OSINT: STRATEGIC ANALYSIS, POSITIONING AND PRICING MODEL

LLC "UKRGOVCAPITAL"

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1. OVERALL DOCUMENT ASSESSMENT

1.1. Document Strengths

Comprehensive OSINT Market Coverage:

- From personal cases to banks and special services
- Comprehensive overview of all market segments
- Understanding of diverse client needs

Well-developed Search Query Semantics:

- Ready-to-use SEO and PPC database
- Understanding of how people actually search for services
- Focus on problems, not technical terms

Correct Target Audience Segmentation:

- Clear identification of different client types
- Understanding of specific needs of each group
- Adaptation of approaches to different segments

Adequate and Current Competitive Analysis:

- Ukrainian market (Molfar, SIDCON)
- Global market (Maltego, ShadowDragon, Social Links)
- Understanding of differences between platforms and service companies

Clear Understanding of Differences Between:

- Platforms (Maltego, ShadowDragon, Social Links)
- Service companies (Molfar, SIDCON)
- Specialized due diligence players

1.2. Document Level

Level: senior / advisory / strategy

Potential Applications:

- Business plan

- Pitch deck (foundation)
- Justification for grant / donor funding
- Technical specification for creating an OSINT platform or service

2. KEY STRATEGIC INSIGHTS

2.1. Market is Segmented by Trust, Not by Services

This is very important and not explicitly stated in the document.

In fact, the OSINT market is divided into three trust segments:

High-trust Segment
Clients: Banks, investors, government agencies
What matters to them:
- Provider reputation
- Legal compliance of methods
- Standards (ISO, GDPR, AML)
- Long-term reliability
- Compliance and audits

Speed-driven Segment
Clients: Business, investors, M&A
What matters to them:
- Execution speed (48-72 hours)
- Clear risk profile
- Actionable insights (practical recommendations)
- Readiness for decision-making
- Urgency of deals

Emotion-driven Segment
Clients: Personal investigations
What matters to them:
- Confidentiality
- Empathy and understanding
- Ease of access
- Affordability
- Trust in the analyst

Conclusion:
Competing on "just OSINT" is a mistake. Clear positioning by trust segment is needed. Each segment requires a different approach to communication, products, and pricing.

2.2. Competitive Advantage: Ukraine / Eastern Europe + International Due Diligenc

Based on the document, there is a very strong niche that is currently almost empty:

"Ukraine / Eastern Europe + International Due Diligence"

Why This is Gold:

- Western platforms poorly understand Ukrainian registries
- Major players are expensive and slow
- After 2022, Ukraine's risk profile interests everyone
- Local expertise + international standards = unique value
- Understanding of cultural and business context of the region

If presented correctly, this is an ideal product for:

- Funds (investment, donor)
- M&A (mergers and acquisitions)
- Insurance (risk insurance)
- Compliance (regulatory compliance)

3. WHAT IS MISSING IN THE DOCUMENT (RECOMMENDATIONS)

3.1. Clear Positioning of LLC "UKRGOZKAPITAL"

Currently, the document looks like a market overview, but not as a statement: who we are.

I recommend adding a section:

"COMPANY POSITIONING"

Example wording:

LLC "UKRGOZKAPITAL" positions itself as an OSINT provider of rapid analytical response for businesses, investors, and financial institutions with a focus on Ukraine, EU, and cross-border risks.

Clearly state what we are NOT:
- NOT a private detective agency
- NOT military intelligence
- NOT a mass platform for everyone
- NOT automated scraping without analysis

But rather:
- Expert-driven OSINT (expert analytics)
- Analytical reports with conclusions
- Due diligence / risk intelligence
- Rapid response (48-72 hours)
- Local expertise + international standards

3.2. Product Packaging (Very Important)

Currently, there is a list of services, but no products.

I recommend adding a table or block:

Example Product Line:

Express Due Diligence (48–72 hours)
For: investors, M&A, new partners
Includes:
- Basic risks
- Sanctions / PEP
- Reputation
- Ownership structure
- Red Flags Summary (1–2 pages)

Full Risk Profile (7–14 days)
For: funds, banks, major deals
Includes:
- Finance
- Connections (business, political)
- Legal cases
- Media narratives
- Hidden beneficiaries
- Connection graphs

Investor Pack (5–7 days)
For: donors, grants, EU, IFIs
Includes:
- Team
- Business history
- Conflicts
- Red flags
- Executive summary (1–2 pages)
- Risk scoring

Bank / Compliance Monitoring (subscription)
For: banks, insurance companies, corporations
Format: monthly
Includes:
- Regular OSINT checks
- Change alerts
- Risk updates
- Sanctions / PEP monitoring

This is critical for monetization and sales. Clients buy products, not services.

