

# Cyber Knowledge Engineering with our Human Defense Platform

Going Beyond The Checkbox™

Where Cybersecurity & Behavioral Science Intersect

# Our Mission

We provide an integrated Platform that provides insight and analysis to reduce the potentiality and the cost of a cybersecurity breach by measurably improving our client's risk posture and compliance culture using proprietary and patented solutions. Our tools and capabilities blend technology and behavioral psychology, allowing a company to focus on reducing human factors as a key part of its cyber defense.



**Human  
Defense**  
PLATFORM

**PATENTED  
PROVEN  
PROTECTION**

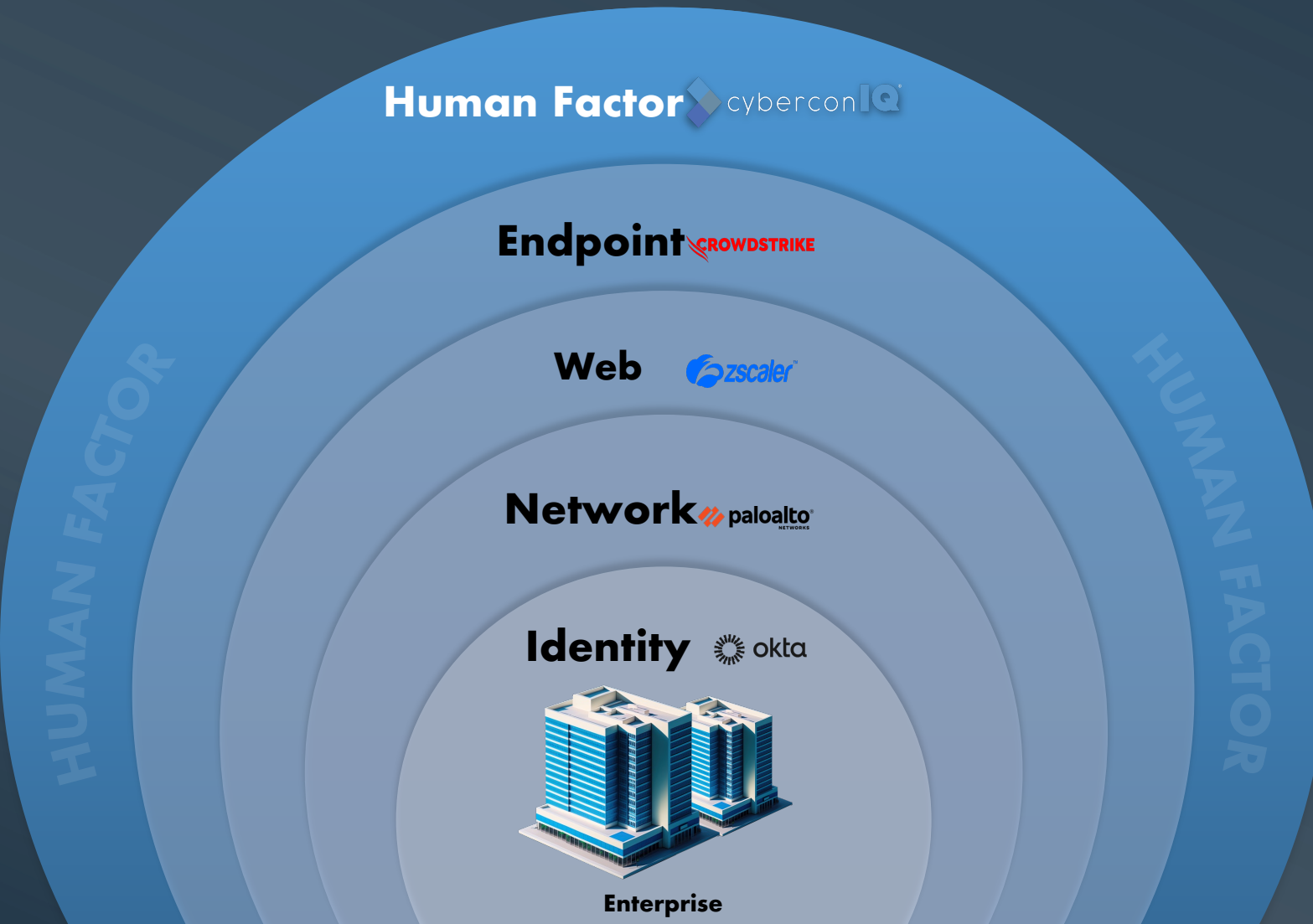
# Who is cyberconIQ?

