

NORTON ELECTRA

Our mission is to help clients keep people safe and to empower this nation's security on every frontier: **land, sea, air, and cyber.**

THE PROBLEM



1 PART 1

A. Service members struggle transitioning out of the military and into the civilian workforce. Defense contractors leaving Afghanistan are having a hard time finding gainful employment as they transition back home.

B. Large defense contracting companies are slow-moving bureaucratic machines. Because of this, they struggle to match employment solutions with their contractual needs.

2 PART 2

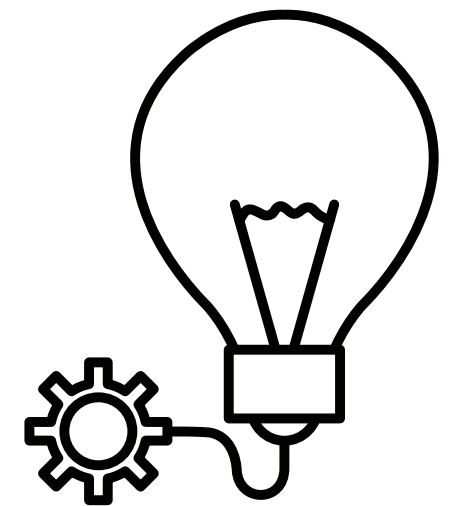
The federal government aims to award at least 3% of all federal contracting dollars to Service-Disabled Veteran Owned Small Businesses (SDVOSB) each year.

Competition is limited for certain federal contract opportunities to businesses that participate in the SDVOSB program. Joining the SDVOSB program makes your business eligible to compete for the program's set-aside contracts.

- My experience as an Army Ranger for the State Department enabled me to developed a wide-range network within the defense sector and provided me with a unique skillset. This skillset is the competence to properly evaluate defense workers, both technically and culturally, and match them with gainful employment.

- We are using an outbound recruiting strategy and our current channels to source veterans transitioning to the civilian sector, contractors leaving Afghanistan, among other qualified individuals to build out our talent pool and qualified candidates to ensure our clients contracts do not go unstaffed

THE SOLUTION



MARKET OPPORTUNITY

DEFENSE BUDGET
\$705 BILLION

MISSILE DEFENSE \$20.3,
MUNITIONS \$21.3B,
CYBERSPACE \$9.8B,
SPACE DOMAIN \$18B,
AIR DOMAIN \$56.9B:
TOTALS TO \$126.3B.

3% OF \$126 BILLION
\$3.78 BILLION

Growth Rate: defense budget is projected to increase in the US every year till the year 2031.

The defense budget in 2031 is projected to be "\$915 billion"
– Eric Duffin, Statista

Sources:

<https://www.defense.gov/News/Releases/Release/Article/2079489/dod-releases-fiscal-year-2021-budget-proposal/> ;
<https://www.statista.com/statistics/217577/outlays-for-defense-and-forecast-in-the-us/#:~:text=Defense%20spending%20in%20the%20United,billion%20U.S.%20dollars%20in%202031>

TRACTION

- Certified in Service–Disabled Veteran–Owned Small Business (**SDVOSB**)
- Registered **DUNS** Number, **CAGE** Code, and **Sam.gov** account
- Fully approved on **General Dynamics Individual Supplier Network**
- Created **www.nortonelectra.io** landing page (website will be up next week)
- Negotiating a teaming agreement and facilities clearance with **DCG International**

VALUE PROPOSITION

Need: Small business set aside requirement and also need for sub contract labor.

Benefits: Small business set aside requirement is fulfilled. Customized solutions for client's needs.



Approach: Outbound sales team strategy. We focus on verticles where our technical partner has extensive experience.

