Cobalt
Pentest as a Service

Cobalt.io

Pentest as a Service

We are Productizing Security Talent

We combine talent and technology to deliver security services at scale - first step is owning the pentesting market. Cobalt.io is a SaaS Enabled Marketplace.

Cobalt

Cobalt.io - Quick Glance

REVENUE

+$XXm ARR
We have spent $8m in cash to get here.

TEAM

100+ FTEs
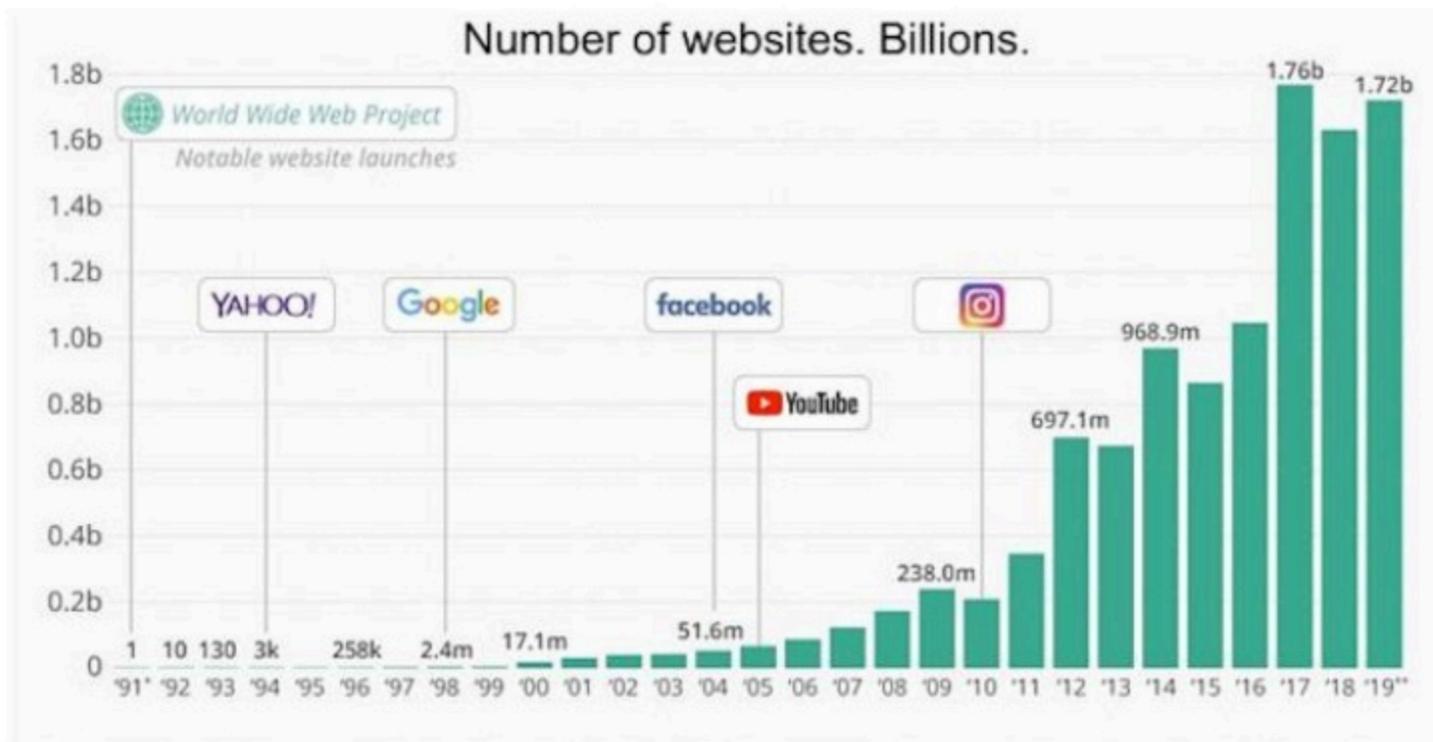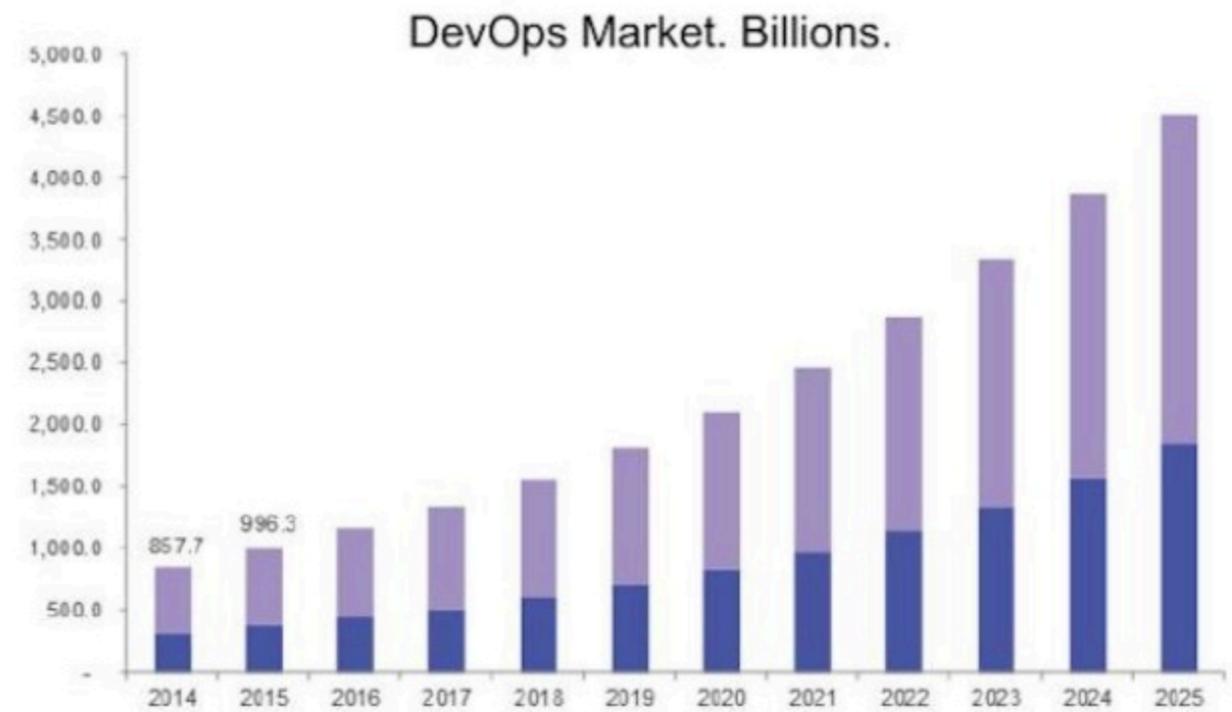eNPS of 75 and strong management team

