third-party and attack surface risk management.

ThreatFence: ThreatFence covers DORA Article 6 ICT risk framework requirements.

NIS2 — European Union

Network & Information Systems directive requires continuous monitoring for critical sectors.

ThreatFence: Platform aligns to NIS2 threat intelligence and monitoring obligations.

ISO 27001 — Global

Annex A.8 requires organizations to maintain an inventory of assets and manage external exposure.

ThreatFence: ThreatFence automates ISO 27001 A.8 asset discovery and monitoring controls.

NIST CSF — Global / USA

Identify function requires continuous discovery and monitoring of external-facing assets.

ThreatFence: Platform maps directly to NIST CSF Identify (ID.AM) and Detect (DE.CM) functions.

Traction & Validation

Platform live. Pipeline active. Market validation in progress.

Live

Platform in production
10-pillar engine active

10

Enterprise demos
in active pipeline

LOI

First LOI signed
BFSI sector

2

Accelerators applied
TAQADAM & TASMU Qatar

★ Showcased at APICTA TAIPEI — received interest from regional enterprise buyers and international accelerator evaluators.

MILESTONES ACHIEVED

- ✓ Full EASM engine built — all 10 pillars, live reconnaissance
- ✓ Automated Takedown Operations module deployed
- ✓ React dashboard: asset graph, risk scoring, real-time alerts
- ✓ ISO 42001 AI governance framework integrated

Who Buys ThreatFence

The buyer, the trigger event, and the economics

BUYER PROFILE	
Sectors:	Banking, Fintech, Telecom, Insurance, Government, Energy
Geography:	GCC, South Asia, Southeast Asia, Africa, Europe (initial)
Size:	500–10,000 employees
Primary pain:	Audit failures, CISO mandates, breach incidents
Budget range:	$35K–$120K/year cybersecurity tooling
Decision maker:	CISO / VP Information Security / IT Security Director
Sales cycle:	6–12 weeks enterprise, 2–4 weeks SMB

THE MOMENT THEY BUY

A mid-size bank undergoes its annual compliance audit. The auditor flags 3 forgotten subdomains running outdated software — assets the IT team didn't know existed.

The CISO is given 30 days to remediate and implement continuous external monitoring.

ThreatFence is deployed in 48 hours. It discovers 12 more exposed assets the audit missed, generates the full compliance evidence pack, and closes the finding.

This scenario plays out across banking, insurance, telco, and government sectors in every regulated market worldwide.

Business Model

Three revenue streams with exceptional SaaS unit economics

Platform Subscriptions

$35K–$120K/yr

Annual SaaS per organization
Tiered by asset count & modules

Managed EASM Service

$4K–$12K/mo

Fully managed monitoring for
lean security teams globally

Training & Advisory

$8K–$40K

ISO 42001/27001 programmes
GRC consulting retainers

UNIT ECONOMICS

~$2,400	$36,000	$108K	45×	~82%	< 2 mo
CAC	ACV	LTV (3yr)	LTV : CAC	Gross Margin	Payback Period

Product Tiers

An entry point for every organization size — globally

LITE	PRO	ENTERPRISE
SMBs & Startups	Banks, Enterprise, Government	Critical Infrastructure & Sovereign
From $12K/yr	**From $35K/yr**	**From $120K/yr**
Domain & subdomain monitoring (up to 3)	Full ASM — unlimited domains & assets	Everything in Pro
Basic ASM — ports & SSL	Continuous dark web & breach intelligence	AI / LLM Exposure Intelligence (Pillar 10)
Brand impersonation alerts	Full Digital Risk Protection suite	AI Attack Path Modeling & prediction
Dark web credential monitoring	Executive & VIP identity monitoring	Third-party & supply chain risk
Monthly executive report	SIEM/API integrations (Splunk, QRadar)	On-premise or private cloud deployment
Self-service dashboard	AI-driven exposure correlation & scoring	White-label & multi-tenant architecture

Go-To-Market Strategy

Land in high-regulation markets, expand globally with partner leverage

Phase 1

H2 2026–2027

GCC & South Asia

Direct enterprise sales. GITEX, LEAP, GISEC. Meraal advisory channel. Target: 15 clients / $540K ARR

Phase 2

2028

SEA, Africa & Europe

Channel & MSP partners. ISO training bundle. MSSP white-label model. Target: 50 clients / $2.4M ARR

Phase 3

2029

Americas, APAC & Series A

Direct + distribution globally. Series A raise. Platform localization. Target: 150+ clients / $8M+ ARR

2027

15 clients · $540K ARR

2028

50 clients · $2.4M ARR

2029

150+ clients · $8M+ ARR

Competitive Landscape

We win on compliance mapping, emerging market pricing, and AI-native differentiation

