

Strategic
Repositioning + Rapid
Integration = Ongoing
Opportunity

Guiding a team of entrepreneurs and
active investors to early success.



THE GOALS

ThreatWarrior is an emerging cybersecurity company that is growing rapidly.

Committed to defending all organizations against evolving cyberattacks, ThreatWarrior has developed a novel and powerful cyber-defense system, suitable for protecting both the physical and cloud environments of any organization, including the largest and most complex enterprises that operate in highly regulated industries dealing with sensitive and valuable data.

Rooted in mitigating cybercrime, ThreatWarrior's goals were extensive, including:

- Creating a corporate and equity framework to support subsequent financing and growth.
- Facilitating the integration of an incoming professional management team and a small group of entrepreneurial founders.
- Quickly preparing the company to secure financing in the hot cybersecurity financing market.
- Re-launching a new website and updated messaging campaign aimed at a targeted audience.



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THE CHALLENGES AT-HAND

ThreatWarrior's accelerated growth plan presented a myriad of key challenges, including:



Transitioning from an entrepreneurial founder's structure to an **institutional structure**, a delicate shift that would **encourage growth** and **attract capital**.



Fortifying and enhancing the company's original entrepreneurial framework into a **sturdier, more scalable structure** to **attract future investors**.



Establishing a **balanced governance scheme** and **board structure** to facilitate a **powerful working collaboration** among founders, subsequent investors, and the incoming professional management team, while ensuring good governance.



Creating an **equity structure** to **protect the interests of founders** while **incentivizing the professional management team** and **facilitating future capital injections**.

PATH TO SUCCESS

Sensitive to the needs of all stakeholders in the growing cybersecurity enterprise, Goulston & Storrs worked closely with ThreatWarrior to devise and implement a multifaceted plan, including:



1. Re-equitizing the company, providing for different types of shares with appropriately tailored attributes to be held by the incoming management team and the founders.



2. Constructing a customized framework for governance, voting and control that dealt with the special needs and sensitivities of both original and subsequent investors while facilitating the addition of more shareholders in the future.



3. Guiding the company through its next round of financing with new investors.



4. Converting the company to a Delaware corporation with a structure that would allow for larger future investments by other investors.

Through it all, Goulston & Storrs attorneys focused on **facilitating the goals** expressed by ThreatWarrior's principal founder. They also **listened intently to input** from the founders and the incoming management team, **encouraging a collaborative environment built on trust** and supported, in part, by a history of success on other projects undertaken with that team.

THE RESULTS

In a remarkably short period of time, ThreatWarrior integrated its new management team and accomplished its early-stage goals, including closing a financing round, revamping its website, and relaunching the business with updated messaging.

As a result, ThreatWarrior has already entered into commercial trade discussions with multiple large-scale enterprises in highly regulated industries that deal with sensitive and valuable data. ThreatWarrior is also now well-positioned to obtain its next round of financing.



Looking ahead, Goulston & Storrs helped ThreatWarrior pave a path to gain continued marketplace acceptance for its highly innovative next-step approach to organizational cybersecurity.



*Goulston & Storrs is much **more than a legal service provider** to us. They have acted as our Sherpa, **guiding us through sensitive issues and fast-forwarding our progress**, while keeping everyone in our adventurous expedition **focused on how to reach the summit one step at a time.***

- Bruce Coughlin, Chief Executive Officer, ThreatWarrior



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