



Corporate Pillars

Session 1: 4-23-19

Corporate Pillars is a program designed to emulate some of the conditions that contributed to success of Silicon Valley.

Essentially, we want to provide an environment where the large organizations become aware of the smaller/growth organizations within the region.

The goals of the program:

- 1) Exposure and Awareness.
- 2) To provide solicited feedback from Pillar organizations to assist the small/growth firm development.
- 3) Generation of interest for lead generation and referrals within circles of influence.

Corporate Pillars is a non-solicitation environment, establishing a comfort zone for the larger organizations to observe and comment freely without pressure.

- Each quarter, we'll conduct a 3-hour session.
- Each 3-hour session will allow 6 companies, 20 minutes each for presentation and Q&A.
- Any on-going discussion and/relationship development will be at the discretion of the participating organizations.

Development and improvement of the program will be based on experiential learning and feedback of the participants.

All information discussed and shared by companies should be consider proprietary and confidential.

Thank you for your interest and participation.

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CONFIDENTIAL

All Information Contained Is Considered Confidential



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What we asked the growth companies:

- a) Company overview (who, where, how long in business).
- b) Products and/or services.
- c) Who are your customers?
- d) What are your differentiators?
- e) Technology Roadmap.
- f) Marketing Roadmap.
- g) Growth plans.
- h) Challenges (technology, marketing, funding, workforce, city/state business support).
- i) Opportunities (including funding with any others).
- j) Needs to Help Growth & Next Steps.

Afternoon Schedule:

3 - 3:25p: Meet and Greet.

3:25 – 3:30p: Open by Dan Bell

3:30 - 4:30p: Three Growth Companies (20 min each 10 content, 10 Q&A).

4:30 – 4:45p: Break with light refreshments and appetizers.

4:45 – 5:45p: Three Growth Companies (20 min each 10 content, 10 Q&A).

5:45 – 6:00p: Close by Dan Bell

- Program evaluation discussion. How to improve. Next steps.

Discussion Guidelines (with flexibility)

- Company overview (who, where, how long in business).
- Products and/or services.
- Who are the customers?
- What are your differentiators?
- Technology Roadmap.
- Marketing Roadmap.
- Growth plans.
- Challenges (technology, marketing, funding, workforce, city/state business support).
- Opportunities.
- Needs to Help Growth & Next Steps

Thanks To Our Participating Pillar Companies

Cox, PRA, City of Virginia Beach, City of Chesapeake, Clark Nexsen, Huntington Ingalls Inc. Technical Solutions Division, Newport News Shipbuilding, ODU Institute for Innovation and Entrepreneurship, Port of Virginia, Tech Center Research Park.



Company Overview

Jigsaw Security operates in the cyber security protection and cyber deception realms. Our products ensure that even if a company receives malware, that the malware will be rendered unable to communicate with the creator(s) and therefore not be able to send out data (exfiltration) thereby preventing cybers security breaches. While we generally focus on cyber, we have other unique capabilities that are non-cyber related that also ensure companies are well protected against not only cyber attacks but non-cyber related targeting. It is estimated that 95% of cyber attacks start as non-cyber security related data collection. Our patented security model ensures that companies are protected in all areas of security. Companies are failing in the fight to secure their infrastructure, people, resources assets and intellectual property. These companies are being targeted by competitors, nation state threats as well as insider threats. Our product line ensures that we can protect not just cyber, but all elements of our customers security needs.

Jigsaw Security Threat Mitigation Model™

Phase 1 Personnel/Insider Threat	Phase 2 Intelligence	Phase 3 Physical Controls	Phase 4 System Controls & Access	Phase 5 Counter Operations	Phase 6 Audit & Documentation
<ul style="list-style-type: none"> • HR Practices • Training • Safety • Protection • Manufacturing Process • Contractors 	<ul style="list-style-type: none"> • Requirement • Collection • Analysis • Dissemination • Application • Evaluation & Feedback 	<ul style="list-style-type: none"> • Surveillance • Access Controls • Guards 	<ul style="list-style-type: none"> • Network Systems • Forensic Investigations • Incident Handling 	<ul style="list-style-type: none"> • Threat Hunting • Pen Testing • Red Teaming • TSCM • OPSEC • Executive Protection 	<ul style="list-style-type: none"> • Policies and documentation of procedures • Normal operating procedures • Abnormal operating

Jigsaw Security Enterprise Inc. formed in 2015 is a corporation based in NC with our main office in the Hampton Roads region. Jigsaw Security maintains a Top-Secret facility clearance* and provides services to National Institutes of Health, Department of Homeland Security, Optiv (MSSP), E-Continuity (MSSP), Hitachi (MSSP) and private companies, NIH, Blue Cross Blue Shield (individual orgs) and defense and security contractors. Due to confidentiality clauses in our contracts we can only disclose publicly known customers.



Jigsaw Security Analytic Platform Version 5.3

The Jigsaw Analytic Platform is a Hadoop and Elasticsearch based central logging, intelligence and collection platform. The system is used by MSP's (Managed Security Providers) to monitor the usage of Jigsaw products in customer environments. The platform works with our compliance tools, FirstWatch SM sensor, threat intelligence feeds as well as document and feed management. The Jigsaw Analytic Platform contains over 2PB of data and is used to house data used to protect not only Jigsaw Security resources but also to look for customer leaked data to include passwords and intellectual property theft and similar use cases.

