

## Project Information:

As well as running a vulnerability scan on the website created for you, your team will also be bringing together a client facing presentation to present to the Industry Professional. Below you will find the Project Brief for a fictitious company- HealthHub Connect. Your responses to points (2) and (3) of your project scope will be based on this fictitious company and the sector it sits within.

Your Industry Professional will be providing feedback from the perspective of this company.

<b>Project Type</b>	<b>Cybersecurity</b>
<b>Company Name</b>	HealthHub Connect
<b>Location</b>	Canada
<b>Contact Person</b>	Kulbir Jaglan
<b>Industry</b>	Insurance Tech
<b>Organization Background</b>	<ul style="list-style-type: none"><li>● <b>Vision:</b> <i>Empowering Businesses for Healthier Workforces: HealthHub Connect envisions a future where businesses can effortlessly manage and optimize their employees' health insurance and benefits, fostering a healthier and more productive workforce.</i>  <i>Simplified Administration: Striving to simplify the complexities of health insurance and benefits administration, HealthHub Connect aims to provide businesses with a user-friendly platform that streamlines processes and enhances overall efficiency.</i></li><li>● <b>Customer Base:</b> <i>Small to Medium-sized Enterprises (SMEs): HealthHub Connect primarily targets SMEs, recognizing their need for accessible and efficient solutions without the burden of complex and costly administration.</i>  <i>Diverse Industries: Serving a wide array of industries, including technology, finance, healthcare, and manufacturing, HealthHub Connect adapts its platform to cater to the unique needs of different business sectors.</i></li><li>● <b>Products/Services:</b> <i>Integrated Benefits Platform: A comprehensive platform that consolidates health insurance and benefits management, providing businesses with a centralized hub for administration. Employee Engagement Tools: HealthHub Connect offers tools and resources to actively engage employees in their</i></li></ul>

	<p><i>health and well-being, fostering a culture of wellness within the workplace. Customizable Plans: Tailored health insurance and benefits plans to suit the unique requirements of each business, promoting flexibility and cost-effectiveness.</i></p> <ul style="list-style-type: none"> <li>● <b>Competitors:</b></li> </ul> <p><i>WellnessHub Solutions: A competitor offering a similar integrated platform, WellnessHub Solutions focuses on holistic employee wellness programs and benefits administration.</i></p> <p><i>InsurTechLink: Positioned as a direct competitor, InsurTechLink emphasizes cutting-edge technology and analytics in their health insurance and benefits management solutions.</i></p> <p><i>BenefitEase: Another player in the market, BenefitEase focuses on simplicity and user-friendly interfaces to attract SMEs looking for hassle-free benefits administration.</i></p>
<b>Project Scope</b>	<p><b>We are looking for the Student Consulting Team to conduct a threat analysis for our company. The analysis will include:</b></p> <ol style="list-style-type: none"> <li>1. A global summary of the top cyber risks facing all businesses for 2023/4</li> <li>2. An analysis identifying specific risks faced by companies in one or more of the sectors that your organization operates</li> <li>3. A case study on a recent cybersecurity incident faced by a competitor or comparator to your organization</li> <li>4. A vulnerability scan and report for the website detailed on your Practera account</li> </ol>
<b>Project Outcomes</b>	<ul style="list-style-type: none"> <li>● A vulnerability scan and report on a website. See your Practera account for further instructions.</li> <li>● Provide a Final Presentation summarizing your findings and recommendations (Zoom)</li> </ul>