

Cost Benefit Analysis

Seminole College Annual Cybersecurity Tournament – March 24th, 2023

Event Description

This is the second year that Seminole State College of Florida put on this event for its students. Janell Robinson, Ph.D. and [Adam Stark](#), Academic Dean at the Center for Computer and Engineering Technology, put on an incredible event on March 24th, 2024. ThreatGEN provided the following:

- Leaderboard support for event.
- Enhanced support for entire 10-hour event.
- Event Discord server channel for match making, support and Q&A provided by ThreatGEN support personnel.
- Student live streaming on Discord Server, MC'ed by Clint Bodungen throughout event.
- [58-minute edited video](#) with highlights of whole event
- LinkedIn event, post, and press release by ThreatGEN for announcement and reference by sponsors.
- Posting complete event on the ThreatGEN eSports portal at <https://esports.threatgen.com>.

Seminole's goals for the event include:

- eSports exposure for the department
- Student team building
- Promote the program at Seminole program
- Provide a showcase of student skills for prospective internships



Figure 1 - Event poster

ThreatGEN worked with Seminole to provide a cost-effective implementation for this event at a total cost to Seminole of \$2,000 invoiced from ThreatGEN. ThreatGEN agreed to work with Seminole to secure at least 4 sponsors to help underwrite the event as well as support the goal of the college.

Costs

These are the overall costs associated with the event:

- 200 event licenses at \$35 each = \$7,000
- Premium support at \$1,000
- Virtual cybersecurity SME master of ceremonies for 2 hours at \$1,500
- Marketing and promotion costs: \$500 (flyers, social media, etc.) – Seminole
- Staff planning time: \$1,000 – Seminole

Total Cost: \$11,000

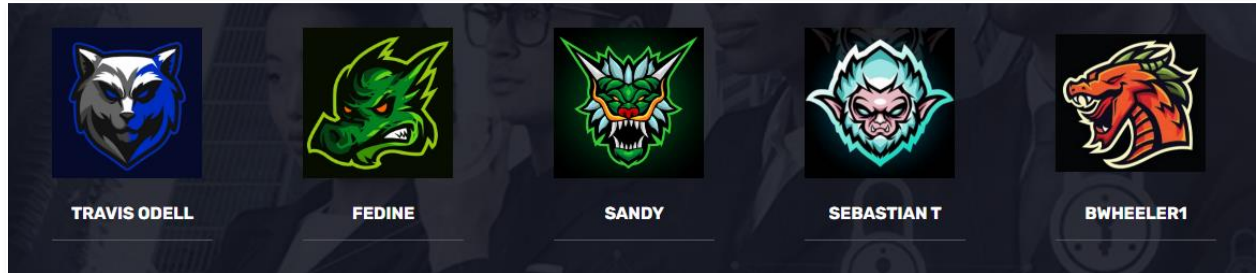
Benefits

Events with Sponsors

Here are the benefits for sponsors of the event:

- 4 sponsors at \$2,000 each provides \$8,000 in sponsorship funds.
- Sponsorship benefits valued at \$17,500.

Net Cost to College: \$11,000 - \$8,000 = \$3,000



Seminole Benefits

- Provides cybersecurity education, training, and experience for 200 students through an interactive CTF game and tournament.
- Engages students in an innovative eSports-style cybersecurity competition.
- Promotes cybersecurity program at Seminole State College and raises awareness of cybersecurity career paths.
- Students can showcase skills to potential employers.
- Opportunity for students to win prizes and recognition.
- College listed as a qualifier event for 2023 ThreatGEN league season.
- Potential revenue share from student signups (20% commission through affiliate link).
- Valuable hands-on learning for students to practice cyber defense skills.
- Cybersecurity training for 200 students valued at \$35 per license = \$7,000.
- Increased enrollments in cybersecurity program (estimated 10 students at \$5,000 tuition = \$50,000 revenue).
- Employer recruitment and internship opportunities (estimated value of \$2,500 per intern x 10 students = \$25,000).



Total Quantified Benefits = \$104,500

Summary

In summary, with \$104,500 in total benefits quantified, the \$3,000 net cost to the college seems very reasonable for the value this event could provide. The mix of tangible and intangible benefits are well worth the investment for cybersecurity education.