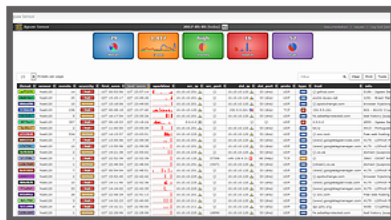
Created: 2014 User Base: 13 Licenses Type: Commercial JTMM Phase: 1,2,3,4,5 & 6



OSINT-X Intelligence Collection

The Jigsaw OSINT-X product allows for collection and long term storage of open source data from websites, RSS feeds, the dark web, Twitter, Facebook and other sources of information that our analyst require long term storage. This application is open source with proprietary Jigsaw Security components to extend the usefulness of the product for analyst use.

Created: 2010 User Base: 3 Users Type: Open Source, Proprietary JTMM Phase: 1,2



Jigsaw FirstWatch (sm) IDS Sensor

Jigsaw Security FirstWatch is an Intrusion Detection System and Intrusion Prevention hybrid that is logically connected to our Jigsaw Security Threat Intelligence and RPZ subscription service to passively or actively protect workstations and servers on an entire network. FirstWatch built in DNS server replaces your existing DNS servers to actively provide insight as to what web locations your systems are accessing.

Several versions including surveillance versions are available. Proprietary heuristics detection models and machine learning detect malware even without signatures.

Created: 2015

Type: Open Source , Commercial Plugin's JTMM Phase: 2,4,5

Note: This is only a partial listing of products, for the complete list visit our website www.jigsawsecurityenterprise.com

Our Current Customers

Our existing customers are managed security providers and other security vendors that have competing products. One of the interesting things about our competitors becoming customers is validating that our data is better than what we are seeing elsewhere in the industry. The Department of Homeland Security and Jigsaw Security have a cooperative agreement in which we share data, in 2018 we exceeded their capacity to process our data due to sheer volume, size and complexity. Our solutions allow us to do more with less and have a greater impact using technology.

What makes Jigsaw Security Different?

The biggest thing that sets Jigsaw Security apart from other managed security vendors is that we do not believe companies should be spending 95% of their budgets on cyber security when other threats that are just as important are often getting overlooked. We have been running into a scenario with potential managed security providers that do incident response telling us that they love our product but can't use it because it would take over 75% of their business (and profit). Because our solution works extremely well, MSSP's that do incident response (FireEye, Crowdstrike and others) can't use our solution because it would cut out the need for incident response and cut their profit. The industry is in a bad place because the current models take advantage of customers when they have been breached and in a vulnerable position and sometimes charge as much as 400% or more (hourly consulting rate) for incident response. The industry is making money off these breaches and it's not right.

What makes us different is that we want to be rewarded for our success, not our failures. If these managed security providers were doing their job in the first place, these breaches would not be occurring as often. Jigsaw Security wants to be rewarded for our success not our failures, unfortunately the current security models being used in the industry are taking advantage of the customers that we have sworn to protect.

Technology Roadmap

Our current plans for technology release and support include adding customer request through modular design. We will perform security patching, feature request (in a modular additive approach), upgrades/updates to existing products. Our existing products are mature. Jigsaw Security has developed all our products with the ability to add code (plugins) so that we do not have to change our base code often.

Marketing Roadmap

Our current marketing roadmap includes utilization of authorized resellers and partners to integrate solutions that can be provided as a package to customers. We have partnered with other security vendors as well as organizations such as AFCEA to market directly to the Government and consumers that need to be protected. Our main marketing strategy is to provide solutions for managed security providers to be able to offer cost effect proactive protection to their customers instead of reactive monitor of what occurs in customer networks. We have been speaking at after hours events, attending conferences and sitting on boards of

industry think tanks to get ideas and figure out the best strategy for marketing. Because of how our product works, marketing has been extremely difficult since we sell to MSSP's that are making most of their money through incident response.

Growth Plans

We are at a crossroad when it comes to growth. Our current plan is to continue bringing MSSP's into the Jigsaw protection model. Our company will perform the installations and support function on our products. By teaching MSSP's how to deploy, configuration and use our software, we can free up our analyst to provide higher tier support to our MSSP's customers. The plan is to get with MSSP's that can integrate us as an option into their monitoring, response, protection and auditing strategies so we can perform the analytics and automation required to continually make the data coverage of our products better.

Challenges

The challenges that we currently have are that we will be losing our Top-Secret facility in July unless we can partner with a company that has a Top-Secret contract in which we can sub-contract. This is a major issue for us as many of our products were specifically designed to integrate with intelligence community systems (SafeMove as one example). We have worked very hard to obtain the facility but with DHS moving all cyber operations to CISA, we are faced with a challenge that we never anticipated, and we only have a few months to solve this issue or we will lose the ability to directly bid on Government contracts. We need a strong Federal partner that we can work with that can sell our solutions to justify having us cleared so we can support not only existing Federal partners but give us the ability to continue to bid on Federal Government work. Another challenge for us is finding or training highly skilled cyber security employees and then retaining them. The salaries of these positions continually are on the rise. Smaller companies are forced to train individuals but retaining them more than 2-3 years becomes challenging when companies are offering higher salaries to acquire your skill talent.

