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## Treadstone 71 Capability Statement

Treadstone 71 is a woman and veteran-owned small business exclusively focused on cyber and threat intelligence consulting, services, and training. We are a pure-play intelligence shop.

Since 2002, Treadstone 71 has delivered intelligence training, strategic, operational, tactical intelligence consulting, influence operations analysis, cognitive warfare and hybrid warfare training and research. We provide a seamless extension of your organization efficiently and effectively, moving your organization to cyber intelligence program maturity. Our training, established in 2009, follows intelligence community standards applied to the ever-changing threat environment delivering forecasts and estimates as intelligence intends. From baseline research to adversary targeted advisories and dossiers, Treadstone 71 products align with your intelligence requirements. We do not follow the create once and deliver many model. Instead, we contextually tie our products to your needs. Intelligence is our only business. We:

- Help you keep a common intelligence picture.
- Identify threat tactics and methodologies.
- Provide prompt notice of imminent or hostile intentions that may impact your objectives, resources, or capabilities.
- Are skilled in
  - evaluating information for reliability, validity, and relevance.
  - writing, reviewing, and editing cyber-related Intelligence/assessment products from multiple sources.
  - providing an understanding of target or threat systems through the identification and link analysis of physical, functional, or behavioral relationships.

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- the ability to articulate intelligence requirements into well-formulated research questions and data tracking variables for inquiry tracking purposes.
  - the ability to evaluate, analyze, and synthesize large quantities of data (which may be fragmented and contradictory) into high-quality, fused targeting/intelligence products.
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- Anticipate key target or threat activities that are likely to prompt a leadership decision.
  - Aid in coordinating, validating, and managing collection requirements, plans, and activities.
  - Monitor and report changes in threat dispositions, activities, tactics, capabilities, objectives as related to designated cyber operations warning problem sets.
  - Produce timely, fused, all-source cyber operations intelligence and indications and warnings intelligence products (e.g., threat assessments, briefings, intelligence studies, country studies).
  - Provide intelligence analysis and support to chosen exercises, planning activities, and time-sensitive operations.
  - Develop or recommend analytic approaches or solutions to problems and situations for which information is incomplete or no precedent exists.
  - Recognize and mitigate deception in reporting and analysis.
  - Assess intelligence, recommend targets to support operational objectives.
  - Assess target vulnerabilities and capabilities to determine a course of action.
  - Aid in the development of priority information requirements.
  - Enable synchronization of intelligence support plans across the supply chain.
  - and Review and understand organizational leadership objectives and planning guidance non-inclusively.

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# Treadstone 71



## Core Capability Areas

### Cyber Intelligence

#### Consulting and Services

- Adversarial Baseball Cards
- All-Source Intelligence Operations
- Analysis as a Service - Analysis as a Service - Reports and Briefs
- Conspiracy Theories & Analysis
- CounterIntelligence Research and Analysis
- Cyber and Threat Intelligence Program Build Service
- Cyber Intelligence Capability Maturity Model Assessments
- Cyber Operations – Influence Operations & Analysis
- Cyber Threat Intelligence 12-Month Online Program Build
- Disinformation, Misinformation, Malinformation Detection, Analysis, Counter Operations
- Influence Operations/Cognitive Warfare Assessment, Discovery, and Counter Operations
- Interim Head of Intelligence - Internal Intelligence Communities of Interest
- Intelligence Requirements Development
- OPSEC Assessment - Intelligence Preparation of the Cyber Battlefield
- STEMPLES Plus Research (Geo-political) – Strategic Intelligence Services
- Targeted Research – Client Driven
- Threat Intelligence Assessments
- Customized Consulting

#### Products

- Conscientia - The Cyber and Threat Intelligence Lifecycle Solution – Bubble.io site follows the cyber intelligence lifecycle with stakeholder, data collection, credibility analysis, analysis of competing hypotheses.

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- CyberIntellipedia – Cloud-based Knowledge Wiki storing 100s of cyber intelligence program build policies, procedures, process flows, methods, techniques, plans, and program documents.

#### Training (alphabetical)

- Cyber Intelligence
  - Building a Cyber Threat Intelligence Program
  - Introduction to Open-Source Intelligence for Maximum Results
  - Basic Cyber Intelligence Tradecraft Certification
  - Intermediate Cyber Intelligence Tradecraft Certification
  - Advanced Cyber Intelligence Tradecraft Certification
  - Intel 101 – The Cyber Intelligence Lifecycle
  - Intel 102 - Intelligence for the C-Suite
  - Intel 103 – The Threat Intelligence Platform Selection Process
  - Intel 104 – Selecting the Correct Data Feeds for your Threat Intelligence Platform
  - Intel 105 – Identifying your Stakeholders – Stakeholder Analysis
  - Intel 106 – Creating and Maintaining Intelligence Requirements (PIRs)
  - Intel 107 – STEMPLES Plus – Strategic Adversary Analysis
  - Intel 108 – Adversary Analysis and Threat Matrices
  - Intel 109 – Building the Right Cyber Intelligence Team
  - Intel 110 – Operational Security and Personas for Passive Collection
  - Intel 111 – Elements of an Effective Collection Plan
  - Intel 112 – Collection Activities, Data Provenance and Validity, Source Credibility and Relevance
  - Intel 113 – Basic Structured Analytic Techniques
  - Intel 114 – Advanced Structured Analytic Techniques
  - Intel 115 – Intro to Critical Thinking
  - Intel 116 – Advanced Critical Thinking

