

SEED PITCH DECK

GHOSTTRACE LLC

"They don't get hacked. They get tricked."

Live security awareness training, insurer-ready compliance reporting, and lawful digital safety investigations for small businesses and individuals.

WHY NOW

Cyber insurers and regulators now demand compliance proof that small businesses cannot produce alone.

Insurer Mandates & FTC Safeguards

Cyber insurance policies now require documented annual security awareness training as a condition of coverage. FTC Safeguards mandates it for financial & mortgage SMBs.

Wire & Impersonation Fraud

U.S. consumers lost **\$15.9B** to fraud in 2025. Single fake invoice or executive imposter scams wipe out small business closing funds and payrolls instantly.

Enterprise IR Is Too Expensive

Big-box cybersecurity firms require five-figure retainers. Small businesses need practical, instructor-led training and evidence packages priced for their budget.

"One fake invoice or 'the boss needs a wire payment' and the money is gone. GhostTrace gives small teams the live training to catch it—and the documented completion records insurers demand."

PROBLEM

Small businesses and individuals are targeted online, with strict compliance burdens and nowhere to turn.

\$15.9B

reported to FTC in U.S. consumer fraud losses in 2025 (up 27% YoY).

\$3.5B

lost to imposter scams alone in 2025—the top fraud category.

100%

Mandatory

training proof required for cyber-insurance renewals & FTC compliance.

The SMB Risk Gap

SMBs are primary targets for social engineering. Generic video modules get clicked through without learning, failing real-world tests.

The Investigation Void

When spoofing or imposter scams happen, police lack bandwidth for low-dollar incidents and platforms ignore reporting forms.

SOLUTION

Live security training, insurer-ready completion reports, and lawful digital investigation.

Security Awareness Training

PRIMARY

Live, instructor-led training tailored to phishing, wire fraud, and social engineering. Produces employee certificates & insurer completion reports.

Incident Documentation

Timestamped, defensible records formatted for cyber-insurance claims, police reports, or legal counsel following an incident.

Exposure & Brand Monitoring

Ongoing watch on business domains, executive identifiers, and brand terms to detect credential leaks and spoofed assets early.

Impersonation Takedown Packaging

Platform-ready evidence packages and takedown requests when a business, brand, or team member is spoofed online.

Business & Domain Due Diligence

Lawful OSINT research on counterparties, domains, and vendor infrastructure. *Strict boundary: We research entities, never individuals.*

Digital Safety Reviews

Security audits covering website, email authentication (SPF/DKIM/DMARC), and operational safety with prioritized fixes.

PRODUCT & LIVE PLATFORM

Live in production today at ghosttrace.net — built for seamless client delivery.

ghosttrace.net

• LIVE IN PRODUCTION (v1.0.0)

01. Free Intake & Assessment

Clients book a 15-minute consultation or open a service request in the secure client portal. Anonymous intelligence submissions accepted.

02. Execution & Live Delivery

Live instructor-led training session or public-source investigation. All findings and records are timestamped and audit-logged.

03. Certificates & Deliverables

Clients receive verifiable completion certificates, insurer-ready reports, or encrypted case packages through encrypted portal storage.

Enterprise-Grade Security: Encrypted storage at rest, scheduled key rotation, RBAC, MFA enforced on sensitive actions, direct messaging thread per request (no unencrypted email delivery).

WHY US & TRUST ARCHITECTURE

Accountable, insured, and built on clear ethical boundaries.

PILLAR	GHOSTTRACE APPROACH	INDUSTRY STANDARD / ALTERNATIVES
Insurance Compliance	Delivers verifiable completion reports & certificates structured for cyber-insurance underwriters.	Generic video libraries with no completion verification or underwriter-accepted proof.
Legal & Ethical Scope	100% public-source research (OSINT). Strictly researches infrastructure/entities, <i>never individuals</i> .	Unregulated gig freelancers who risk pretexting, illegal hacking, or privacy violations.
Liability & Insurance	Carries Professional Liability Insurance through Hiscox (A-rated carrier). Registered Georgia LLC.	Uninsured offshore contractors or anonymous online investigation forums.
Accountability	Direct contact with founder Daniel Upperman. Published Ethics Complaint process reviewed directly.	Anonymous support queues, automated bots, or corporate runarounds.

SERVICES & REVENUE MODEL

Flagship training package plus high-margin supporting services & subscriptions.

PRIMARY & ONE-TIME SERVICES	
Security Awareness Training (Primary)	Starting \$499
Consulting Session	\$149
Incident Documentation Support	\$199
Digital Safety Review	\$249
Business & Domain Due Diligence	\$299
Impersonation Takedown Packaging	\$399

RECURRING PROTECTION SUBSCRIPTIONS	
Guardian Plan	\$29 / mo
Continuous digital safety, 10% discount on all services.	
Sentinel Plan	\$99 / mo
Exposure monitoring, incident docs, 20% discount.	
Enterprise Plan	\$299 / mo
Continuous domain watch, threat intel, custom reporting, 30% off.	

