SMALL BUSINESS LEADER OF THE YEAR NOMINEE

JACKSONVILLE IT COUNCIL

DoubleChecked CYBERSECURITY

JUSTIN KANE

CELEBRATING EXCELLENCE AND LEADERSHIP IN SMALL BUSINESS

APPLICATION

Small Business Leader of the Year
Digital Packet and Interview Application

Part I:

1. Name: **Justin Kane**   Title: **CEO**

2. Company: **DoubleChecked, LLC.**

3. Business Phone: **904-701-0153** Email: **info@DoubleChecked.com**

4. Business Address: **1001 Mayport Road, #331206, Atlantic Beach, FL 32233**

5. Are you a member of the JAX Chamber? **X Yes**   ☐ No

6. Your business is a   ☐ Corporation **X Partnership**   ☐ Proprietorship

7. Year company established: **2019**

8. Percentage of the business which you own: **100%**

9. Industry Type: ☐ Financial   ☐ Manufacturing   ☐ Real Estate   ☐ Health Care Services

   X Technology   ☐ Retail   ☐ Other (specify)

10. Give a brief description of your company's products and/or services: **DoubleChecked Cybersecurity provides practical, business-focused IT security services for small and midsize organizations. Our offerings include security assessments, cybersecurity packages, M365 and Azure hardening, identity protection, and ongoing monitoring. We focus on making cybersecurity understandable and effective, helping businesses reduce risk without adding complexity.**

11. Number of outlets or offices: **1**

12. Is the company headquartered in Jacksonville?   **X Yes**   ☐ No

13. Gross annual revenue: **X less than $1 million**   ☐ $1-5 million
14. Number of employees: **X 1-25**   ☐ 26-50   ☐ 51-100   ☐ more than 100

15. List Business/Trade/Professional and Civic/Service Associations and Positions held:

   - **JaxChamber** - Member - ImpactJax & JITC

   - **Tech Coast Conference** – Chair (2018-2020), **Deck the Chairs** - Board Member (2024–2025)

   - **Certified EOS Integrator**

16. Honors/Awards Received:

   - **Technology Leader of the Year** – Jacksonville Business Journal (2021)

Small Business Leader of the Year

I have reviewed this application and confirm that all information given is correct:

Signature: *Justin Kane*   Date: 11/26/2025

ABOUT DOUBLECHECKED CYBERSECURITY

COMPANY HISTORY AND PHILOSOPHY

History

DoubleChecked Cybersecurity was founded in 2019 to give small and midsize businesses access to the same level of cybersecurity leadership that large companies rely on. After nearly a decade working in high-pressure IT and cybersecurity roles, I saw firsthand how underserved SMBs were. Most lacked a dedicated security resource, and many struggled to understand what they actually needed.

DoubleChecked began as a hands-on advisory service helping owners make clear, confident decisions about their technology and risk. Over time, the company expanded into a hybrid MSP/MSSP model, offering ongoing protection, Microsoft 365 and Azure security hardening, identity protection, device security, and proactive monitoring.

The company has grown steadily since 2019, serving professional services firms, engineering companies, staffing agencies, retail organizations, and small businesses across the United States. Our focus has always been the same: simplify cybersecurity, make it practical for real businesses, and remove the confusion that often prevents owners from taking action.

Today, DoubleChecked is recognized as a trusted security partner for SMBs that want enterprise-style protection without enterprise-level complexity.

Philosophy

Our philosophy is built on three ideas: clarity, accessibility, and accountability.

Clarity:
Cybersecurity only works when business owners understand it. We explain risks in plain language, outline options clearly, and provide recommendations tied to actual business operations, not technical jargon.

Accessibility:
Small businesses deserve protection that fits their size and budget. We design services that are easy to adopt, easy to maintain, and aligned with how SMBs truly operate. This includes modern tools, automation, and support that reduces the burden on their teams.

Accountability:
Our work follows structured processes, measurable outcomes, and clear expectations. We believe in being transparent about vulnerabilities, guiding clients through improvements, and supporting them through challenges when they arise.

At its core, DoubleChecked exists to protect small and midsize businesses with solutions that are understandable, effective, and built for real-world use. We believe cybersecurity is not just a technical function, it is a business function that safeguards operations, revenue, reputation, and people.