Another challenge we have is that while there are larger companies in the Hampton Roads area that can benefit from our technology, they are largely unknown to us, so we have to join organizations and working groups to find compatible companies that are local to advance not only our products but the products of others in the region. If we had a directory of products locally, we could support locally based companies through procurement and local companies could support us in kind.

Opportunities

We have several large opportunities including some work for the Australian Navy auditing battleship navigational systems. It's amazing to us that we have all these shipbuilding and naval focused companies in Hampton Roads, yet our first naval engagement comes from not only another country, but another continent.

If we can work through our facility issue, there are many opportunities in the cyber security and intelligence community that we would like to pursue with partners. As a small company we are not sized appropriately to always go directly to the Government for work, but with the right partners and support structure we could excel in this arena. Many of our software products were conceived in the intelligence community and we feel like we should be giving back but are unable to do large processing which we are uniquely suited to perform through our analytics platform and other products.

Jigsaw Security has funding available but has never utilized equity or other capital up to this point. We have several lines of credit but have not tapped those resources as we want some mentoring to make sure we can be successful in paying back these resources and that if we utilize the funding we can grow and be successful.

Jigsaw Current Needs

These are the currently required needs of our company to continue to grow:

- Find a vehicle or contract to maintain our existing Federal Facility Clearance (Critical Need)
- Overcome the issue with MSSP's not wanting to purchase our products due to their business billing models
- Partner with larger companies that want to be able to become managed security providers that do not have their own management, protection, sensors and infrastructure to do so, we need partners that understand this space to help steer modular design of new capabilities and plugins for existing products
- 1 or 2 long term contracts for stability – Most of our contracts are annual contracts that renew annually. We need a few long-term contracts to ensure we can weather any storms when it comes to turnover. Since 2015, we have only had 1 customer not renew their subscription but that we due to the company being bought out and the new owner changing the focus of the company.

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www.ario.com

Company Background

Ario was founded in 2016 by Joe Weaver and Nate Fender (alumni of Christopher Newport University). The business is headquartered in Norfolk, Virginia. It has 5 full time employees and looks to potentially double its team size in 2019.

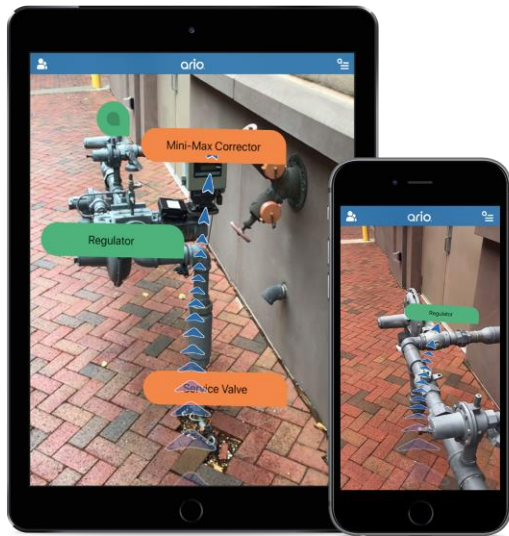
Product

Ario Augmented Reality Platform Overview



The Ario platform is a workplace productivity suite (software as a service) that consists of a mobile application and a web dashboard. The suite leverages the best of what web technologies and augmented reality has to offer, to enable teams to document equipment, spaces and locations. By the end of 2019 the platform will also support the wearable augmented reality device by Microsoft, the HoloLens 2.

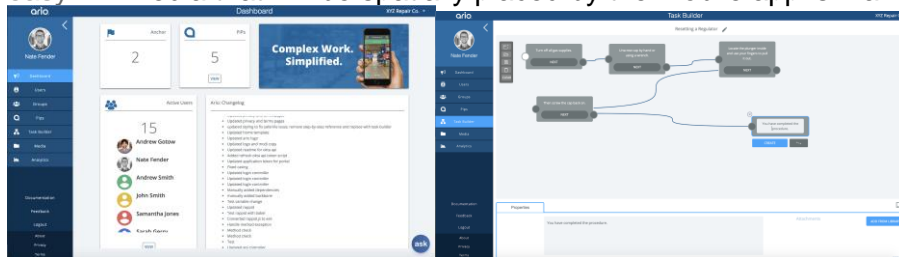
Ario iOS Mobile Application // Product



The Ario mobile application makes it easy to associate workplace documentation and manuals with equipment, locations and spaces. The mobile application works hand-in-hand with our web platform. Each user is assigned their own account and the business administrator controls access each user has to data.

Ario Web Dashboard // Product

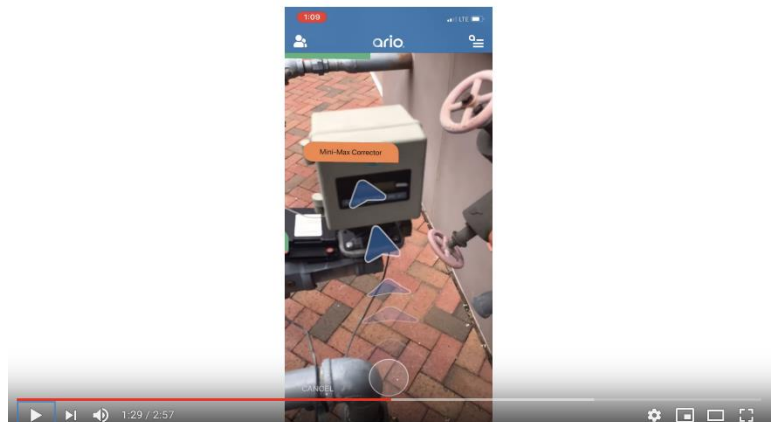
The Ario web dashboard includes an intuitive interface that by design makes content management, user and team management, permission controls and process creation quick and easy. All media that will be spatially placed by the mobile app is managed here.