Unit Economics: Training packages generate immediate high-margin revenue (\$499+), while exposure monitoring and annual renewal cycles convert clients into predictable recurring subscription revenue.

TARGET VERTICALS & MARKET

Focusing on high-risk SMBs with regulatory & insurance mandates.

Real Estate & Title

Wire fraud is an existential risk—diverted closing funds ruin firms. Clients select firms based on security protection.

CPAs & Tax Preparers

The **FTC Safeguards Rule** legally requires mandatory security awareness training for all staff.

Brokers & Insurers

Mortgage brokers & auto dealers fall under FTC compliance; training completion is strictly audited.

Cyber-Insured SMBs

Any small business renewing cyber insurance needs documented training completion reports.

TAM

~\$1.6B

6.5M U.S. fraud reports × ~\$250 blended engagement

SAM

~\$240M

15% SMB/individual population needing private services

SOM (YR 1-2)

\$250K–\$600K

Capacity capture from expanded contract trainer/analyst network

STRATEGIC PARTNERSHIPS

Expanding technical capabilities and channel distribution through active partnerships.

FEATURED PARTNERSHIP: GHOSTTRACE × ZENVORIS

DUAL-BRANDED RESEARCH

Zenvoris Capabilities

Deep binary analysis, reverse-engineering, unpacking malware samples, and disassembling packed payloads.

GhostTrace Capabilities

Infrastructure mapping, domain/entity attribution, threat actor profiling, and plain-language client reporting.

Strategic Impact: Combined research reports provide enterprise-grade malware disassembly and threat attribution in a single deliverable, allowing GhostTrace to handle complex incident response cases without overhead.

Insurance Broker Channel

Partnering with local commercial insurance brokers to offer GhostTrace training directly to policyholders at renewal.

Legal & Accounting Referral Network

Reciprocal referrals with SMB law firms and CPAs needing FTC Safeguards training and incident documentation.

GO-TO-MARKET ENGINE

Multi-channel acquisition targeting high-intent SMB decision makers.

1. Insurer & Broker Direct

Positioning GhostTrace as the preferred training provider for SMB cyber-insurance policyholders seeking compliance certificates.

2. Localized SMB Outreach

Offering complimentary intro training sessions to local business associations, title companies, and CPA chapters.

3. Content & Search (SEO)

High-intent long-tail guides ("FTC Safeguards training requirements", "Wire fraud evidence checklist", "Impersonation takedown guide").

4. Partner & Code Referral Program

Built-in partner referral infrastructure (e.g. partner code tracking live in production) offering client discounts and partner incentives.

"The GTM engine is live today: the free 15-minute intake flow, automated checkout, partner discount codes, and referral tracking are operational in production."

TRACTION & ROADMAP

From formation to fully functional production platform in record time.

GhostTrace LLC was formed in Georgia on June 25, 2026 (Control No. 26142915). We are raising capital to scale training delivery and customer acquisition.

JUN 2026

GhostTrace LLC formed in Georgia. Legal, compliance, and ethics framework established. Registered agent & Hiscox insurance active.

JUL 2026

Production web app shipped: marketing site, secure portal, Stripe payments, partner code engine, and Zenvoris partnership announced.

NEXT (Q3-Q4)

Deploy raise to hire contract instructors/analysts, expand broker partner channels, and scale SMB security training cohort volume.

12-MO GOAL

Achieve repeatable SMB training & subscription pipeline, reaching \$500K+ ARR and proving unit economics for Series Seed.

TEAM & LEADERSHIP

Founder-led execution with robust internal risk controls.



Daniel Upperman

Founder & Owner

Founded and built GhostTrace end-to-end: full-stack web application, security architecture, compliance framework, training curriculum, and go-to-market strategy. Sole owner of GhostTrace LLC.

Planned Hires With This Round

Contract instructors for live SMB training, specialized OSINT research analysts, compliance reviewer, and customer success support.

Vetting & Screening Controls: Every applicant and contractor passes internal risk screening, background checks, and structured ethics certification before touching client cases or delivering training.

THE ASK

Raising a pre-seed/seed round to fund market expansion and delivery capacity.

TARGET RAISE

\$500,000
USD

Instrument: SAFE
Valuation Cap: \$2,000,000
Target Runway: 12 Months

Use of Funds Allocation

Analyst & Instructor Hiring (Contract)	40%	\$200,000
Marketing & Customer Acquisition	25%	\$125,000
Platform & Security Infrastructure	20%	\$100,000
Legal, Compliance & Working Capital	15%	\$75,000
Total Raise	100%	\$500,000

Illustrative terms subject to final documentation. Not an offer to sell securities; any offering will be made only pursuant to definitive transaction documents and applicable exemptions.

"They don't get hacked. They get tricked."

We keep small businesses trained, insured, and protected.

Founder@ghosttrace.net • support@ghosttrace.net
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