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MANAGEMENT APPROACH

TECHNIQUES AND PLANNING

<u>Management Approach</u>
- Clarity, systems, repeatability
- Remove guesswork → faster, confident decisions
- Run operations with EOS discipline

<u>How I Manage the Business</u>

EOS (Entrepreneurial Operating System)
- L10 meetings • Scorecards/KPIs
- Quarterly rocks • Documented processes

Process-Driven Operations
- Standard workflows → consistency
- Faster onboarding • Fewer errors

Automation & AI
- Reporting • Ticketing flows
- Security alerts • Client communication

Clear Client Communication
- No jargon
- Always explain: what, why, and impact

<u>Business Planning</u>

Quarterly Planning
- Set priorities ("rocks"), review KPIs, adjust strategy

Annual Strategy Review
- Evaluate: services, markets, tech, resources, financials

Client Feedback Loop
- Real-world needs shape improvements & service roadmaps

<u>3-Year Goals</u>
- Expand MSP/MSSP security capabilities
- Grow consumer cybersecurity (ex: Family Protect+)
- Build partner ecosystem (MSPs, consultants, SMBs)
- Hire additional technical staff
- Increase education & community impact
- Strengthen recurring revenue base

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GROWTH HIGHLIGHTS

EXPANSION AND REVENUE

Company Growth

• Steady expansion since 2019
• High-touch model serving clients across Florida and nationwide (Miami → Atlanta → Virginia → Nevada)
• Growth driven by expanded services, increased recurring revenue, and clear, practical cybersecurity guidance

Why We Grew
• Clear market need in SMB cybersecurity
• Understandable, plain-English approach
• EOS-driven, process-based operations
• Consistent client experience
• Strong referral engine
• Continuous adaptation and innovation

My Role in the Growth
• Built all service offerings
• Lead strategy, planning, and client relationships
• Implement EOS for discipline and clarity
• Created scalable processes & automation
• Stay ahead of industry changes
• Represent the brand through speaking & community work
• Lead all financial, operational, and technical decisions
   → Growth driven by intentional planning, disciplined execution, and a commitment to making cybersecurity understandable and effective.

Key Areas of Growth

Client Expansion
• Professional services
• Engineering & construction support
• Staffing/recruiting firms
• Retail & local service businesses
• Multi-state organizations
• Families/individuals (consumer cyber)
   → Remote-friendly services + trust-based reputation

Service Expansion
• Cybersecurity packages
• M365/Azure security
• Identity & email protection
• Device/endpoint security
• Monthly monitoring
• Consumer cybersecurity (Family Protect+)
   → Built in response to real client needs

Recurring Revenue Growth
• Shift from one-time projects → monthly protection
• Enables reinvestment into tools, automation, reporting, and standardization

Market Presence & Credibility
• Speaking engagements
• Community involvement
• Referrals
• Regional visibility
   → Built on transparent, jargon-free communication

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INNOVATION AND ADAPTABILITY

UNIQUE BUSINESS APPROACH

Innovative Approaches

Hybrid MSP/MSSP Model
• Combines IT + security into one service
• Eliminates gaps SMBs face with separate MSP/MSSP providers

Plain-English Cybersecurity
• No fear tactics, no jargon
• Clear pricing, risks, and outcomes
• Makes cybersecurity approachable for SMBs

Modern, Cloud-First Security
• M365/Azure hardening
• Identity & email protection
• Advanced endpoint security
• Cloud configuration monitoring
→ Enterprise-level protection delivered anywhere

System-Driven Operations
• Documented processes
• Automation + repeatable workflows
• EOS planning for consistency & scalability

Response to Adversity

Balancing Personal Challenges
• Refined processes
• Automating repetitive tasks
• Increased planning discipline
• Focused on high-impact services

Rapid Industry Changes
• Stay ahead of M365/Azure updates
• Expand identity protection
• Update security baselines
• Adopt modern endpoint tools

Bootstrapping the Business
• Efficient operations
• Disciplined financial management
• Strong relationship-based growth

Response to Competition

Clarity Over Fear
• Educate clients
• Focus on business outcomes
• Build trust through transparency

Agility Over Size
• Launch new offerings quickly
• Customize security for each client
• Adjust rapidly as threats evolve
• Highly responsive + accessible

Service Over Scale
• Be the most trusted
• Most responsive
• Easiest to understand
• Best aligned to SMB needs

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LEADERSHIP AND COMMUNITY IMPACT

COMMUNITY CONTRIBUTIONS

Supporting the Business Community

Strengthening SMB Cybersecurity
• Provide cybersecurity education in plain English
• Help owners understand risk & make informed decisions
• Guide SMBs on technology, security, and digital safety
• Support organizations with limited IT/security resources
→ Empower business owners rather than overwhelm them