Use Case Example

Gas Meter Familiarization

[Click here to view video](#)



Customers

- Global Fortune 500 Manufacturer of Electronics
- United States Air Force
- Siemens Mindsphere Business Partnership
- Dominion Energy
- Emerson

Technology Roadmap

- Wider device interoperability
- Open API for enterprise clients
- Add wearable AR support
- Integrate machine learning
- Add to product offering to diversify levels of product buy-in

Marketing Roadmap

- Continue to grow channel partnerships
- Execute on in-bound marketing strategy
- Focused placements of paid media in industry-specific publications
- Co-marketing efforts with channel partners
- Target OEMs

Growth Plans

- Hire 3-5 additional employees inside 2019
- Aggressively target recurring revenue goals and work towards achieving them 2019-2020

Challenges

- Talent pool in Eastern Virginia might be difficult as we scale. We will be competing with other markets (D.C., Richmond, Raleigh) for hiring
- There are a number of large companies in the region that are well-positioned to interact with startups and we believe this should take place more often; and is a direction thing should move
- Investors locally at times take a different approach to angel investing (prefer LLCs for tax purposes), whereas West Coast (read: Silicon Valley) typically will not invest in LLCs and require C Corps

Opportunities // Needs

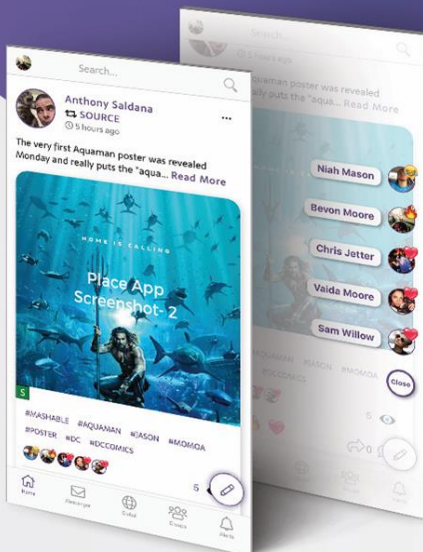
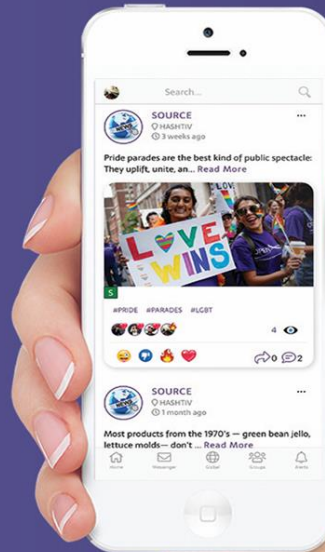
We would like to partner with larger companies in the region that can benefit from our product offering. Moreover, we'd like to hear your problem statements and find ways to help.



HASHTIV

Building a better Social Platform for all.

Executive Summary



What make us different

> User's Privacy

Privacy first; Hashtiv will never share or sell users information.

> Content Ownership



User will own of all their digital content, images, music and videos.

> GDPR Compliance

We are the first US base Social Media Platform with full compliance

> Global Connection

Global feed will display every user in the world. it will bring people closer and will foster understanding and greater connections.

 www.hashtiv.com
 bmoore@hashtiv.com

Executive Summary:

HASHTIV is a Software as a Service (SaaS) company that has built a global social media platform that will enable people from all walks of life to connect, share, network and make new friends. It is also a forum where members can market their products and services as HASHTIV provides marketing advertising slots to individuals, groups and corporate organizations. HASHTIV's Mobile App and Desktop Provides Business users with a built-in analytic tool to help business owners increase sales, boost efficiency and productivity, and make well-informed and intelligent business decisions.

HASHTIV was founded in December 2016 and was adopted by 163 Countries on Beta launch.

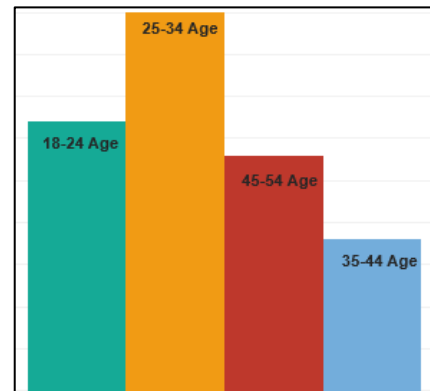
Product Suite:

