



## Security Priorities Roadmap

A clear roadmap for the security investment you need now — and what can wait until you actually need it.

### SITUATION

Enterprise deals are moving — but customers now want evidence that controls exist, not just responses to questionnaires. Investors are asking how security risk is managed. The board wants a defensible, consistent answer. Leadership is being asked to decide how much security to build next — without a clear basis for what's needed at this stage.

### Define what to build next — before the board asks.

Security decisions made without a roadmap are made twice — under pressure.

#### WHAT GETS DEFINED

- Which security requirements actually matter — based on your product, enterprise expectations, regulatory exposure, and upcoming product changes
- What leadership says — and stands behind — under scrutiny across customers, investors, and insurers
- The small set of security improvements that significantly impact deals, diligence, and risk exposure
- A phased roadmap aligned with enterprise sales, fundraising, and your company's stage of growth

#### BUSINESS IMPACT

- Avoid premature security or compliance programs (US\$30K–\$100K+)
- Avoid hiring a full-time security leader before it's needed (US\$180K–\$300K/year)
- Focus investment on the controls that matter now — across enterprise, investor, and regulatory scrutiny
- Typical impact: SaaS companies at US\$40K–\$120K ACV

#### YOU RECEIVE:

A roadmap built from your deals, your buyers, and your funding stage — not a security framework applied to your situation. Delivered via secure link with a dedicated presentation call.

*Arriving from Offer 3? US\$7,500 credited toward this engagement — net US\$25,000, with discovery already complete.*

#### WHAT YOU SHARE WITH US

- Product brief and architecture overview
- Your target enterprise buyer segments and deal history
- Current security controls and certifications (if any)
- Growth roadmap — new markets, geographies, or product lines planned

#### TIMELINE

**4 – 6 weeks**

#### INVESTMENT

**US\$32,500 fixed**

*Multi-product or multiple regulatory jurisdictions: scope call required — from US\$38,500.*

*Most clients arrive after Questionnaire Readiness or the Security Decision Landscape — with discovery already done, the Roadmap moves faster.*

*Structured in two stages: discovery and analysis, then roadmap presentation — with a check-in between.*

*The industries differ. The decision structure — what to say, what to build, what to push back on — is the same.*

*"Nicolas was organized, communicated well, and provided valuable insights, resulting in an excellent end product. He made the entire process easy from start to finish. Highly recommended."*

— **Joleen Elliott, MBA, PMP, ITIL** — Senior IT Project Manager · Ovintiv (formerly Encana)

**Security decisions are getting harder to make  
without someone who's been on both sides. That's the call.**

20 minutes — active deal, upcoming raise, or board question.

You'll leave knowing what the problem actually is.

No pitch. No proposal.

**Book 20 minutes → [calendly.com/apusconsultinginc/20min](https://calendly.com/apusconsultinginc/20min)**