Real-World Guidance for SMB Leaders
• Improve technology posture
• Clarify operational risks
• Implement practical security steps
• Navigate cloud & identity protection
→ Helps businesses operate more securely & confidently

Volunteerism & Service

Board Member – Deck the Chairs (2024–2025)
• Support children's arts programs
• Strategic planning, event support, visibility-building

Local Community Support
• Assist organizations & individuals with digital safety
• Help families and seniors stay protected online

Commitment to Community Impact

Strengthen the business community by:
• Sharing knowledge
• Supporting small business owners
• Leading with transparency
• Promoting cybersecurity awareness
• Helping create safer, more resilient organizations

Professional & Trade Involvement

JAX Chamber
• Member – Jacksonville IT Council (JITC)
• Member – ImpactJax
• 2026 SBLY Nominee

Tech Coast Conference – Chair (2018–2020)
• Led planning, programming, and coordination
• Supported growth of Jacksonville's technology community

Certified EOS Integrator
• Provide structured thinking, planning discipline, and accountability
• Help leaders run organizations with clarity and priority

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BIOGRAPHY

BIOGRAPHY OF JUSTIN KANE

My name is Justin Kane, and my career has always been driven by curiosity, problem-solving, and a desire to help people feel confident in their technology. I started my professional journey working with GG4 and LM2500 turbine engines at Wood Group Pratt & Whitney, where I learned discipline, precision, and how to stay composed when the stakes are high. Those early experiences shaped the way I think and the way I lead today.

As technology evolved, I moved into IT, networking, and eventually cybersecurity. I spent years supporting round-the-clock operations and helping businesses navigate increasingly complex systems. Along the way, I saw how underserved small and midsize businesses were, not because they didn't care, but because no one was explaining cybersecurity in a way they could actually use. That realization led me to build DoubleChecked Cybersecurity.

I've always had a talent for translating complex ideas into clear, practical guidance. DoubleChecked was built on that foundation: helping business owners understand risk, make confident decisions, and protect what they've worked hard to build. My approach is grounded in clarity, structure, and delivering consistent results.

Outside of cybersecurity, I've also built and scaled a second business in a completely different industry, which strengthened my skills as a leader, operator, and strategist. Managing two companies with different demands has made me adaptable, resilient, and intentional in how I approach growth.

I'm also a father, and that part of my life keeps me grounded. The experiences my family and I have navigated have shaped me into a more patient, thoughtful, and purpose-driven leader.

Everything I've built, from engineering to IT to entrepreneurship, has been rooted in the same principles: help people, solve real problems, communicate clearly, and build systems that last. That's who I am and how I show up for the businesses and communities I serve.

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WHY I DESERVE THIS AWARD

SMALL BUSINESS LEADER OF THE YEAR

Why I Don't Feel Deserving of This Award (But Would Be Honored to Earn It)

I don't believe I'm the most deserving person for this award. Many leaders in our community have achieved remarkable things, grown larger organizations, and made an impact that I genuinely admire. I'm humbled to even be considered alongside people who have contributed so much to Jacksonville.

At the same time, I care deeply about the work I do and the people I serve. I've built DoubleChecked with honesty, discipline, and a commitment to helping small and midsize businesses feel more secure and confident in a constantly changing world. My focus has always been on showing up, doing the right thing, and supporting business owners who often feel overwhelmed by technology and cybersecurity. I never set out to win recognition, I set out to help.

What I can say with confidence is that I pour myself into my work. I listen, I learn, and I try to serve others with clarity and humility. I've grown as a leader through personal challenges, professional transitions, and the responsibility of building a company from the ground up. Those experiences have shaped me into someone who values resilience, purpose, and steady progress.

While I may not feel I'm the most qualified candidate, I would be honored to receive this award, not for the title itself, but because it would reflect the trust of those who believe in me. It would mean a great deal to represent the Jacksonville IT Council, a group that has supported me and encouraged my growth as a leader. I don't take that lightly.

I'm grateful for the nomination, grateful for the support of my peers, and grateful for the opportunity to stand alongside leaders I respect. Whatever the outcome, I appreciate the chance to share my story and to contribute to the community that has given me so much.

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CLOSING

THANK YOU AND CONTACT INFORMATION

Thank you for your time and consideration.

I'm grateful for the opportunity to share my work, my story, and my commitment to supporting the small and midsize businesses that strengthen our community.

If you have any questions or would like additional information, I'd be happy to connect.

Justin Kane
Founder & CEO
DoubleChecked Cybersecurity

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