- **HASHTIV Audio** - Enables Independent Music Artists to upload their music and submit it for Trending consideration to a world-wide audience. Musicians will be enabled to sell their songs to the general population. Podcasts and Audio Books will be available free and on-demand.
- **HASHTIV EDU** - Gamification is the use of game theory and game mechanics in non-game contexts to engage users in solving problems. The main goal of gamification is to motivate students so that they perform better on standardized exams.
- **HASHTIV Collaboration** - Plan, Share, Track, and collaborate with your team in one place from anywhere in the world. Seamlessly switch between your computer and your phone. All the workflow management power you need 24hrs a day.
- **Groups/Events** – Create your own group or event to connect and share your interests with like-minded people.
- **Business/Organization** – Small-to-Medium (SME) size businesses can create their free HASHTIV page and grow their business by reaching and connecting with HASHTIV users.
- **Global Feed** – Share your story on a global stage. Connect and converse with people around the world in real-time. HASHTIV is multi-lingual - English, Spanish, Portuguese, German, French, Arabic, Chinese Mandarin and Cantonese. Users communicate in their own native language.
- **Messenger** – is a great way to connect with friends, chat with family, send photos, and stay connected 24 hours a day. All communications are encrypted.

Existing Active Users:

HASHTIV currently has over 30,000 Active Users around the globe. The largest percentage of Active Users are in the desirable 25 – 34 age bracket. The second largest percentage is in the most desirable 18 - 24 age bracket. The younger Active User age bracket is soon to experience quick growth as the HASTIV EDU product is soon to be rolled-out. This product will initially be used by high school students to take exams required to be passed before their graduation.

HASHTIV's paying customers will consist of Small-to-Medium sized businesses who wish to create an advertising campaign to grow their firms, music listeners who wish to "own" their favorite songs, business groups who wish to "collaborate", and public school systems who wish to increase the success rate of high school students attempting to pass the required exams.



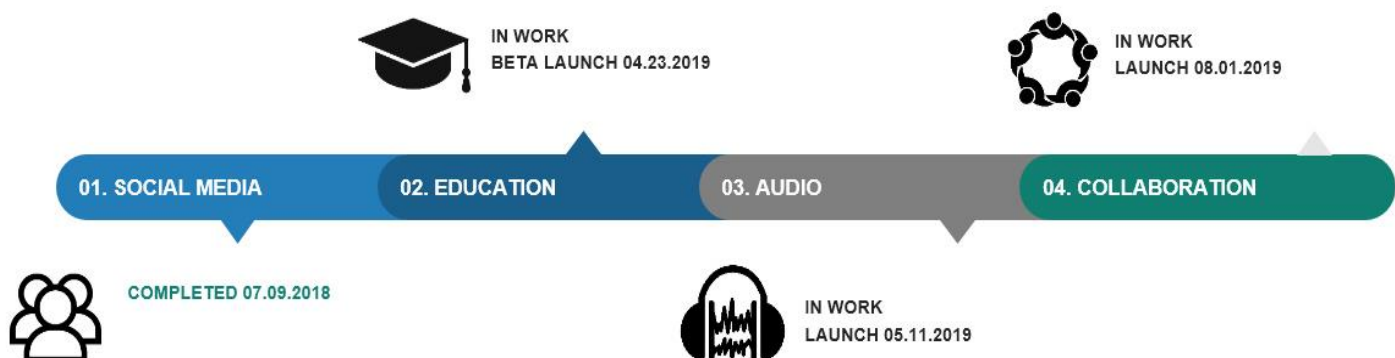
Differentiators:

HASHTIV's platform employs a combination of automated "censor bots" and human resources to review flagged content and posts as follows:

- Fake News – all content providers have been "verified" and are designated as such by the "source box". Users see if the content is verified or non-verified and make own decision to view or not.
- Cyberbullying, Sexting, Pornography – are against HASHTIV's rules and violators will be banned from posting new messages or content.
- Eliminating "Digital Footprint" – if a user leaves the platform all content is returned to user when requested.

HASHTIV's unique Desktop provides Business Users an analytic tool to help increase sales, boost efficiency, increase productivity and make well-informed business decisions.

Technology Roadmap:



Marketing Roadmap:

HASHTIV's marketing strategy has defined our global target audience and implements Agile marketing techniques to generate and test market hypotheses to ensure that our decisions are correct on their usage. We have chosen the marketing channels for an optimal marketing plan that will result in accomplishing our sales goals.

HASHTIV is currently in over 160 countries with a target market of Small-to-Medium size businesses:

- United States – 5.6 million
- East Asia - between 170 million and 205 million
- South Asia - between 75 million and 90 million
- High Income OECD countries - between 56 million and 67 million
- Latin America - between 47 million and 57 million
- Sub-Saharan Africa - between 36 million and 44 million
- Middle East and North Africa - between 19 million and 23 million
- Central Asia and Eastern Europe - between 18 million and 22 million



Sales and Marketing:

HASHTIV's Sales Strategy is based on a Software as a Service (SaaS) business model that features recurring revenue as its foundation. A "Freemium Pricing Strategy" was chosen as its business model to allow a consumer to receive basic services for free. Small-to-Medium size business will purchase advertisements to reach consumers in local and regional markets.