WHY WE WIN

AI Pillar

Only platform monitoring AI/LLM attack surfaces globally

Compliance mapping

NCA/SAMA/PDPL/DORA/NIS2/ISO 27001 — built in

Emerging market price

3–5× lower than Censys/RF — built for global scale

Training bundle

ISO 27001+42001 upsell — structurally unique

Partner channel

Warm GRC advisory pipeline no startup can replicate

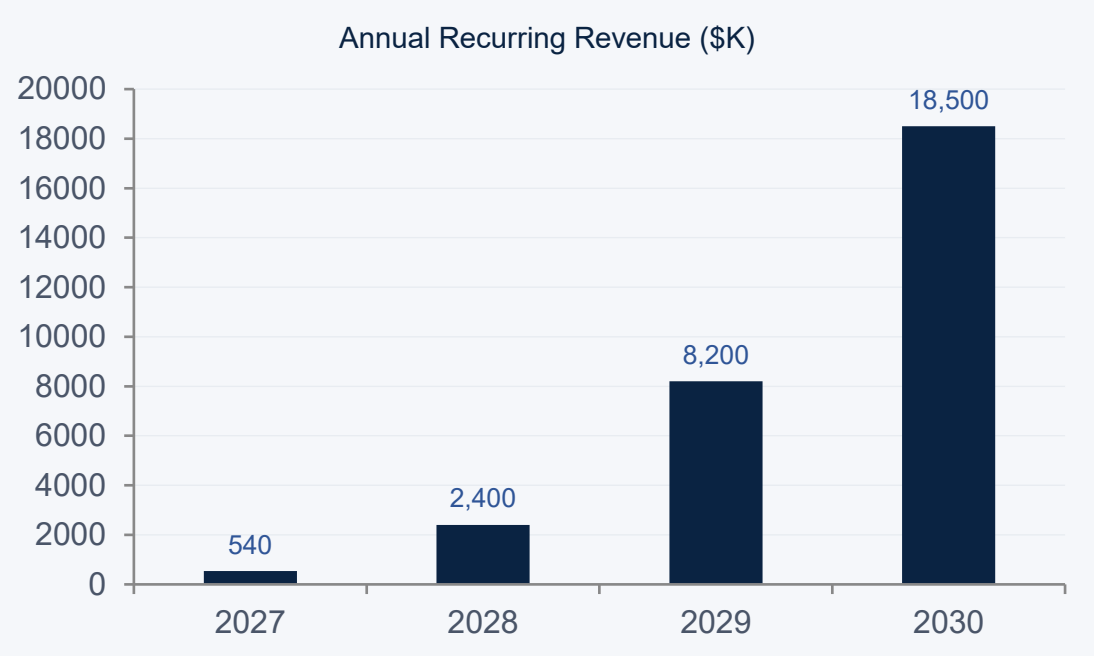
Product Roadmap

From exposure visibility to predictive intelligence — a global platform

Current — Phase 1	Near-Term — Phase 2	Strategic — Phase 3
Exposure Visibility	**Advanced Exposure Intel**	**Predictive Intelligence**
Attack Surface Management (ASM)	Cloud & SaaS Exposure Intelligence	AI Attack Path Modeling
Digital Risk Protection (DRP)	Third-Party Risk Monitoring	Predictive Exposure Analytics
Cyber Threat Intelligence (CTI)	AI / LLM Exposure Intelligence ★	Autonomous Risk Prioritization
Dark Web & Executive Monitoring	Identity Exposure Intelligence	Executive Risk Forecasting
GitHub / API Credential Leak Detection	Multi-jurisdiction compliance reporting	Global threat intelligence feeds

Financial Projections

Conservative projections — 82% gross margin, globally scalable SaaS model



Key Metrics

	2027	2028	2029
Clients	15	50	150
ARR	$540K	$2.4M	$8.2M
Headcount	8	22	55
GM %	78%	82%	85%
EBITDA	–$280K	$180K	$2.1M

Break-even targeted Q3 2028 at ~35 enterprise clients · Series A raise anticipated H1 2029 at $18–22M ARR run-rate

The Team

Deep domain expertise across cybersecurity, AI, enterprise sales, and GCC markets

Salman Mushtaq

Founder & CEO

15+ years GCC enterprise GRC & cybersecurity consulting. NCA ECC, SAMA CSF, ISO 27001/42001 specialist. Founder, Meraal Group.

Nadeem Khan

Chief Development Officer

Full-stack platform engineering lead. Architected ThreatFence EASM engine, React dashboard, and AI reconnaissance modules.

Antoine Shemayel

Chief Technology Officer

Technology strategy and enterprise architecture. Aligns platform development to global enterprise security and scalability requirements.

