



Let's consider a company with 50 employees and look at what other companies in the North American cybersecurity and managed IT services market typically charge for various services.

1. Vulnerability Management:
 - On average, it costs \$2,990 for a company of this size.
2. Incident Response Management (IRM):
 - Typically, this service costs around \$4,000.
3. Cybersecurity Controls Audit:
 - For a small-sized company, the audit generally costs about \$6,000 on average.
4. Data Asset List Creation:
 - Creating a Data Asset List typically costs about \$2,800.
5. Security Bookshelf (Cybersecurity Policies) Creation:
 - The creation of the Security Bookshelf costs around \$3,000.
6. Engagement Scoping:
 - On average, the cost for Engagement Scoping is around \$6,000.
7. Tabletop Exercise:
 - A tabletop exercise usually costs about \$3,000.
8. Additional Exercises (End User Education, Phishing Exercise):
 - These exercises collectively cost about \$2,250 on average.

When we add up the costs of these individual services, the total for any organization offering all these components would be approximately \$30,040.

On the other hand, EverSecure offers a comprehensive suite of cybersecurity solutions at an affordable annual price of \$8,057, effectively addressing various aspects of digital security, and making it a cost-effective option for businesses of all sizes.