3.3. Legal Limitations and Risks (Important for EU)

I recommend adding a separate section:

"LEGAL AND ETHICAL FRAMEWORKS FOR OSINT"

Briefly:
- Only open sources (public sources)
- No illegal data access
- GDPR compliance
- Data minimization (minimizing data collection)
- Right to appeal and correction
- Transparency of methods
- Ethical use of OSINT

This adds 100 trust points for:
- Banks
- Investors
- European partners
- Government agencies

3.4. Selection of 1–2 Key Segments

Currently, the document attempts to cover all segments at once.

Recommendation:
- Select 1–2 key segments to start
- Focus on them
- Build expertise
- Then expand

Best options to start:

- Investors and funds (high checks, regular orders)
- Law firms (M&A, compliance) — partnership model

4. OSINT / DUE DILIGENCE PRICING MODEL

4.1. Basic Pricing Principles

This model is built NOT:
- By hours worked
- Not "per number of sources"
- Not as SaaS (platform subscription)

But:
- By value to the client
- By urgency
- By risk level

The client pays not for OSINT,
but for reducing the risk of losing money / reputation / deal.

4.2. Core Product Grid (core pricing)

Express Due Diligence

Timeline: 48–72 hours
For: investors, M&A, new partners

What's included:
- Ownership structure / UBO
- Sanctions / PEP
- Legal cases, bankruptcies
- Media and reputation
- Primary connections
- Red Flags Summary (1–2 pages)

Price:
1,500 – 3,000 €
(depending on country, complexity, urgency)

This is the best-selling product.

Full Risk Intelligence Report

Timeline: 7–14 days

For: funds, banks, major deals

What's included:
- Full due diligence
- Business and political connections
- Historical changes
- Media narratives
- Legal and reputational risks
- Connection graphs
- Conclusions and recommendations

Price:
5,000 – 12,000 €

This is the anchor premium product.

Investor / Donor Brief

Timeline: 5–7 days
For: donors, grants, EU, IFIs

What's included:
- Adapted analytical report
- Clear language (not for analysts)
- Assessment "can / cannot invest"
- Risk scoring
- Executive summary

Price:
2,500 – 5,000 €

Very strong product for EU and international programs.

Compliance / Risk Monitoring (subscription)

Format: monthly
For: banks, insurance companies, corporations

What's included:
- Regular OSINT checks
- Change alerts
- Sanctions / PEP
- Reputation updates

Price:
- 800 – 1,500 € / month — 1 object

• 3,000 – 7,000 € / month — client portfolio

Stable revenue, high LTV (lifetime value).

4.3. Surcharges (Very Important)

Urgency:
• +30–50% — urgent (<48 hours)
• +100% — "night / weekends / critical deal"

Jurisdictions:
• Ukraine / EU — base price
• Offshore / complex countries — +20–40%

Depth:
• Deep connections / political risk / graphs — +25–50%

4.4. What NOT to Do (Important)

Hourly billing
"Cheap to get in"
Mass pricing "for everyone"
Comparing yourself to SaaS platforms

This is not Maltego and not Shodan.
This is an expert solution.

4.5. Price Psychology (Key)

For an investor:
3,000 € — nothing compared to the risk of losing 300,000 €

For a bank:
5,000 € — cheaper than a regulatory fine

For a donor:
Report = protection from reputational scandal

The price should look logical, not cheap.