HASHTIV will utilize a Web Marketing and Events-driven marketing program to increase its active user base. Advertisements will be on internet mainstays such as Google, Twitter, and Bing. HASHTIV will utilize Social Media Marketing (Ads), Search Engine Marketing (SEM), and Search Engine Optimization (SEO). HASHTIV has been asked to participate in Marketing Events such as "Something in the Water", the East Coast Music Conference, and Slush (Amsterdam). These events will be used to gain new active users and become a trending topic on the World Wide Web.

Growth Plans:

HASHTIV LLC is a high growth Software as a Service company and we project growth to occur in a very rapid manner. Estimated employee count at end of:

- Year 1 – 59 total employees of which engineers comprise 49%.
- Year 2 - 164 total employees of which engineers comprise 35%.
- Year 3 - 241 total employees of which engineers comprise 33%.
- Year 4 - 318 total employees of which engineers comprise 33%.
- Year 5 - 386 total employees of which engineers comprise 34%.

Opportunities:

HASHTIV believes that the current Social Media meltdown over privacy issues and selling customer data has created a huge opening for a firm with new ideas and new technology. HASHTIV has found promising markets:

- Small-to-Medium size businesses in need of an affordable advertising campaign;
- Audio streaming of songs produced from Indie Artists for sell to listeners;
- EDU Gamification for High School required exams.

Challenges:

HASHTIV is faced with three challenges:

- **Funding for company launch**
- **Qualified web-oriented engineers**
- **Space for rapid growth**

Please visits www.hashtiv.co for our Leadership Team and Board Members info.



[Overview](#)

DroneUp was formed in 2016. Tom Walker, a drone pilot and technology expert, developed a mobile application to geolocate pilots so they could be utilized quickly and efficiently. One of the company's first projects was providing sUAS services to authorities in the aftermath of Hurricane Harvey in Houston and Hurricane Irma in Florida. During Harvey, the DroneUp app went from 400 to 4000 users in one day. After Hurricane Irma, DroneUp surveyed over 3000 acres for officials in Tallahassee, Florida. Today, the company is currently providing drone services to government, commercial, and public service organizations worldwide.

[Our Mission](#)

DroneUp matches missions with small Unmanned Aerial System (sUAS) pilots. Leveraging our patent-pending **Mission Match™** platform, we locate, qualify, and deploy single pilot or multi-pilot crews according to our client's requirements. We deliver on-demand services to commercial, government, and military organizations. DroneUp is committed to providing a comprehensive network of pilots while maintaining a steadfast commitment to safety and responsible operations.

[Who We Serve](#)



Agriculture

Plant Counting & Yield Prediction
Field Water Pooling
Stockpile Monitoring



Energy

Right-of-Way
Pipeline Integrity
3D Asset Analysis



Construction

Job Site Reports
Progress Analysis
Security and Monitoring



Public Safety

Search & Rescue
Firefighting
Crowd Control



Real Estate

Residential
Commercial
Marketing



Insurance

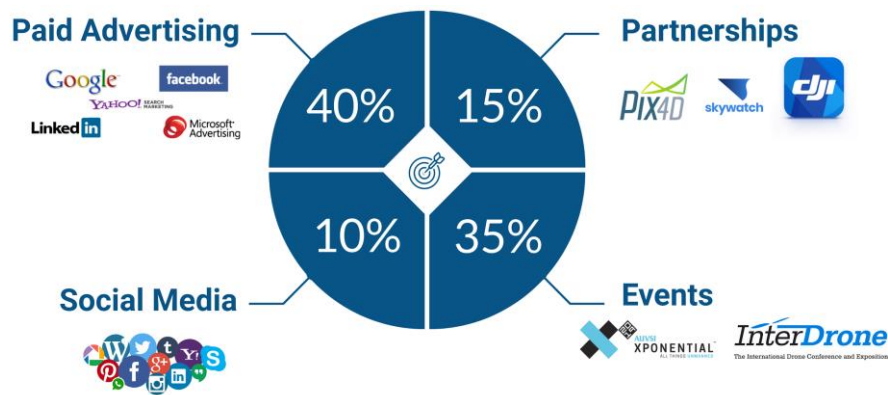
Risk Mitigation
Claims Processing
Preemptive Analysis

[Our Strategic Advantage](#)

DroneUp's patent-pending pilot management platform deploys the right pilots with the right assets to the right places, regardless of the mission type. We track pilot certification, experience and location to guarantee qualified pilots are alerted for matching missions. From the moment a mission alert is launched, pilots and commanders communicate in real time via encrypted

channels, ensuring your projects and data are always secure. Load tested to over one million simultaneous missions; the DroneUp platform is the only system able to match, mobilize and support UAS teams on a global scale.

How We Market



Leadership





ZZ Servers IT Management and Consulting
800-796-3574
www.zzservers.com
CHESAPEAKE, VA

The advance of technology is based on making it fit in so that you don't really even notice it, so it's part of everyday life.
—BILL GATES

Company Overview

A 2017 survey by Nationwide of business executives revealed that cyber attackers targeted over half of US businesses in the previous 12 months. 72 percent of these businesses spent more than \$5,000 to investigate each case. And almost 40 percent of hacked businesses spent more than \$50,000 to respond to the attacks. Recently, the FBI released an alert about a concerted effort by cyber criminals to steal payroll information and divert the funds by changing the account numbers. Managed IT services help prevent breaches of security and protect your company.