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- Intel 117 – Cognitive Bias
  - Intel 118 – Basic Intelligence Analysis
  - Intel 119 – Advanced Intelligence Analysis
  - Intel 120 – Basic Analytic Writing
  - Intel 121 – Advanced Analytic Writing
  - Intel 122 – Advanced Topics in Cyber Intelligence
  - Intel 123 – Advanced Topics – Clandestine Tradecraft Across Social Media
  - On-Demand Cyber Intelligence Bundles
  - Strategic Intelligence Analysis, Forecasting, Estimative and Warning Intelligence
- Cyber CounterIntelligence
    - Cyber CounterIntelligence Tradecraft Certification – Influence Operations
    - CounterIntel 100 – Tools, Memetic Engineering, Fake Data Generation, GANS
    - CounterIntel 101 – OPSEC and Rules of Engagement
    - CounterIntel 102 – Personality Typing for Personas – Under Pressure (Myers-Briggs, OCEAN, the Dark Triad)
    - CounterIntel 103 – Social Media Enrollment and How to Get Removed
    - CounterIntel 104 – Social Psychology – Denial and Deception
    - CounterIntel 105 – Persuasion – Socio-Cultural Psychology
    - CounterIntel 106 – Manipulation, Propaganda, and Fallacies
    - CounterIntel 107 – Misinformation, Rules for Disinformation, and Narrative Management
    - CounterIntel 108 – Deception Planning and Influence Operations Management
    - CounterIntel 109 – Advanced Denial and Deception
    - CounterIntel 110 – Denial and Deception Tools
    - CounterIntel 111 – A Framework for Integrating Deception Defenses

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- CounterIntel 112 – Methods to Disagree – Conversation Manipulation – CointelPro
- CounterIntel 113 - Rules for Radicals
- CounterIntel 114 – Advanced Topics in CounterIntelligence
- Conspiracy Theories – Weaponizing Theories to Divide
- Cognitive Warfare, Hybrid Warfare, Color Revolutions Training
- Operational Security, Open-Source Intelligence, and Darknet Passive Collection
- On-Demand Cyber CounterIntelligence Bundles
  - Joint Tradecraft Topics
    - Cyber Intelligence and CounterIntelligence – Jihadist Topics
    - Cyber Intelligence and CounterIntelligence – Targeted Adversaries, the Middle East
  - Customized Training
  - Private Training
  - Subscription Training Service

## Past Performance – Training and Services

NOTE: There are organizations not listed due to contract requirements.

AIB, American Express, Capital One, NATO, Belgian Military Intelligence, Commonwealth Bank, Bank of America, ING, NCSC NL, American Electric Power, Nationwide, Battelle, Standard Chartered, Columbus Collaboratory, Anomali, Defense Security Services, PNY, Dell Secureworks, HPE Security, EclecticlQ, Darkmatter (AE), General Electric, General Motors, PNC, Sony, Goldman Sachs, NASA, DoD, East West Bank, Naval Air Warfare Center, VISA, USBank, Wyndham Capital, Egyptian Government, DNB Norway, Euroclear, Malaysian Cyberjaya, People's United Bank, Baupost Group, Bank of North Carolina, Cardinal Health, Huntington, L Brands, Home Depot, PayPal, Palo Alto Networks, OhioHealth, Fidelity Investments, Citi, Citigroup, T. Rowe Price, Wells Fargo, Thrift Savings Plan, Discover, Equifax, Blackknight Financial Services, Schwab, GM, FRB, Intercontinental Exchange (ICE), Citizens Financial Group, Cleveland Clinic, Scottrade, MetLife, NY Life, Essent, Synchrony Financial, TD Ameritrade, First Citizens Bank, M&T Bank, Western & Southern, American National Bank of TX, National Reconnaissance Office, OCBC Bank Singapore,

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Spentera, FBI, W.R. Berkley, People's United Bank, Stellar Solutions, Lockheed Martin, Harvard Pilgrim, Symantec, State of Florida, Deloitte, Ernst and Young, Mitsubishi UFG Trust and Banking Corporation, Target, Tri Counties Bank, Mass Mutual, Tower Research, Latham and Watkins LLP, Geller & Company, KeyBank, Northern Trust, Fannie Mae, BB&T, Blue Cross Blue Shield Michigan, Farm Credit Services of America, Aviation ISAC, Regions Financial Corporation, Intercontinental Exchange (The ICE), Vista Equity Partners, JP Morgan Chase, Archer Daniels Midland, Nacha, Barclays, Options Clearing Corporation (OCC), Expo2020, Abu Dhabi Smart Solution's and Services Authority, Merck & Co., Inc Nomura International, ING, Finance CERT Norway, iPipeline, BBVA, PenFED, Santander, Bank of America, Equifax, BNY Mellon, UBS Group, OCC, Verizon, Vantiv, Raymond James, Bridgewater Associates, Bank of America Merrill Lynch, BBVA, Promontory Interfinancial Network, Bank of Canada, Credit Suisse, HSBC, Church of Jesus Christ of Latter-Day Saints, Ocean First Bank, International Exchange, Vista Equity Partners, Aetna, QBE Insurance Group, ACI Universal Payments, Betaalvereniging Nederland, Dutch Police, Motorola Solutions, Intel Corporation, Salesforce, Singapore Ministry of Defence, Australia and New Zealand Banking Group Limited (ANZ), National Australia Bank Limited, non-inclusively (as well as several other firms by proxy as they hire qualified intelligence professionals trained by Treadstone 71).

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[www.cyberinteltrainingcenter.com](http://www.cyberinteltrainingcenter.com)

[www.voigt-kampffanalyzer.com](http://www.voigt-kampffanalyzer.com)

[www.persianpasdaran.com](http://www.persianpasdaran.com)

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