- ✓ **Innovator in identifying and reducing human cyber risk (Gartner 2021)**
- ✓ **Market Guide for Insider Risk Management Solutions (Gartner 2023)**
- ✓ **Patented methodology (USA & UK)**



**eSENTIRE**

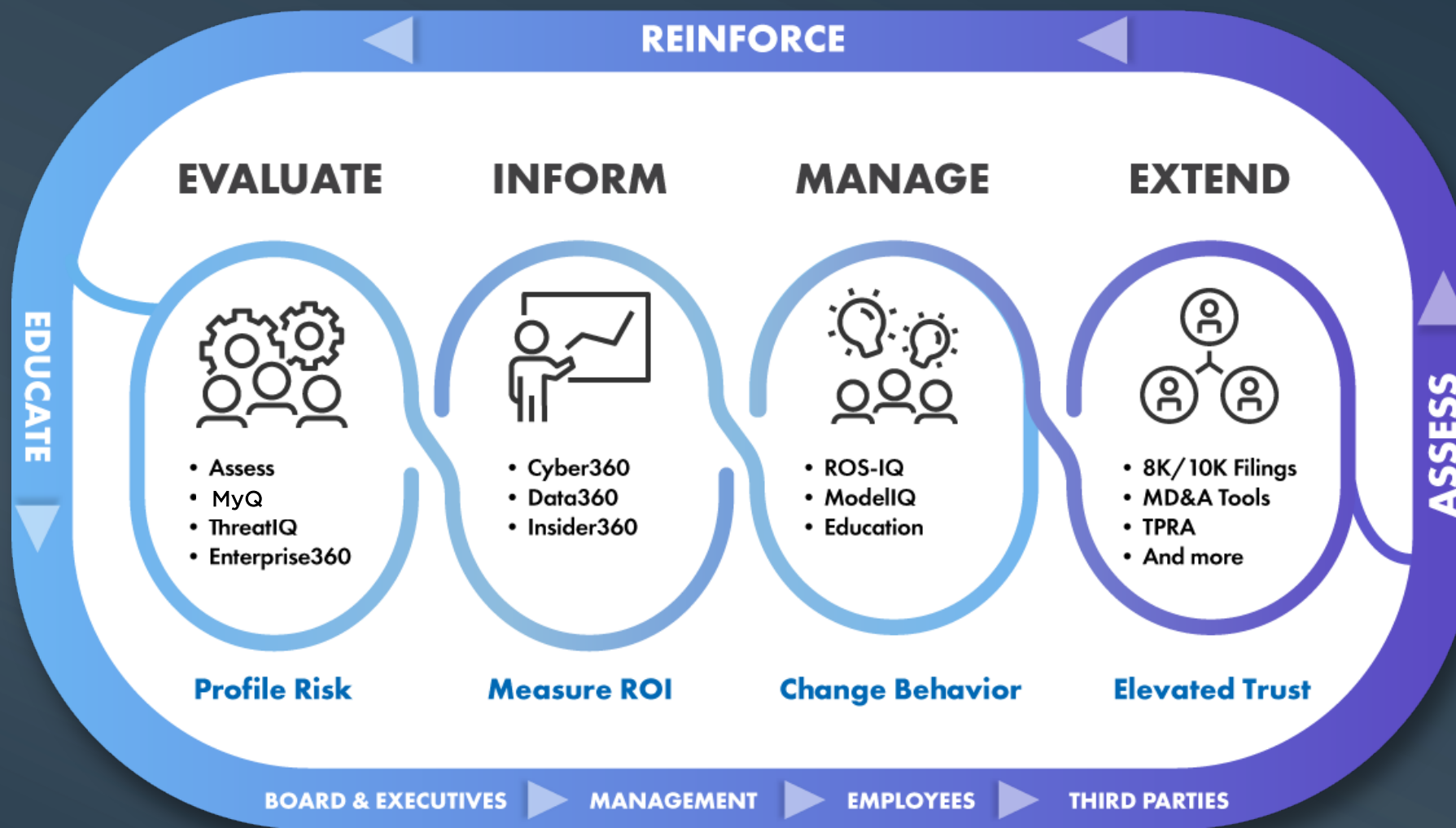
# Beyond the Technical Element



**More than technical elements, our patented approach addresses human factors that change behaviors and provides a comprehensive view of cyber risk for executives, and the board.**

Over **95%** of cyber breaches involve human factors.