Shakeel Sarwar

Chief Business Officer

Enterprise sales leadership across GCC and South Asia. Regional BD track record in cybersecurity vendor sales and channel management.

Naveed Sarwar

Chief Operating Officer

Operational management and multi-geography delivery. Brings execution structure across KSA and Pakistan operations.

Advisory Board

Strategic credibility across enterprise technology, AI, and cybersecurity

Guy Mouthon

Chairman, Advisory Board

35+ years in information systems and enterprise ERP project management. Strategic oversight of platform architecture and GTM execution.

Dr. Ebrima N. Ceesay

Member, Advisory Board

17+ years in cybersecurity and AI/ML leadership. Provides technical validation for ThreatFence AI exposure detection capabilities.

Junaid Afridi

Member, Advisory Board

20+ years driving business growth, sales transformation, and market entry strategy across enterprise technology markets globally.

Use of Funds

Capital deployed against global growth — platform is already built

Raising $1.2M Seed Round · SAFE Note · $6M Pre-Money Valuation

18-month runway · 35 enterprise clients · Break-even Q3 2028

40%

Product & Engineering

$480K

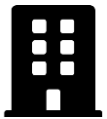
CTO hire, 3 engineers, platform scaling, AI/ML R&D

30%

Sales & Marketing

$360K

VP Sales hire, global events (GITEX/LEAP/RSA), demand gen



18%

Operations & Compliance

$216K

Riyadh office, ISO certifications, legal, HR

12%

Strategic Partnerships

$144K

Channel development, MSP recruitment, accelerators

The Investment Opportunity

Invest in the first AI-native global EASM platform

DEAL TERMS	
Raising:	$1.2M Seed Round
Instrument:	SAFE Note (YC Standard)
Pre-Money Val:	$6M
Post-Money Val:	$7.2M
Investor Share:	~16.7% (post-close)
Runway:	18 months
Break-even:	Q3 2028
Target Close:	Q3 2026
Lead Investor:	Seeking lead

WHY NOW

Massive global market

$13.9B at 35% CAGR. No AI-native emerging-market platform exists.

Zero-competitor AI moat

Pillar 10 AI Exposure — no Censys, Cyfirma, or SOCRadar does this.

Platform already built

Live, demo-ready, LOI signed. Capital goes to growth, not R&D.

Exceptional economics

82% gross margin, 45× LTV:CAC, sub-2-month payback.

Regulatory mandate

DORA, NIS2, NCA ECC, ISO 27001 — globally obligatory.

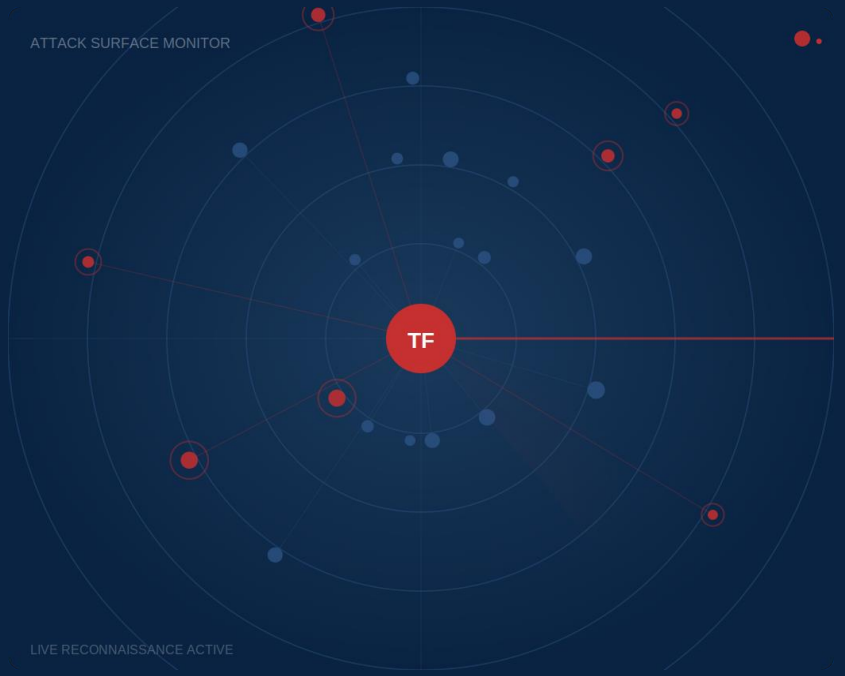
Founder-market fit

15+ years GCC enterprise. Meraal advisory pipeline is warm.

TF

Thank You

Let's build the future of
Exposure Intelligence together.



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