Cost-Benefit Analysis

For Education Licenses of ThreatGEN Red vs. Blue in the university setting

Pricing Models

Using the Educator pricing model where the instructor license is $899 and each student license is $50, assuming a class of 25 students, the total cost would be:
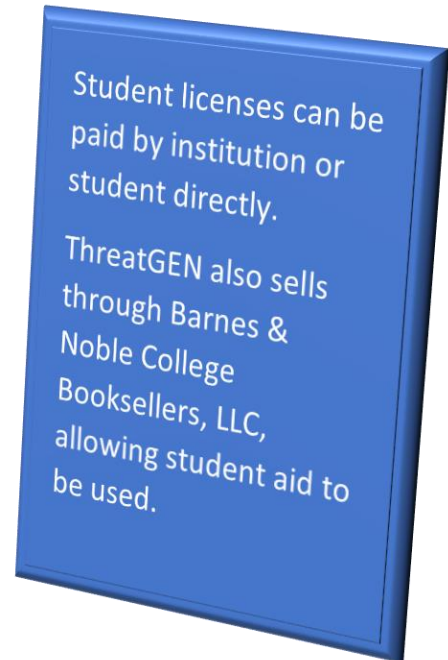
- Instructor educator license: $899
- 25 student licenses at $50 each: $1,250

Total Cost: $2,149

Or, if the instructor has an existing professional license that can be used, and assuming a class of 25 students, the total cost would be:

- Instructor professional license: $0 (existing license)
- 25 student licenses at $50 each: $1,250

Total Cost: $1,250

> Student licenses can be paid by institution or student directly.
>
> ThreatGEN also sells through Barnes & Noble College Booksellers, LLC, allowing student aid to be used.

Benefits

- ✓ Provides practical, hands-on cybersecurity training and leadership development.
- ✓ Enables students to experience real-world pressures and complexities.
- ✓ Environment allows iterative learning and improvement.
- ✓ Teaches skills like team collaboration, communication, and critical thinking.
- ✓ Prepares students for future organizational/leadership roles in cybersecurity.
- ✓ Stimulates interest in cybersecurity programs and profession.
- ✓ Complements theoretical curriculum with applied, immersive learning.

Cost Savings vs. Alternatives

- Commercial cyber ranges can cost $5,000+ per student for comparable hands-on training.
- Red vs. Blue provides simulation at a fraction of the cost.
- Software based approach reduces overhead of hardware/equipment investments.
- Scales easily to serve larger class sizes without proportional cost increases.

Conclusion

Whether using the Educator license or existing Professional licenses, ThreatGEN Red vs. Blue provides high value immersive learning at a reasonable cost. The simulation-based approach provides cost-effective, scaled experiential learning for students.