# Our Proprietary Process



Going Beyond The Checkbox™



## Potential Cyber Risk Costs

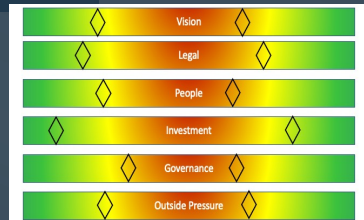
**Potentiality** x  
**41.9%**

**Avg Cost on Incident**  
**per Breach**  
**\$110,000,000**

**Cost**  
**\$46,090,000**

**1<sup>st</sup> Cycle Results:**  
**12% potentiality**  
**reduction**  
**\$10.79M reduction in**  
**cost**

## Phase 1 - EVALUATE



**Patented  
Human Risk  
Assessment  
Methods**

## Identification of Human Factors Security Vulnerabilities

- myQ** - Measures the human risk factors based on risk type. This illustrates the breadth of the human factor risk and the attack surface generated in the enterprise.
- Enterprise360** - This measures the amount of technical and institutional debt in the enterprise and illustrates what kind of enterprise you are based on risk factors

## Potential Cyber Risk Costs

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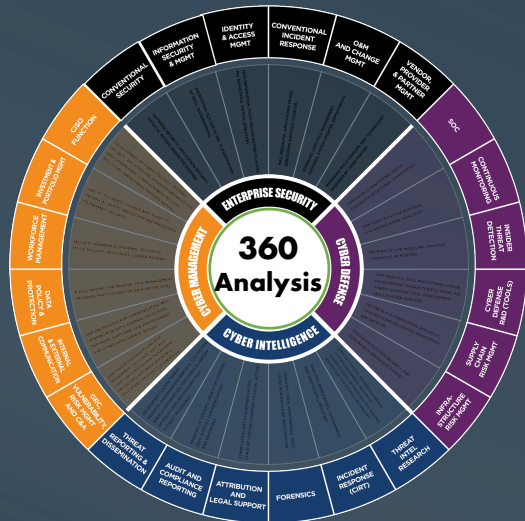
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## Phase 2 - INFORM

### Understanding the Attack Surface

- **Cyber360** - Provides a view of 24 elements across Legacy Security, Cyber Defense, Cyber Intelligence and Cyber Governance
- **Data360** - Provides a view of 24 elements across Analysis, Protection, Sharing, and Collection of data and the risk represented within those elements
- **Insider360** - Provides a view of 24 elements across People, Policy, Technology, and Physical security and the risk factors they create in your enterprise



Baseline Risk  
DNA & Peer  
Comparison

## Potential Cyber Risk Costs

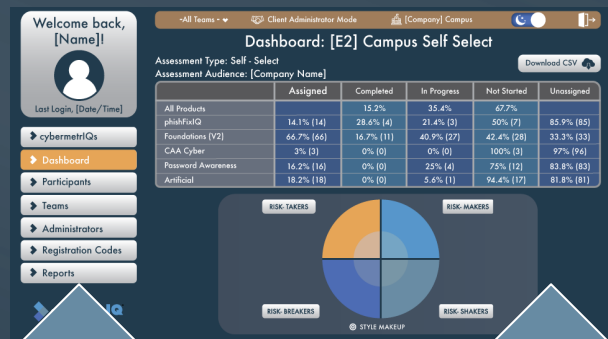
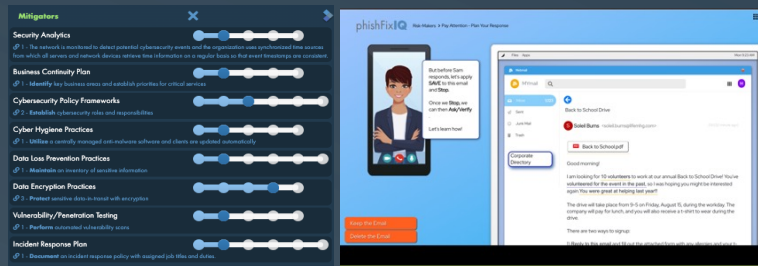
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## Phase 3 - MANAGE



