

# Application for Colorado Springs Cybersecurity Diversification Assistance

The Colorado Springs Chamber of Commerce and EDC has received a grant to fund a cybersecurity diversification assistance program that will help to promote a more vibrant and sustainable cybersecurity industry ecosystem in Colorado Springs. The program will assist 6 to 8 local companies that specialize in cybersecurity and also support DoD contracts.

Selected companies will receive direct assistance in strategic planning, commercialization, and branding & marketing to help diversify their revenue streams and decrease their reliance upon defense budgets, thereby increasing the resilience of the national defense supply chain. Assistance can take a number of forms, including training sessions, business assessments, market analyses, planning workshops, and deliverables production.

Each of the selected companies will receive 4 months of tailored consulting services from a team led by Simon Everett, Ltd. The services will be scheduled between Fall 2019 and Summer 2020. Consideration for selection is subject to meeting qualifying criteria, listed below.

**The enclosed application must be submitted to [cyberdiversification@simoneverett.com](mailto:cyberdiversification@simoneverett.com) by 5pm MDT, June 28, 2019.** If you have any questions about the application or program, please contact Vinnie Persichetti, Director, Cybersecurity Programs.

## *Selection criteria*

- At least 25% of annual revenue from DoD contracts
- Loss (or imminent threat of loss) of at least 5% of revenue due to reduced DoD expenditures, or demonstrated potential to increase revenue through the provision of goods or services to commercial clients
- More than 1 employee
- Located in Colorado Springs and providing cybersecurity goods/services on DoD-affiliated contracts
- Readiness to contribute funds equivalent to 10% (up to \$5,000) of the value of services received (up to \$50,000)

## **Contact**

Vinnie Persichetti  
Director, Cybersecurity Programs  
Colorado Springs Chamber & EDC  
719.575.4340 | [vpersichetti@cscedc.com](mailto:vpersichetti@cscedc.com)

Application responses will not be shared beyond grant program team

Made possible by a grant from the Department of Defense  
Office of Economic Adjustment through Pikes Peak Community College



Colorado Springs  
CHAMBER & EDC™

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Company name

Colorado address

  

Website

Point of contact

Title

Phone number

E-mail address

Type of company

For example: limited liability partnership, general partnership,  
S-corp, etc.

Are you a subsidiary?

Yes

No

If yes, what is your  
parent company?



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	FEIN	DUNS
Company ID numbers		

	Full-time	Part-time
Total # of employees		
# of employees in Colorado Springs		

Check, if applicable

<input type="checkbox"/> Women-owned	<input type="checkbox"/> Minority-owned
<input type="checkbox"/> Veteran-owned	<input type="checkbox"/> SDVOSB
<input type="checkbox"/> HUBZone	<input type="checkbox"/> 8a

Date and state of incorporation

Date established in Colorado Springs  
(if different from above)

What percentage of your 2018 calendar year revenue originated from the following sources?

DoD	Other government	Private and non-profit sectors	Total
			100%

Describe your non-DoD customer base, if applicable.



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Describe your products/services. What differentiates you and your products/services from your industry competitors?

At a high level, describe how your products/services benefit the government in terms of resilience, readiness, and/or lethality.



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Check the services that you wish to receive and explain why you need those services or what challenges these services will help you overcome

- Strategic planning services to guide diversification efforts, informed by business assessments and competitive analysis

- Tech transfer and market sector recommendations, informed by an objective evaluation of your products/services

- Branding/marketing/communications strategies and services to support increased competitiveness and/or diversification



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Understanding that diversification assistance will be tailored to each selected company, **describe your company's desired outcomes** following the engagement. For example, some desired outcomes may reference increased revenue, greater revenue share from non-DoD sources, or the development of a new line of products/services.

Briefly explain your recent or imminent loss of 5% of revenue due to reduced DoD expenditures and/or your demonstrated potential to increase revenue through commercial work.

If selected, your company will be eligible to receive up to \$50,000 in diversification assistance services. Selection is contingent on the company providing a 10% match to services received. For example, if you receive \$50,000 in services, you would contribute an additional \$5,000. **Please indicate your readiness to provide a 10% match.**

Yes     No

