



ZIXT CHAT

Business Plan

Executive Overview

Zixt Chat is a secure messaging platform built for the quantum era, offering post-quantum encryption, blockchain verification, and distributed architecture for unparalleled security. This business plan outlines our strategy for market penetration, growth, and sustainable business operations.

Company Description

Zixt Chat is an emerging leader in post-quantum secure messaging solutions, founded in 2024 with headquarters in Atlanta, Georgia. Our mission is to provide uncompromising security for digital communications in an era of evolving cyber threats and quantum computing advancements.

Vision

To become the global standard for secure communication in the quantum era, ensuring privacy and integrity for all digital interactions.

Mission

To deliver innovative, user-friendly, and quantum-resistant communication tools that protect sensitive information for individuals and organizations.

Leadership Team

Ryan Huff - Founder, Principal Engineer, Lead R&D Nerd

An author and technologist with 20+ years experience in networking, scripting, automation, quantum research and digital cryptography.

Products & Services

Zixt Chat Enterprise

Full-featured secure messaging platform for organizations with advanced administration, compliance, and security features.

Zixt Chat Professional

Secure messaging solution for small businesses and professional teams requiring enhanced security and advanced collaboration tools.

Zixt Calling

SIP and WebRTC-based voice and video calling with post-quantum encryption, integrated into Zixt Chat.

Zixt Secure API

Integration capabilities for embedding Zixt's post-quantum security into third-party applications.

Zixt On-Premise

Fully isolated deployment for organizations with stringent security and compliance requirements.

Zixt Security Consulting

Advisory services for quantum-readiness assessment and implementation.

Business Model & Pricing

Zixt Chat employs a subscription-based SaaS model with tiered pricing based on user count, feature access, and support level. Beyond our core messaging platform, we generate additional revenue through an ecosystem of complementary security products.

Ancillary Security Products

Our business model includes developing and marketing auxiliary security products that enhance our ecosystem while creating additional revenue streams:

Zixt Authenticator

Multi-factor authentication app with post-quantum security for use with Zixt Chat and third-party services. Available as both free and premium versions.

Zixt Password Vault

Secure password management solution leveraging our quantum-resistant encryption, offered on subscription basis.

Zixt Secure File Transfer

Add-on service for securely transferring files with blockchain verification and quantum-resistant encryption.

Zixt File Storage

Seperate but complementary service to Zixt Secure File Transfer, offering secure storage on private blockchain technology with quantum-resistant encryption.

Security Hardware

Physical security keys and authentication devices compatible with our software solutions, sold as one-time purchases.

Tier	Price (per user)	Target Segment	Key Features
Essential	\$0/mo	SMBs, Teams	Basic security, limited history
Professional	\$15/mo	Businesses	Advanced security, full history
Enterprise	\$25/mo	Large Org.	Custom security, admin, api, compliance
Elite	\$40/mo	Finance, Gov	Dedicated support, custom deployment
On-Premise	Custom	Regulated Ind.	Isolated environment, full control

Go-to-Market Strategy

Our go-to-market strategy focuses on targeted industry penetration, leveraging direct sales, channel partnerships, and digital marketing.

Direct Enterprise Sales

Dedicated sales team targeting financial services, healthcare, and government sectors with high security requirements.

Channel Partnerships

Strategic alliances with cybersecurity consultancies, managed service providers, and system integrators.

Content Marketing

Thought leadership on post-quantum security, blockchain verification, and secure communications.

Security Conferences

Presence at major cybersecurity events for demonstrations and relationship building.

Free Trials & POCs

Limited-time access for qualified organizations to experience the platform.

Financial Projections

Based on market research and pricing strategy, we project the following 5-year financial performance:

Revenue Projections (in millions USD)

Category	Year 1	Year 2	Year 3	Year 4	Year 5
Enterprise	\$1.5M	\$3.2M	\$7.5M	\$14.8M	\$26.2M
Professional	\$0.8M	\$2.2M	\$4.2M	\$7.6M	\$13.3M
API/Integration	\$0.1M	\$0.4M	\$0.8M	\$1.8M	\$3.1M
Consulting	\$0M	\$0M	\$0M	\$0M	\$0M
Total Revenue	\$2.4M	\$5.8M	\$12.5M	\$24.2M	\$42.6M

Expense Projections (in millions USD)

Category	Year 1	Year 2	Year 3	Year 4	Year 5
R&D	\$1.4M	\$2.1M	\$3.6M	\$5.8M	\$9.2M
Sales & Marketing	\$1.6M	\$2.5M	\$4.2M	\$7.1M	\$11.5M
G&A	\$0.8M	\$1.2M	\$2.1M	\$3.4M	\$5.6M
COGS	\$0.3M	\$0.7M	\$1.5M	\$2.9M	\$5.1M
Total Expenses	\$4.1M	\$6.5M	\$11.4M	\$19.2M	\$31.4M

Profitability & Key Metrics (in millions USD)

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
EBITDA	-\$1.7M	-\$0.7M	\$1.1M	\$5.0M	\$11.2M
Net Income	-\$1.7M	-\$0.7M	\$0.9M	\$4.0M	\$9.0M
Cash Flow	-\$1.5M	-\$0.5M	\$1.2M	\$4.4M	\$9.5M
Customers	120	290	625	1,210	2,130
Employees	25	42	68	105	162

Funding Requirements

Zixt Chat is seeking \$5 million in seed funding to accelerate product development and market penetration. The funds will be allocated as follows:

Engineering & Product Development \$2.2M (44%)

Expand engineering team and accelerate feature development

Sales & Marketing \$1.5M (30%)

Build sales team and execute go-to-market strategy

Operations & Infrastructure \$0.8M (16%)

Scale secure infrastructure and operations capabilities

General & Administrative \$0.5M (10%)

Support business operations and legal/compliance requirements

Exit Strategy

Zixt Chat offers several potential exit opportunities for investors:

Strategic Acquisition

Potential acquisition by a larger cybersecurity or enterprise communication company seeking to add post-quantum capabilities to their portfolio.

IPO

Public offering once the company achieves significant scale and sustainable profitability, projected in 5-7 years.

Private Equity

Secondary investment from private equity firms seeking to consolidate the secure communication market.

Risk Factors & Mitigation

Competition Risk

Risk: Established competitors may develop post-quantum capabilities

Mitigation: Maintain technology leadership and focus on proprietary verification features

Adoption Risk

Risk: Market may be slow to recognize quantum threat

Mitigation: Education-focused marketing and regulatory compliance positioning

Technology Risk

Risk: Standards for post-quantum cryptography may evolve

Mitigation: Modular architecture allowing algorithm updates without full redesign

Regulatory Risk

Risk: Compliance requirements may increase

Mitigation: Proactive approach to regulatory engagement and compliance-by-design

Contact Information

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