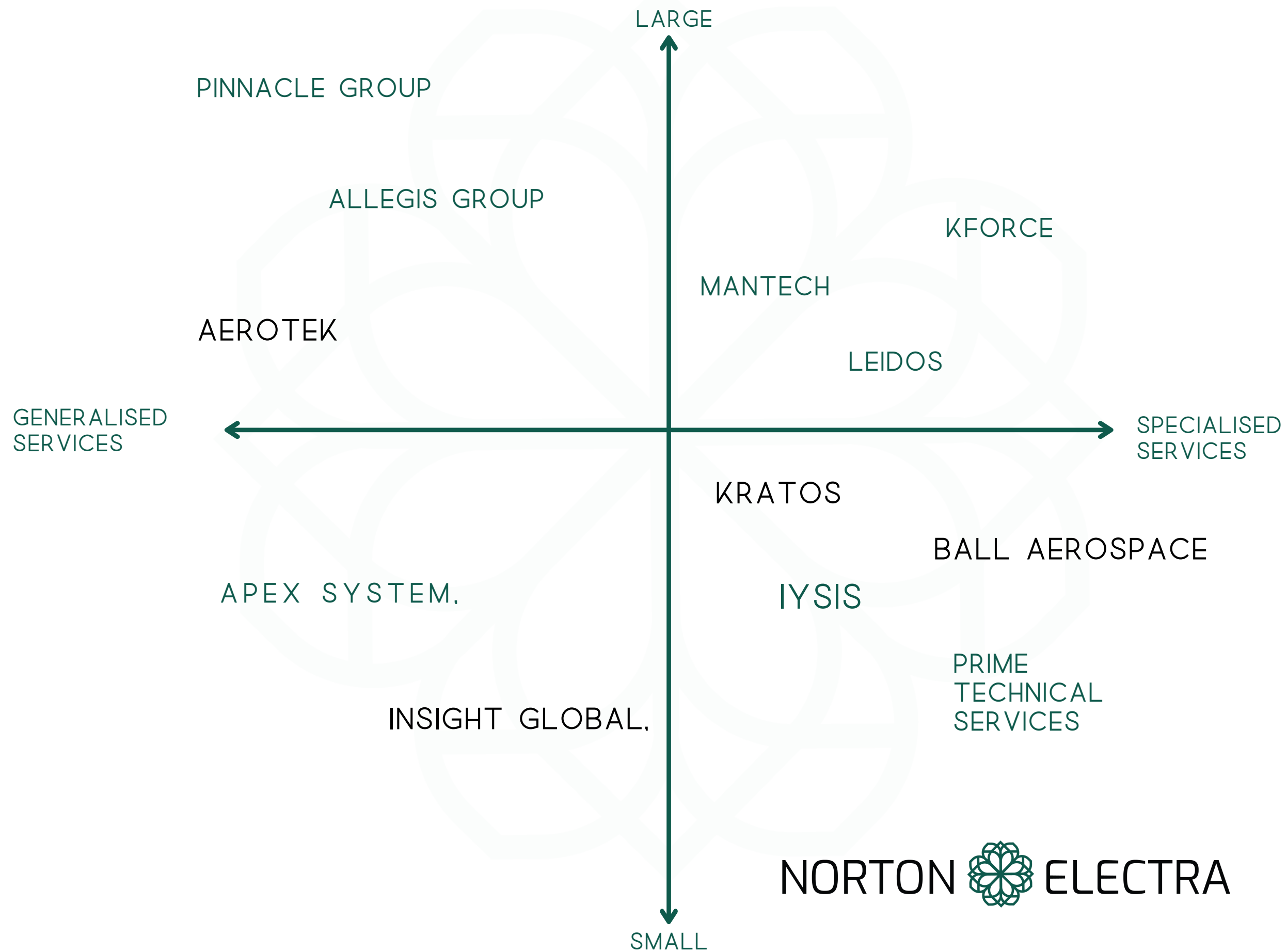
Competition: Other SDVOSBs and "large" subcontract labour suppliers.

