



CyberDre

SOVEREIGN GROWTH ENGINE

REVENUE INTELLIGENCE FOR CYBERSECURITY PROVIDERS

Know what moved before you decide to outreach.

SIGNAL



ACCOUNT



BUYING COMMITTEE



TIMING



OPPORTUNITY

EUROPE + BALKANS



Your CRM knows who fits. It does not know why now.

Target accounts can be correct. Contacts can be verified.
Messaging can be personalized.

And commercial timing can still be wrong.

THE HIDDEN GAP

- Static CRM fit
- Verified contacts
- Personalized outreach
- Missing account movement
- Missing timing evidence

Pipeline quality starts before outreach.

CyberDre is not another contact database.

CyberDre helps cybersecurity providers identify observable market movement, qualify accounts, map likely buying committees and assess commercial timing before sales attention is committed.

BUILT FOR

**MSSP · MDR · SOC-as-a-Service
Pentest · GRC · vCISO**

20-250 EMPLOYEES

EUROPE + BALKANS

NO PURCHASED LISTS

CyberDre does not sell recycled lead databases.

QUALITY

NO GUARANTEED MEETINGS

We improve the decision before outreach, not promise what buyers will do.

TRUST

NO FAKE INTENT

Signals are treated as evidence to investigate, not buying intent.

DISCIPLINE



A signal should create a question before it creates a sales task.

Nick Dre — Founder, CyberDre

FIT $\neq$ READINESS

The right company is not always the right moment.

ACCOUNT

SIGNAL $\neq$ INTENT

A real event can still lack budget, process or urgency.

EVIDENCE

CONTACT $\neq$ COMMITTEE

One known buyer rarely equals the decision environment.

COMMITTEE

The portfolio is built around one discipline: keep movement, evidence and uncertainty separate before action.



What changed?

Funding rounds, hiring surges, leadership changes, regulatory pressure and incident disclosures are observable movements. Most of them never reach a rep's desk as commercial context.

CyberDre turns observable movement into a starting question, not a guess.

- 01 Funding events**
Budget authority can move up.
- 02 Hiring signals**
Delivery promises become visible.
- 03 Leadership change**
New priorities may appear.
- 04 Regulatory pressure**
Deadlines and customer requirements shift.

Signals are observed, not inferred.

Every account entering the pipeline carries the evidence behind it — not an unexplained score and not a claim of buying intent.

OBSERVED

Directly confirmed movement from a source: posting, filing, announcement or disclosure.

FACT

SUPPORTING

Corroborating evidence cross-checked against the original signal.

EVIDENCE

REJECTED

Insufficient evidence. The account is parked rather than guessed into action.

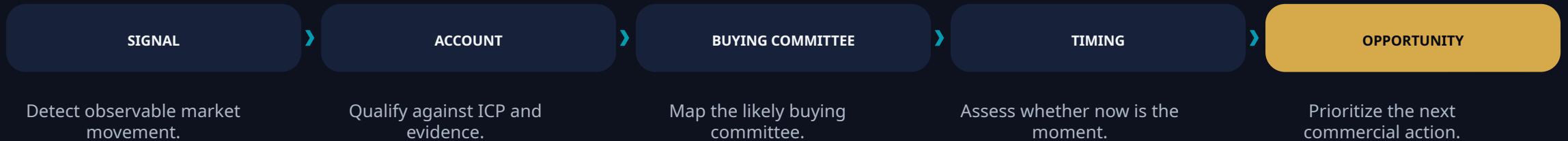
DISCIPLINE

CORRECTION: renamed from "Buyer-Intent Signal Intelligence" to avoid implying Signal = Intent.



The Sovereign Growth Engine

One system. Five stages. The same disciplined path before a rep reaches out.



CyberDre improves the decision that precedes outreach — not just the volume of outreach.

Who we qualify — and why it matters

SEGMENTS

MSSP

MDR

SOC-as-a-Service

Pentest

GRC

vCISO

20-250 EMPLOYEES

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WHY THESE PROVIDERS FEEL THE PROBLEM

- Delivery capacity often exceeds revenue-system capacity.
- Founder-led sales leaves pipeline to “what is left of the week.”
- Deals involve technical, economic and operational buyers.
- Contract values justify deeper account intelligence before outreach.
- Regulatory and enterprise pressure creates observable movement.

Who shapes the decision?

One verified contact is not a buying committee. CyberDre maps likely economic buyers, technical evaluators, security owners and missing relationships — then flags what is still unknown.

ECONOMIC BUYER

Controls budget or approval.

TECHNICAL EVALUATOR

Tests fit, risk and implementation.

SECURITY OWNER

Carries operational pain and urgency.

MISSING RELATIONSHIP

The role that can kill the deal unseen.

The deal is often decided by people the provider has not met yet.

Why might now matter?

Fit without timing is a wasted call. CyberDre weighs evidence for and against acting now before sales attention is committed.

EVIDENCE SUPPORTING NOW

- New budget owner or finance hire appears.
- Security role remains open or is reposted.
- RFP / framework contract returns to market.
- Delivery expansion visible in new city or region.

EVIDENCE AGAINST NOW

- Single event with no corroborating movement.
- Stale signal with no recent activity.
- No committee visibility beyond one contact.
- Budget, process and urgency still unknown.