4.6. Recommended Start

Minimum:
• 2 products (Express + Full)

- Clear price range
- Prices in euros
- No public "price list down to the penny"

5. MARKETING STRATEGY

5.1. Basic Marketing Logic

Main Market Problem:
Clients don't understand what OSINT is
They understand the pain, but don't know the tool
They are willing to pay for risk reduction

Therefore, we sell not OSINT, but:
- Decision security
- Evidence
- Time and money savings
- Protection from mistakes

5.2. Strategy #1 — B2B Direct Sales (Key at Start)

Suitable for:
- Investment funds
- Law firms
- Large businesses
- Donors / government agencies

How it looks:

- Not a platform → but a service
- Platform — back-office
- Entry through personal contact and expertise

Tools:
- LinkedIn outreach (CEO, Partner, Compliance)
- Personal letters
- Introductions through lawyers / financiers
- Closed presentations

What we sell:
"Pre-investment / pre-deal / pre-partner risk report"

Conversion offers:
- Free Risk Snapshot (1–2 pages)
- Pilot report with discount
- NDA + demo case

Highest conversion and checks
I recommend starting with this

5.3. Strategy #2 — Thought Leadership (Selling Through Trust)

Suitable for:
- Investors
- International partners
- Donors
- Consulting

Channels:
- LinkedIn
- Industry media
- Telegram (closed channels)
- Speaking / panels / Zoom briefings

Content (NOT technical):
- "5 red flags before investing in Ukraine"
- "How businesses lose millions due to improper partner verification"
- "OSINT vs Big4: where risks are really found"

At the end of each material:
Call to Action: "Request a confidential risk assessment"

Works for premium checks $2,000+

5.4. Strategy #3 — Partnerships (Very Strong)

Who we connect with:
- Law firms
- M&A boutiques
- Consulting companies
- Auditors
- GR / compliance advisors

Format:
- White-label reports
- Revenue share 20–40%
- Platform — their "secret weapon"

Why they agree:
- Expand services
- Earn without hiring analysts
- Increase value for clients

1 partner = 5–20 clients

5.5. Strategy #4 — International Markets (EU / UK)

Focus: Ukraine, Eastern Europe, high-risk regions

Channels:
- English-language website
- Google Ads (very targeted)
- Case studies "Ukraine Risk Report"
- LinkedIn Ads (narrow targeting)

Keywords:
- due diligence Ukraine
- third party risk
- sanctions screening Eastern Europe
- OSINT investigation

Not mass, but very precise

5.6. Strategy #5 — Product-Led (LATER)

This is not a starting strategy, but stage 2.

What can be done:
- Free "light-check"
- Demo dashboard
- Template reports
- Business subscriptions

Risk:
- Will attract "small" clients
- Will burden experts
- Will lower perceived value

Do ONLY after:
- First major clients
- Established processes
- Strong brand

5.7. How Communication Should Sound (Very Important)

Bad:
OSINT platform, data collection, scraping

Correct:
Risk Intelligence Platform
Evidence-based insights
Decision security
Independent verification

5.8. Recommended Launch Sequence

Stage 1 (0–3 months):
- Direct sales
- Partners
- Manual reports
- Premium clients

Stage 2 (3–6 months):
- Thought leadership
- Case studies
- International clients

Stage 3 (6–12 months):
- Platform-led growth
- Subscriptions
- Scaling

6. ICP CLIENT PROFILES

6.1. ICP #1 — Investment Funds / Private Investors

Who they are:
- Investment funds (VC, PE, Family Offices)
- Private investors
- Strategic investors
- Development banks, donors

Decision makers:
- Managing Partner
- Investment Director
- Risk / Compliance Officer

Main Tasks:
- Due Diligence before investments
- Beneficiary verification
- Sanctions and reputational risks
- Verification of connections, offshore entities, legal cases
- Quick "screening out" of toxic deals

Pain Points:
- Traditional DD is expensive and slow
- Big4 don't see local risks
- Insufficient data on Ukraine / Eastern Europe
- Reputational losses = fund loss

How the platform solves the problem:
- Pre-DD in days, not weeks
- Local + international sources
- Verified reports
- Ready for Investment Committee

Willingness to pay:
- $1,000 – 5,000+ per report
- Regular orders

Key Message:
"We help investors avoid costly mistakes before capital is deployed."

6.2. ICP #2 — Law Firms (M&A, Arbitration, Compliance)

Who they are:
- Law firms
- M&A boutiques
- Arbitration & Litigation firms
- Compliance & AML advisors

Decision makers:
- Partner
- Head of Compliance
- Senior Associate

Main Tasks:
- Counterparty verification
- Legal history
- Search for hidden connections
- Preparation for arbitrations
- Evidence base for clients

Pain Points:
- Clients demand speed
- Google ≠ evidence
- No in-house OSINT analysts
- Risks of errors and liability

Solution:
- Structured reports with sources
- Legal-friendly format
- White-label capability
- Strengthening legal position

Willingness to pay:
- $500 – 3,000
- Frequent repeat orders

Key Message:
"We strengthen your legal position with verified intelligence."

