

## Profile number

110474

## Unique SaaS platform for cybersecurity risk profiling – scientifically proven, fully developed, including exclusive IP

### Located in

Netherlands

## Personal data

### Sector

IT service

### Type of company

Website

### Legal entity:

Other

### Type of transaction

Assets / liabilities

### Life phase enterprise

Starting

### Employees in FTE

< 5

### Type of buyer:

- MBI candidate
- Strategic acquisition

## Financial information

### Turnover last financial year

€ 0 - € 100.000

### Asking price

€ 100.000 - € 250.000

### Earnings before taxes

€ 0 - € 100.000

## Company history/background

The platform was developed by a team with an exceptional combination of expertise: a psychologist with a PhD and a highly experienced IT specialist. Based on the conviction that cybersecurity is not just a technical issue but primarily a human behavioral problem, a scientifically based methodology has been translated into a modern, scalable SaaS platform.

The development took several years, during which the Q methodology—an established scientific research

method from psychology—was adapted and validated for application in cybersecurity. **The result is a fully operational platform ready for commercial rollout.**

The reason for the sale is clear: *the founders possess excellent scientific and technical capabilities, but lack the commercial clout to launch the platform on a large scale.* Therefore, the company is seeking a buyer who can translate this strong foundation into commercial success.

**B2B SaaS platform** that helps employers **measure employee cybersecurity resilience** . Core activities:

- Scientifically proven **risk profiling** per employee and department/company based on susceptibility to phishing, social engineering and data leaks
- Automated cluster analysis that **identifies behavioral patterns** within teams, with AI-generated management reporting and recommendations
- Unique **Q-Methodology** assessment: card sorting test with 42 statements that provides a more in-depth picture than traditional questionnaires
- **Multi-tenant architecture** suitable for direct sales and white-label/reseller deployment by IT service providers and security companies
- **Multilingual** (NL/EN), easily expandable
- The methodology enables targeted application of **cybersecurity training** , as well as measuring the effectiveness of training and (very topical) **identifying employees at risk of becoming victims of cybercrime.**

## Unique selling points

- **Scientific basis** : actually measures behavioral patterns via Q methodology, not a simple awareness quiz
- **Unique intellectual property** : validated test items, scoring algorithms, and methodology are transferred. Not available elsewhere, significant barrier to entry
- **From measurement to action** : Automatically identify risk clusters with AI-generated management reporting and prioritized action items
- **Scalable revenue model**: one-time and subscription prices, differentiated by volume, from SME to enterprise
- **NIS2-relevant** : direct fulfillment of the legal obligation to demonstrably work on cybersecurity awareness
- **Modern technical foundation** : Rails 8, PostgreSQL, enterprise-grade multi-tenancy, fully documented

## Other

**Fully developed and operational** – no further development costs required before launch.

The transfer includes: full source code and documentation, intellectual property (methodology, test items, algorithms), technical infrastructure, deployment configuration and scientific substantiation.

**Founders are willing to undergo a transition period and/or further development/integration.** Multi-tenant architecture supports a very large number of customers without modification.

**The ideal buyer** has commercial clout in B2B, preferably with an existing network in IT security, HR technology, or compliance services. Consider **ISO 27001** or IT service providers, MSSPs, HR consultancies, or compliance advisors who offer the platform as a supplement to their portfolio. Experience with SaaS sales to SMEs/enterprises is a plus.

*A strategic buyer can directly integrate the platform into an existing proposition and accelerate revenue generation.*