GO TO MARKET (WITH PRICING)

- **Go To Market strategies** (with traction)
- Sentinels of Freedom (warm introductions) → General Dynamics Mission Systems VP → Individual Sourcing Network → Mentor Protégé Program (or work as a subcontractor → Facilities clearance sponsorship → Go to work
- DCG International → Facilities clearance sponsorship → Teaming agreement → Go to work
- Customer discovery → Capture manager relationships → Go to work



POSITIONING STRATEGY



TEAM

NED ROCHE

- Former Army Ranger and Blackwater contractor
- Columbia BA and MBA
- Expansive network within the DoD and the contracting space



WILLIAM STEPHENSON

- 2 years experience working for a SDVOSB
- Angel investor that funded Norton Electra's SDVOSB certification



ROBERT DODDS

- 9 years of staffing experience
- 5 years of staffing for an SDVOSB
- Technical vetting experience within Aerospace, Missile Defense, and logistics for DoD contracts

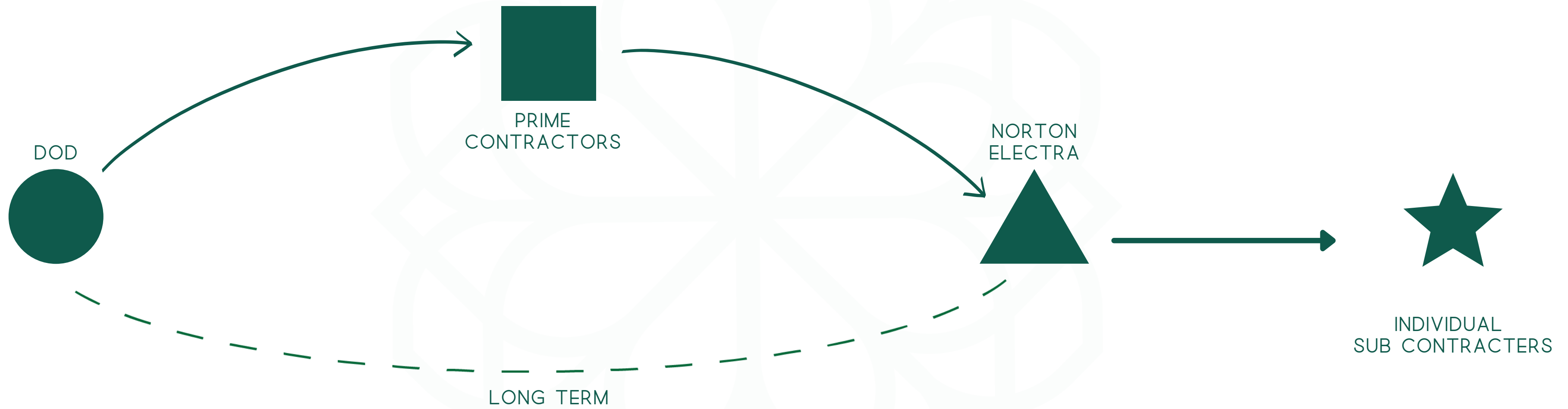


COMING SOON

Technical partner with prior DARPA or defense research lab experience



REVENUE MODEL



FINANCES AND ROADMAP

MONTH	MONTH 1	MONTH 6	MONTH 12	MONTH 18	MONTH 24	MONTH 30	MONTH 36
NUMBER OF CONTRACTS	1	1	2	4	6	10	15
MONTHLY EXPENSES \$ THOUSANDS	1077.40	1077.40	1078.44	1834.69	1847.48	2616.23	2640.48
MONTHLY REVENUE \$ THOUSANDS	104.17	104.17	208.33	833.33	1250.00	3125.00	4687.50
MONTHLY PROFITS \$ THOUSANDS	-973.23	-973.23	-870.10	-1001.35	1847.48	2616.23	2640.48

PLEASE ASK QUESTIONS,
AND PROVIDE ANY
FEEDBACK AT THIS TIME!