6.3. ICP #3 — Medium and Large Business (B2B, Export, Development)

Who they are:
- Manufacturing companies
- Exporters
- Developers

- Holdings
- International traders

Decision makers:
- CEO
- CFO
- Head of Strategy
- Head of Procurement

Main Tasks:
- Partner verification
- Entering new markets
- Competitor analysis
- Reducing commercial risks

Pain Points:
- Mistakes in partner selection
- Loss of money and time
- Lack of analytics
- Opaque markets

Solution:
- Quick risk reports
- Connection and reputation analysis
- Support for management decisions
- Resource savings

Willingness to pay:
- $200 – 1,500

Key Message:
"Make informed business decisions based on verified data."

7. INTEGRATION WITH NAZK REGISTRY DATA SYSTEM

7.1. Potential of NAZK Data for OSINT Analysis

The National Agency for Prevention of Corruption (NAZK) contains unique information that can significantly enhance OSINT analysis:

Public Official Declarations:

- Information about family members (spouse, children)
- Persons living together ("common-law marriage")
- Property used (car, apartment of parents or other persons)
- Real estate or vehicle purchases during the year
- Income sources and amounts

7.2. Analysis Methodology Through Source Combination

If we combine information about persons appearing in public official declarations with information about business structure registries in Ukraine and abroad (especially there), we can find interesting facts:

Hidden Connection Detection:

- Family connections between public officials and business
- Use of relatives' property for hidden assets
- Opaque income sources
- Connections with offshore structures

Statement Verification:

- Comparison of declared income with actual property
- Detection of discrepancies between declarations and registries
- Analysis of temporal sequences of purchases

Or conversely, verification:

- Confirmation of transparency and honesty
- Verification of declared data
- Confirmation of absence of conflicts of interest

7.3. Practical Application for OSINT Reports

This information is critically important for:

Due Diligence:

- Verification of political connections
- Detection of hidden beneficiaries
- Analysis of conflicts of interest

Compliance and AML:

- PEP (Politically Exposed Persons) checks
- Detection of corruption risks
- Analysis of income sources

Reputational Analysis:

- Assessment of business transparency
- Detection of political connections
- Analysis of reputational risks

7.4. Technical Aspects of Integration

Data Access:

- Public NAZK API (if available)
- Parsing of public registries
- Regular data updates

Processing and Analysis:

- Automatic combination with business registries
- Connection detection through graph analysis
- Visualization of complex structures

Verification:

- Cross-checking with other sources
- Data congruence
- Source tracing for each fact

7.5. Competitive Advantage

Access to and proper processing of NAZK data:

- Unique opportunity for the Ukrainian market
- Western platforms don't have access to this data
- Local expertise + technology = competitive advantage
- Critically important for due diligence in Ukraine

8. SUMMARY CONCLUSIONS

8.1. Document Status

Document:

- Professional
- Deep
- Market-adequate
- Suitable for scaling

8.2. What is Needed to Transform into a Business Tool

For the document to become a business tool, not just analytics, we need:

Clearly state who we are

- Positioning of LLC "UKRGOZKAPITAL"
- Differentiation from competitors
- Unique value

Package services into products

- Express Due Diligence
- Full Risk Profile
- Investor Pack
- Compliance Monitoring

Emphasize legal compliance

- GDPR compliance
- Ethical standards
- Transparency of methods

Select 1–2 key segments

- Not all at once
- Focus on most profitable
- Build expertise

Integrate NAZK data

- Unique competitive advantage

- Local expertise
- Technological processing

8.3. Competitive Position

Unique Niche:
"Ukraine / Eastern Europe + International Due Diligence"

Why This Works:
- Western platforms don't understand Ukrainian registries
- Major players are expensive and slow
- After 2022, Ukraine's risk profile interests everyone
- Local expertise + international standards

Ideal Product For:
- Funds
- M&A
- Insurance
- Compliance