**Risk Adjusted  
ROI  
Mapping  
High-Impact Practices**

**Focused  
Remediation**

## Remediation of Security Habits

- **ROS-IQ** - Models Return on Security Investment for technology purposes and how they affect your security posture (**Advisory Services**)
- **priorityIQ** - illustrates top risks in the enterprise (**Release 2024**)
- **leaderIQ** - Education on communication across risk types (**available today**)
- **Three-year Behavior-based Education** (**available today**)
- **MetriQs** Dashboard for Cyber Management (**available today**)
- **changelIQ** - Tracks Change Management in the Enterprise (**release 2024**)



Potential  
Cyber  
Risk Costs

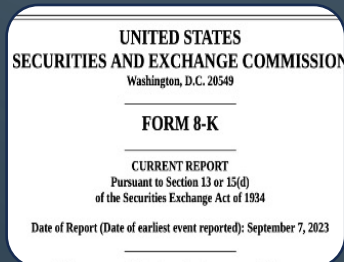
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## Phase 4 - EXTEND



### Supporting Compliance & Extending Security Best Practices

- **Reporting** – 8k/10k- Helps create the SEC filing for incidents **release 2024**
- **MD&A Creation** – Helps create the Management, Discussion and Analysis document for SEC **release 2024**
- **Advisory** – A host of qualitative capabilities to add context to ThreatIQ and extend management beyond the checkbox

# Potential Cyber Risk Costs

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41.9%

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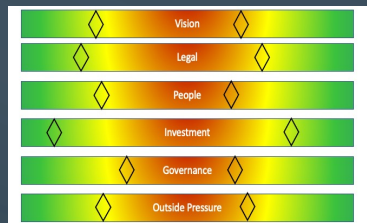
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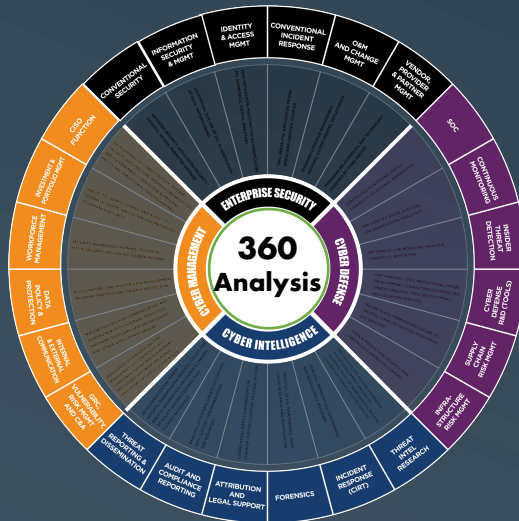
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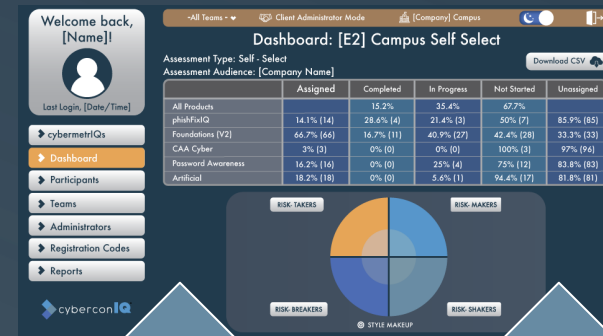
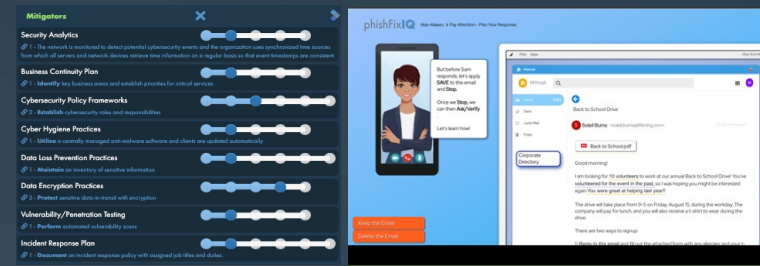
## Evaluate



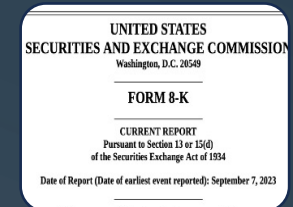
## Inform



## Manage



## Extend



**Risk Adjusted  
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**Focused  
Remediation**

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# 3-Year Behavioral-based Education Curriculum