Hackers constantly target businesses. Many business owners do not know they have been a target until it is too late to respond, and the damage has already been done. Cybersecurity is vitally important.

Regardless of what type of business, they all have sensitive information that hackers want to steal. And customers are counting on the businesses they purchase from to keep that information safe.

Today security issues are more prevalent than any time in history. Cyber-attacks like malware, spyware, keyloggers, crypto locker viruses, and even internal vulnerabilities have shown how they can take down an entire operation – small businesses, large corporations, and even government entities have already been successfully hit. Where does that leave businesses small businesses in our community? Certainly, they can't add an imaginary budget, but we can help place more focus on what's important and find the best, most cost-effective solutions to remain protected.

This is what ZZ Servers helps small businesses succeed at. ZZ Servers helps small businesses meet the complex demands of information security and information technology.

Before ZZ Servers started, its founders spent many years performing commercial and military infrastructure cybersecurity audits and experienced firsthand the challenges involved with managing and maintaining secure computer information systems. And that experience has ingrained within us a passion to help other small businesses succeed as they face the ever-changing threats and challenges faced by small businesses as they work with their own information technology systems. We feel the compliance process should be simple and pain free.

Started as a California LLC in 2006 by brothers and partners Peter and David Zendzian. In 2009, started growing and expanding with our first large contract client. In 2011, became a foreign entity in Virginia and opened our headquarters in Chesapeake Virginia.

Products and Services

ZZ Servers designs, builds, manages and maintains secure information technology environments for organizations that handle credit cards, healthcare records, financial or business critical information. We simplify the complexity of information technology and requirements mandated by various compliance bodies such as PCI, HIPAA, SOX, etc. by providing a high level of expertise and experience in addition to our secure stable information technology infrastructure.

ZZ Servers maintains world class datacenter facilities, with minimum Tier III rating; active SAS 70 or SSAE 16 audits and annual PCI Level 1 Service provider validation on all facilities and services.

We have in-house penetration testing, forensics and incident response teams.

ZZ Servers provides safe, stable, and secure information technology environments for businesses to flourish. When security and compliance matter ZZ Servers outperforms and exceeds expectations.

ABOUT ZZ SERVERS

Since 2006, our team has succeeded in understanding the needs of the industry and creating reliable solutions to serve them all.

Our commitment to a high level of customer service and belief in personalized customer service for every client is an integral component of our business philosophy. Our goal is to work collaboratively with industry professionals, our clients and consumers to provide not just a source for affordable and secure hosted network infrastructures but also provide a friendly family-oriented customer support experience.

We specialize in providing business solutions for both the Business, Industrial, Government and Enterprise markets of all industries.

Quality comes first! We make sure that every minute detail is looked into while working with our clients. Our focus is 100% on client needs and satisfaction.

INNOVATIVE SOLUTIONS

ZZ Servers offers innovative solutions that meet the specialized needs of our customers. By combining first-hand experience with our datacenter, infrastructure and integration expertise, we have developed comprehensive solutions that are effective, efficient and affordable. Whether it's providing advanced compliance-based datacenter solution to fortune 100 firms, offering clear technical solutions to local businesses or fully outsourcing and managing business technology solutions, ZZ Servers delivers proven solutions that are business ready and business tested.

Who are our customers?

ZZ Server provides services to companies who depend on information technology for the successful operation of their businesses.

We focus on following industries

- Medical Practices (Doctor, Dental, Chiropractor, Research firms)
- Payment Gateways
- Level 1 and Level 2 merchants who sell either online or brick and mortar.

Differentiators?

ZZ Servers advantage is a unique solution designed to improve service and support associated with managing complex compliance focused system that support payment card processing, protect personal or other sensitive business information. Our solution combines the talent and expertise of our team, tools, methodology and state of the art technology to create a comprehensive solution for organizations with information technology compliance and security requirements.

Being the only MSP that is PCI DSS Level 1 validated Service Provider in our region provides our strongest advantage against other managed service providers in the region. ZZ Servers work in maintaining our 3rd party validation of our PCI compliance ensures our clients who accept credit cards can meet PCI DSS section 12.8 which requires merchants have policies and procedures for managing the service provider relationship, including pre-engagement due diligence procedures, written agreements, and confirmation of PCI DSS responsibilities
Technology Roadmap.

For 13 years, ZZ Servers has been working exclusively in the datacenter space, managing compliance-based technology infrastructure in our datacenters. Our growth in 2019 has included expanding into a managed service provider framework where we manage client technology outside of our datacenter.
Marketing Roadmap.

Marketing in the managed service provider space is highly competitive. We are focusing on a few areas we believe will work. Re-designing our web site to be more business focused, posting articles which help our clients, online advertising, networking events and sponsoring lunch and learn sessions for businesses and medical practices.
Growth plans.

Plan to add approx. 20 new local managed clients.
Challenges (technology, marketing, funding, workforce, city/state business support).
Biggest challenges faced since inception are sales and marketing. Our strengths have always been in technology, not in sales or marketing. We have hired consultants in the past to help train or generate tools. These activities did not provide deliverables suitable to move us forward.

Opportunities (including funding with any others).

Our biggest opportunity is as it has always been, our focus on security and compliance. As one of the only managed service providers with a PCI DSS Level 1 Service Provider validation and our expertise in HIPAA, we are uniquely poised to service Hampton Roads small to medium sized businesses.

