Reece Wilson co-founded a tech startup that specializes in mobile app development for mental wellness. With a degree in computer science, he leads a tech-savvy team, although they currently lack experience in cybersecurity. As the startup has recently gained traction, they are now focused on solidifying their web security and enhancing their online visibility..

**Persona 2**



Name: **Reece Wilson**

Profession: Co-Founder of a Tech Startup

Age: 29

From: London

**Scenario**

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| --- | --- |
| **Goals and Objectives:**   * Enhance the security measures for the startup’s website and web applications. * Ensure compliance with data protection regulations to safeguard sensitive client information. * Optimize the website and app store listings to attract more traffic and increase downloads. | **Challenges:**   * Requires more advanced cybersecurity solutions but has a limited budget for comprehensive security consulting. * Concerned about potential data breaches or privacy issues that could harm the startup’s reputation. * Seeks guidance on the nuances of compliance and secure app development. |
| **How the University Cyber Clinic Can Help:**   * Provide an advanced security guide specifically designed for technology startups. * Organize specialized training sessions on cybersecurity practices for web and mobile applications. * Offer personalized security consultations to assess vulnerabilities in their current infrastructure and recommend cost-effective improvements. | |