Year 1 (Phishing, Passwords, Data Basics)	Year 2 (In-depth Social Engineering)	Year 3 (Complex Threats)
<b>Foundation</b> Learn how to <b>recognize</b> and <b>avoid</b> cyber threats you are susceptible to based on your online behaviors.	<b>Social Engineering</b> Explore <b>common scenarios</b> where <b>social engineering can sway our decisions</b> , revealing how easily we can be persuaded.	<b>Physical Security</b> Learners will be immersed in a <b>dynamic physical security breach scenario</b> , where they must apply policies such as clean-desk protocols, badge access controls, and visitor log management to mitigate risks
<b>Password Strength</b> Elevate your password security expertise as you <b>explore diverse techniques</b> , create <b>robust passwords</b> , and put your skills to the test in engaging password games.	<b>Smishing</b> Compromise may be lurking in your <b>text messages</b> . Guard against these threats through an interactive scenario.	<b>Accidental Insider</b> Understand how seemingly <b>innocuous actions</b> can inadvertently <b>lead to security breaches</b> . Learn best practices and strategies for avoiding these common pitfalls.
<b>What is Sensitive Data?</b> Distinguish between <b>sensitive, confidential</b> , and <b>public data</b> with precision in an interactive sort activity.	<b>Phishing</b> Step into a <b>tailored phishing scenario</b> that aligns with your unique personality. Challenge yourself to outsmart the compromise using the SAVE approach.	<b>Safe Browsing</b> Learn how to <b>navigate the web securely</b> , ensuring that your personal and professional data remains protected from cybercriminals.
<b>Data Privacy Best Practices</b> Learn how to <b>handle, store, share</b> , and <b>dispose of sensitive data</b> properly through applicable office scenarios.	<b>Spear Phishing</b> Distinguishing threats becomes challenging when cybercriminals <b>tailor their attacks to you</b> . Dive into an immersive scenario, equipping yourself to discern trust from deception with confidence.	<b>Password Best Practices</b> Strength isn't just in your password, but in how you <b>handle it</b> . Master top-notch <b>password management techniques</b> and ensure your digital security remains unbreakable!
	<b>Trust It or Toss It</b> Navigating the online world requires discernment – <b>distinguishing genuine from deceptive, and real from counterfeit</b> . In this lesson learn how to wield your deduction skills effectively to assess <b>emails, texts, ads, websites</b> , and even <b>voicemail</b> .	<b>Multi-layer Scams</b> Navigate through a <b>simulated multi-layer cybersecurity scam</b> , making critical decisions at each juncture to uncover vulnerabilities and learn effective countermeasures.



# Extra Lessons and Role-Specific Awareness

## Extras in the Library (for Everyone)

Selective Attention	Internet of Things
Connecting Online	Tactics and Traits
AI Insights	MFA and Storage
Bytes and Brains	Protecting Your Privacy
Work From Home	Confidence Fraud
Pathway to Compromise	Privileged User
Password Calculator	Deep Fakes
Government Impersonation	Man-in-the-Middle Threats
Wire Fraud	Extortion

