

Week 1: SMEs Cybersecurity Research & Personas

Objective:

Understand cybersecurity challenges faced by Indian SMEs and explore how cyber insurance can help.

Key Contributions:

Research on cybersecurity issues like low awareness, ransomware attacks, and regulatory gaps.

- **Created user personas:**
 - Ravi Verma (Traditional SME Owner)
 - Priya Nair (Digital-first Founder)
 - Arjun Singh (IT Manager)
- **Customer journey mapping for Priya Nair.**
- Analyzed competitors (HDFC ERGO, Tata AIG, Hiscox).**
- **Studied pricing models for cyber insurance plans .**

Screenshots & Sources:

- Market research tables
- Persona charts and journey map

Reference Links:

HDFC ERGO Plan- <https://www.hdfcergo.com/>

InsuranceScape - <https://www.insurancescape.in>

Week 2: Compliance Tracker & Insurance Benefits

Objective:

Help SMEs understand legal compliance and cyber insurance in simple terms.

Key Contributions:

- Designed compliance tracker modules (IT Act 2000 & CERT-In).
- Explained insurance benefits: data breaches, ransomware, legal protection.
- Built onboarding flow and FAQ support for non-tech users.

Reference Links:

CERT-In Guidelines – <https://www.cert-in.org.in/>

IRDAI- <https://irdai.gov.in/>.

Tata AIG Insurance- <https://www.tataaig.com>

Week 3: Pricing, GTM Strategy & Feedback

Objective:

Finalize launch plan with pricing models, outreach strategy, and customer feedback.

Key Contributions:

- Developed tiered pricing:
 - Freemium (Rs.0), Growth (Rs.999), Enterprise (Rs.2999)
 - Benchmarked with competitors (Seqrite, WiJungle, Safe Security).
 - Created marketing brochure, pitch deck, and feedback survey.
 - Contributed to GTM via LinkedIn ads, webinars, cold email outreach.
-