TRACTION

500+ Customers
~1 new client a day.

Market Trends

More applications

Number of websites. Billions.

Applications constantly changing

DevOps Market. Billions.

! Automation has failed to solve this. Consultancy model is not fit for this era.

Market Overview

Market Size

Automation

CHECKMARX
choose what developers use

tenable

Qualys.

WhiteHat SECURITY

VERACODE
The Most Powerful Application
Security Platform on the Planet

RAPID7

~$2B

Pentest

nccgroup

IOActive

Cigital

pwc

accenture

BISHOPFOX

OPTIV

NETSPI

~$10B

Bug Bounty

bugcrowd

hackerone

zerocopter

Synack

~$0.2B

How are we
solving the problem?

Consultancies – Legacy Pentesting

Plan	Source	Test	Fix

Planning in Excel

Source local consultants

Results delivered in PDF

Manually Log issues in Jira

Excel sheet management
SOW and paperwork

$20k per test ($250/hr)
2 weeks to start a test

PDFs are not dev friendly
No interaction during testing

Copy/pasting of data
Pay extra for re-testing

Cobalt.io - Pentest as a Service

Plan	Source	Test	Fix
On-demand credits	On-demand talent	In-app delivery	Integrate with devs

Streamlined Procurement
Agile Consumption

Auto Matching
Improved Tester Utilization

Real time Collaboration
Automate tedious tasks

Seamless integrations
Find-to-Fix Analytics

Automate the Pentest

Integrated Pentest Platform - 1-click pentesting

JIRA

GitHub

Cobalt Customer
Success Manager

Cobalt PtaaS
Platform

Certified Talent

Cobalt
Pentester

Customer

Management
Development Team
Security Team

Slack

In-App communication
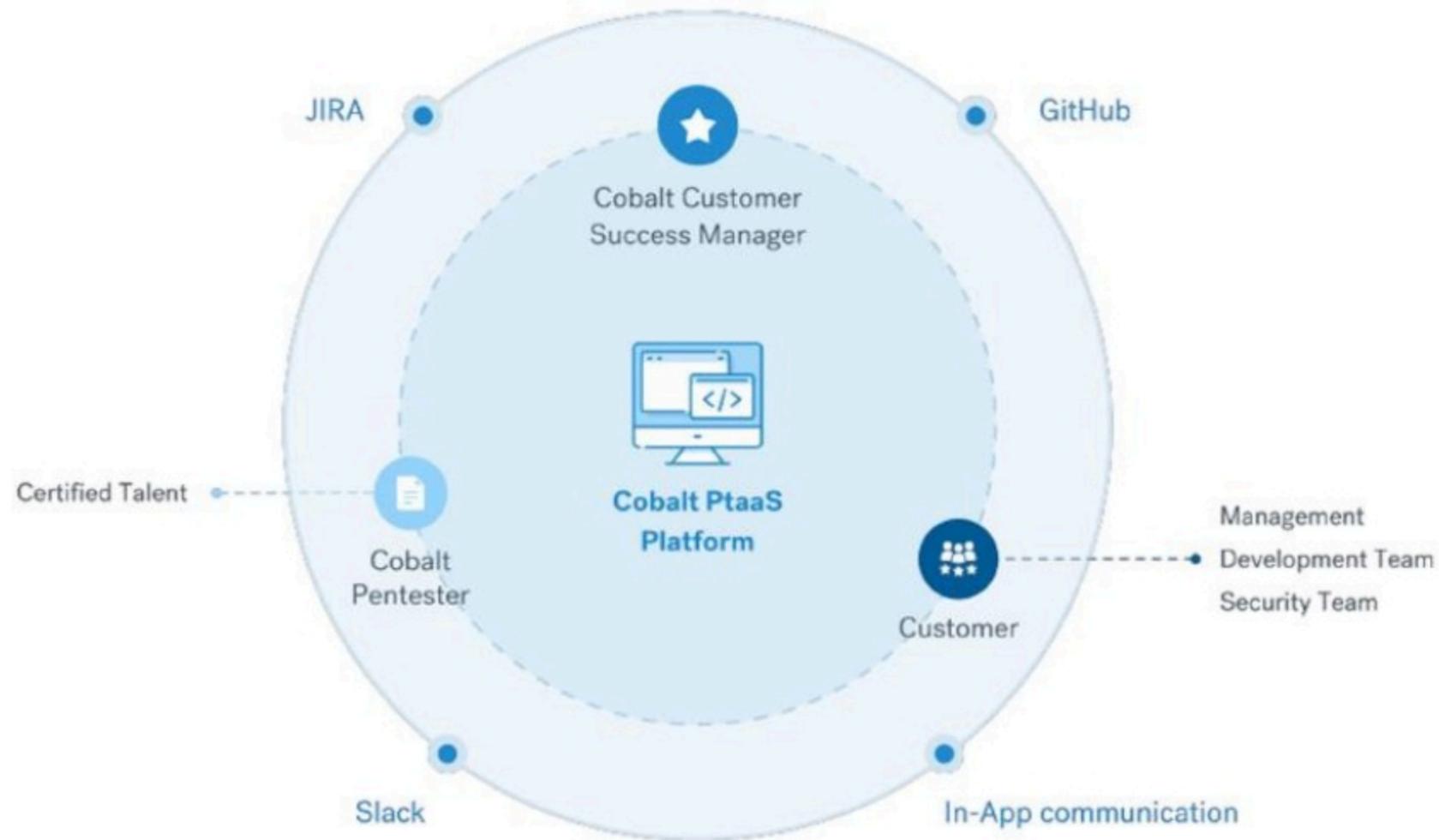
Delivery Improvement

10x | **Speed to deliver**
From weeks to 24 hours.
Real time interaction.

+25% | **Cost Reduction**
Massive ROI increase via better
pricing and time saved.

0-1 | **Data and Analytics**
Move from a 'no-data' to
data-driven security.

Cobalt Core - Community is an asset

Cobalt Core - A community of 300+ vetted Pentesters

Nuno Loureiro
Former head of AppSec at a bank
+10 years of security experience

"Cobalt has been such a fantastic addition to my life that I recommend it to all my peers."

Core Core - Key Stats

80+
Pentester NPS
Our community love Cobalt. Avg. pentester lifetime is 6+ years.