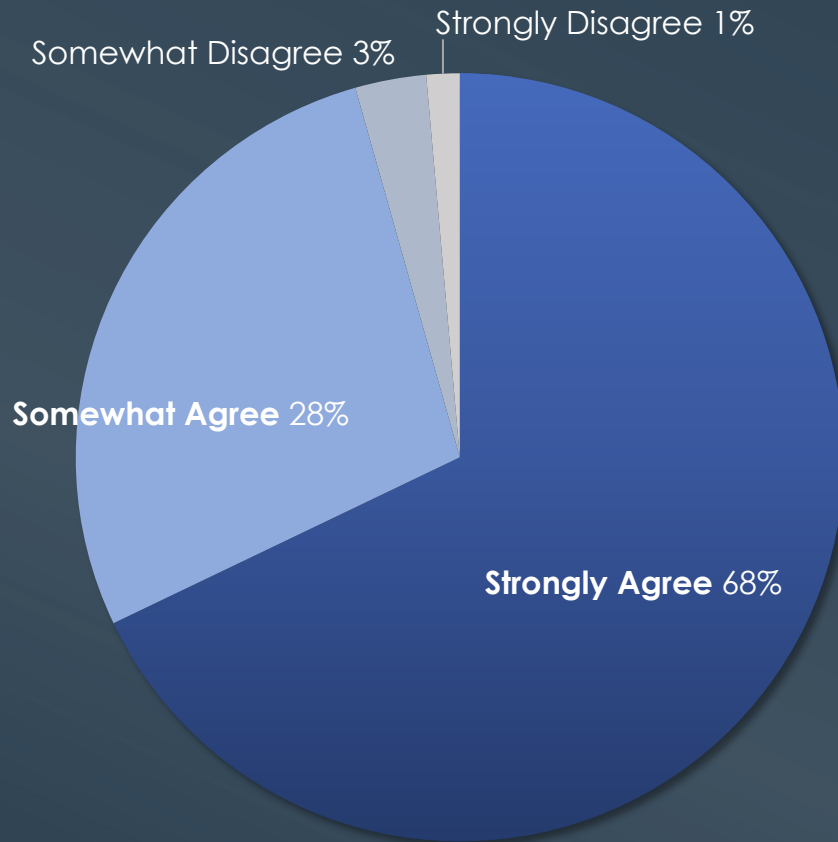
## Packages

Phishing Remediation	phishFixIQ, SAVE Susceptibility, Spoofing
Executive Training	Cyber Aware Culture, Engaged Coaching, BEC, Communication, Risk Management, Understanding Cyber Compliance
Finance	Third-Party Risk Management, Fraud Detection, PII, PCI, FFIEC
Human Resource	BEC, Data Compliance, Access Controls
Tech Department	Systems, Surroundings, Data
Healthcare	HIPAA Compliance

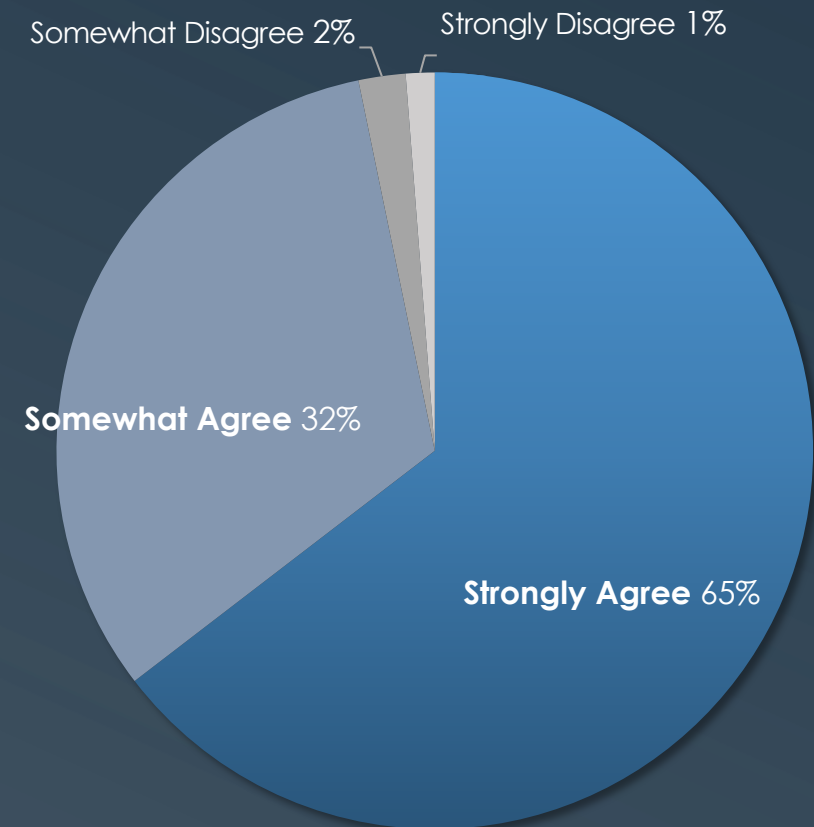
**CIS Safeguard 14.9: Conduct Role-Specific Security Awareness and Skills Training**



# Client Feedback – Includes 7,000+ Responses



I would recommend others to take this training



I feel more confident in being able to successfully deal with cyber threats



# Our Unique Insight

## Changing the Conversation and Approach to Cybersecurity

Patented. **Proven.** Protection.



# Thank You!

## We appreciate your time.

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Learn more at  
[\*\*cyberconIQ.com\*\*](https://cyberconIQ.com)

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