Needs to Help Growth & Next Steps.

Hiring the right sales people is the next logical step. We have targets to focus on and need sales staff to sell our services.

QUALITY UNSURPASSED

Improving Productivity, Maximizing Business Responsiveness and Reducing Costs. We have a team of experienced engineers and technicians to develop solutions that integrate with your business. We support a standard method for infrastructure management and design; which will enable us to provide comprehensive solutions that are well-organized and efficient for almost any industry. This ensures that our solutions meet the standards the highest quality, unsurpassed reliability and service excellence.

[arraydigital]

Company Overview

What: Digital Marketing Agency

Tagline: Maximize Your Digital Marketing

Industry: Advertising & Marketing

Office Locations: Chesapeake, VA and Orlando, FL

Founded: 2017

Erik Olson and Kevin Daisey are the founders of Array Digital.

Array Digital is an award-winning digital marketing agency that provides highly targeted online marketing and advertising for regional brands in Hampton Roads. But our founding began years earlier in two different corners of Hampton Roads.

After years of working in windowless buildings on base for a DoD contractor, Erik left that world and started his journey in the commercial sector. Focusing his programming and management skills on his new agency, 80|20, Erik's team created data-intensive custom web and mobile applications for clients in Atlanta, Orange County, New York, and of course Hampton Roads.

In another corner of Hampton Roads, and after years of slaving away over blueprints at a civil engineering firm, Kevin decided to scratch his creative itch by learning web design on the nights and weekends. Starting his own agency, ID Web, they began building websites by the dozen. Five hundred websites later, his team was able to accomplish anything in WordPress.

With the many problems we solved for our clients, we noticed a pattern - many of our clients hired us to build a digital product but later failed to turn their creation into a thriving business. The movie Field of Dreams taught us that if you build it they will come. Turns out, that's not exactly true in the business world. To help our customers, we both offered the secondary services of search engine optimization, social media, and content marketing.

In today's competitive landscape you can't expect to simply kick back and let customers come to you. There are too many options available and too much pressure from competitors. You have to be proactive and market the benefits of your offering to your potential customers or they simply won't know you exist.

For that reason, we joined forces and created Array Digital putting all of our collective focus into digital marketing for our clients.

Our Services

Online Advertising

The fastest, most cost-efficient way to jumpstart your lead generation. We use the Internet's enormous data pool and A.I. to target your ideal prospect where and when it matters most. Get more leads from search engines, display networks, and social media advertising.

Search Engine Optimization

Climb Google's search results to get in front of more prospects looking for your services. With our keyword optimization, content marketing, and backlinking, you won't just get more traffic. You'll get more leads.

Social Media

Turn your social media presence into a brand-building, lead-generating asset. We handle everything including professional caliber content, proactive follower engagement, and reputation management.

Websites

Turn your website into a lead-generating machine. Whether your website needs a facelift or a total redesign, our simple monthly pricing takes care of your every website need.

Our Ideal Customer

- B2C companies with a revenue of \$2,000,000 - \$20,000,000
- Companies that have multiple locations, at least one of them in Hampton Roads
- Have been in business for at least five years
- Has already doing traditional advertising and has dabbled in digital marketing with mixed results, but they know they need to spend money on marketing to grow their business.
- Able to spend \$5,000 per month.

We currently serve 45 clients in and beyond Hampton Roads

Big brands we have worked with:

U.S. Army, Hilton, CBRE, and Trane

A Few Local Clients:

The Floor Trader, Carpet World, ProSource, Mechanical Services Company, ABS Technologies, Farmers Bank, Jones CPA, Jewish Family Services, Motor World, and Frye Properties.

What Makes Us Different

After more than ten years of running agencies, and learning from hundreds of clients in different industries, we have a unique perspective that combines technical excellence with marketing expertise.

- We don't "Also do digital marketing". That's all we do.
- We focus on what actually matters: Leads
- Touch-points: Regular transparent reporting twice a month
- Video based reporting from our team
- 90-day business reviews with every client

Technology Roadmap

Our current needs for additional technology are slim, but with planned growth these needs may change rapidly.

Current technologies: Google G Suite, Asana (Project Management), Adobe (Design tools), Slack (Communication), Grasshopper (Phones), COX (Internet & Phone), and AT&T (Mobile Devices).

Needs for 2019: New sales CRM (Currently on Hubspot).

Future needs: More sophisticated phone system as we open more offices.

Marketing Roadmap

As a marketing company, we constantly making an investment in our marketing. Of course, like all businesses, we are limited by our budget. We plan to increase this budget and effort as we grow.

Future Plans: Hire a dedicated marketer for our internal brands

Cost: \$40,000 salary plus benefits.

Growth Plans

Our Mission (3-year plan): Dominate Digital Marketing in Hampton Roads

Our Vision (10-year plan): Become a Dominant Digital Marketing Agency in the United States and reach \$100 Million in Revenue.

2019 Revenue Goal: \$1.8 Million in secured recurring revenue

Challenges

- Funding a growing team
- Capital for acquisitions

Opportunities

- Acquisitions of older traditional agencies

Needs to Help Growth & Next Steps

- Mentoring
- Partners for experience sharing
- Need to develop a strategic plan for growth