5%
Acceptance rate
100 inbound applicants/month. Pentester acquisition cost is $XX.

XX%
Net Dollar Delivery Retention
From our 2016 pentester cohort our NDR is XX% year.

Who are we competing against?

Market Overview - Competition

Competitors		Frequency	Why Cobalt Wins
Consultancies	nccgroup pwc BISHOPFOX ŌPTIV Cigital IOActive	Show up in **XX** % of deals	**Consultancies don't scale (static)** - Expensive because of all the inefficiencies. - Too slow. It takes weeks to schedule a test. - Don't have a product.
Bug Bounty	bugcrowd hackerone zerocopter Synack YES WE HACK intigriti ETHICAL HACKING PLATFORM	Show up in **XX** % of deals	**Contest Model is not fit for services (sporadic)** - Lack of predictability because testers choose tasks. - Lack of methodology because you reward bugs. - Lack of quality because model rewards quantity.

What we have achieved

3 years of accelerated growth

3 years of exponential ARR growth, **$XXm ARR achieved**
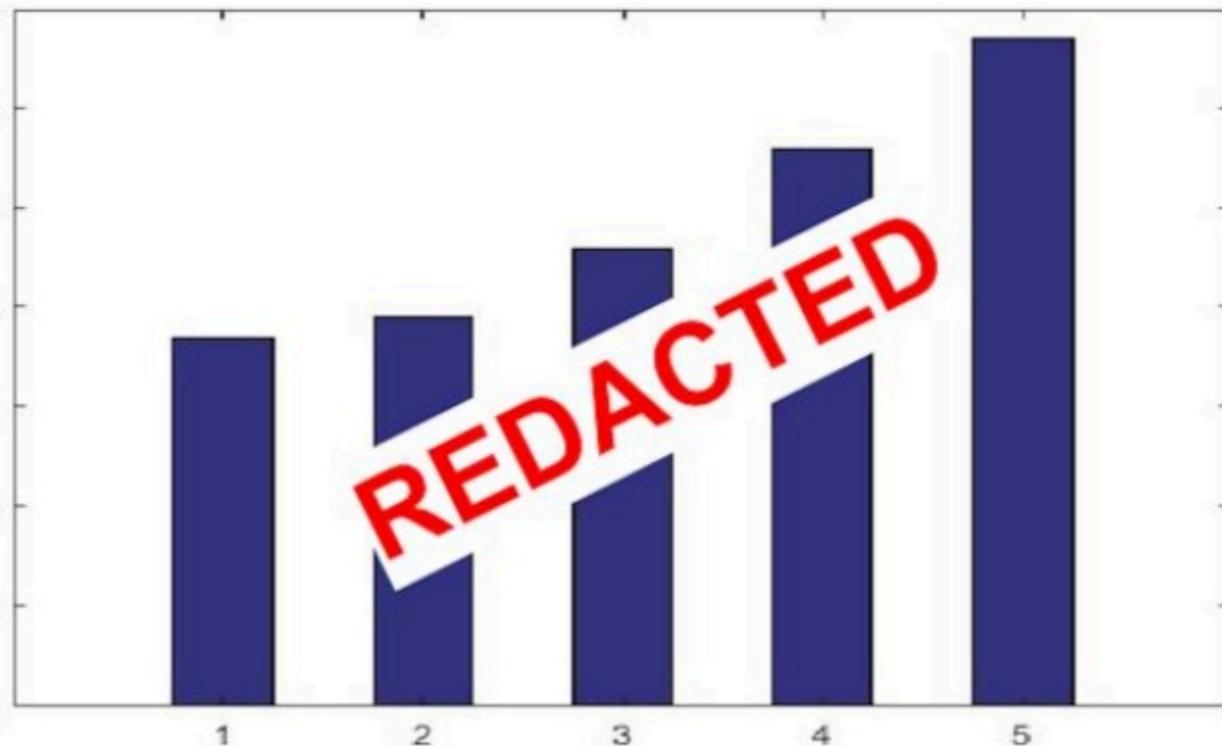
Net Quarterly ARR contribution

Key Metrics

2x

Capital Efficiency
Cash flow positive in 2020 while growing ARR.

XX

New clients last 12 months
Highly scalable SMB GTM.

XX

Months to CAC recovery
We sell 'services' at XX% gross margin and recover CAC quickly.