Timing is part of qualification — not decoration after the sequence starts.

Activate · Observe · Reject

Three valid outputs. One disciplined decision model.

ACTIVATE

Evidence supports commercial attention now.

ACTION

OBSERVE

Fit confirmed, but timing or committee context is incomplete.

MONITOR

REJECT

Insufficient evidence to justify continued priority.

PROTECT ATTENTION

The objective is not more activity. It is better allocation of commercial attention.



DEMONSTRATION SCENARIO

Realistic Account Intelligence Example

OBSERVED SIGNAL

ACCOUNT FIT

SUPPORTING EVIDENCE

BUYING COMMITTEE

TIMING ASSESSMENT

DECISION

OBSERVED

Confirmed directly from a primary source — filing, posting, disclosure.

FACT

INFERRED

Reasoned from observed signals, not directly confirmed.

INTERPRETATION

UNKNOWN

Not evidenced yet — held out of the decision, not guessed at.

DISCIPLINE

No fake client. No fake result.



From list-based prospecting to decision-based pipeline

01**Problem**

Static prospecting misses movement.

02**Belief change**

Fit is not readiness.

03**Method**

Signal → Account → Committee → Timing.

04**Decision**

Activate · Observe · Reject.

The message improves because the commercial decision improves first.



Regional signal fluency as a differentiator

NIS2, DORA, CRA, AI Act and GDPR are read as market movement — not as a compliance pitch. Regulation becomes one signal cluster among others.

NIS2

DORA

CRA

AI Act

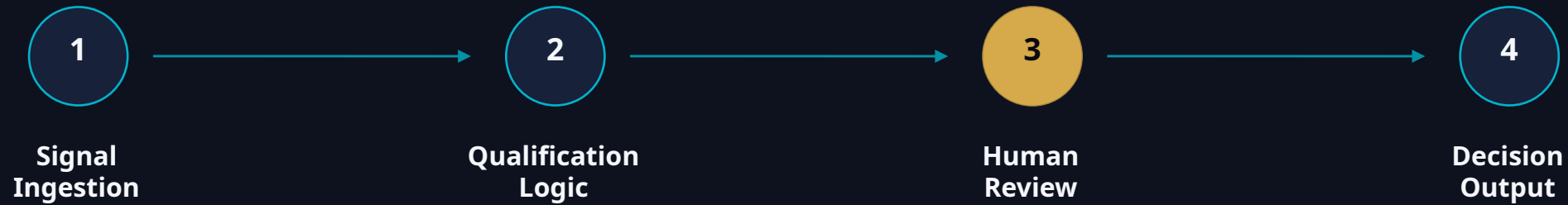
GDPR

REGULATION → MARKET MOVEMENT → INVESTIGATION

WHY THE REGION MATTERS

- Fragmented national timelines and sector pressure.
- Local MSSP/MDR providers with founder-led growth teams.
- Public tenders and job postings reveal timing windows.
- EU requirements can appear as contract obligations outside the EU.
- Balkans market nuance prevents generic Europe-wide messaging.

The system behind the signal



A human reviews every account before activation. No decision is fully automated.

Trust is a design constraint, not a claim.

- Every signal is sourced — no unexplained scores.
- Human approval gate before any account is activated.
- Evidence, not inference, drives Activate / Observe / Reject.
- No fabricated logos, results or guaranteed meetings.

This page is part of the proof: CyberDre will not manufacture certainty.

A tangible operating system, not a list of leads.

ACCOUNT INTELLIGENCE

Qualified accounts with supporting evidence.

SIGNAL MONITORING

Observable market movement worth investigating.

BUYING COMMITTEE MAPPING

Likely decision roles and missing relationships.

TIMING ASSESSMENT

Evidence supporting Activate / Observe / Reject.

COMMERCIAL BRIEFS

Context before outreach.

PIPELINE REVIEW

A defensible view of account priority.

The deliverable is not a spreadsheet. It is account-level decision support.

A working system, not a promised number of meetings.

DAYS 1-5

DEFINE

ICP · territories · offers · existing pipeline.

DAYS 6-10

BUILD

Signal taxonomy · account intelligence · decision criteria.

DAYS 11-15

VALIDATE

Data quality · evidence · committee mapping · human review.

DAYS 16-21

ACTIVATE

Priority accounts · Observe queue · commercial briefs · reporting.

What we can show now — and what we will not fabricate.

WHAT WE CAN SHOW NOW

- Methodology
- Demonstration scenarios
- Signal taxonomy
- Qualification logic
- Data-quality gates
- Human approval workflow
- Activate / Observe / Reject model

WHAT WE WILL NOT FABRICATE

- Fake logos
- Fake revenue
- Fake client results
- Guaranteed meetings
- Invented intent scores

Is your pipeline acting on market movement — or working through a list?

CYBERDRE PIPELINE AUDIT

- Account Selection
- Signal Quality
- Buying Committee Coverage
- Commercial Timing

OUTCOME

A defensible view of where commercial attention belongs now, what should be observed, and what should be removed from priority.

ACTIVATE · OBSERVE · REJECT

REQUEST A PIPELINE AUDIT

audit@cyberdre.co

