SEND HELP STUDIOS

OVERVIEW

ARI is an educational first-person puzzle escape room game designed to teach good cybersecurity practices to all audiences. Our goal is to create an enjoyable learning experience through interactive gameplay while simultaneously providing a robust cybersecurity education. ARI will provide insight into the level of knowledge students or employees have and gain as they progress through the levels of the game, and it won't break the bank in the process.

PROBLEM

Human error is often the biggest threat to cybersecurity. Currently, there exist few teaching software applications designed to prevent cybersecurity breaches due to this. The ones that do exist are often simple, ineffective video modules, or extremely expensive.

SOLUTION

ARI strives to provide a low cost, interactive, enjoyable, and effective way to teach people about the risks that exist in their day-to-day online activities. By teaching users about concepts like good password development and phishing, ARI aims to help prevent security breaches caused by human error.

TARGET MARKET

ARI is designed for all audiences, but is particularly effective for high school and college students, as well as young professionals.

COMPETITIVE ADVANTAGE

There are very few products similar to ARI on the market. Current popular cybersecurity education software often utilize short video examples of poor security practices followed by a question and answer section. Other products offer to survey or "test" employees and students on their knowledge through a text-based questionnaire. These types of education software are often ineffective, expensive, and time consuming.

BUSINESS MODEL

To date, SENDHELP STUDIOS has designed a website, fully developed and implemented the first level of ARI, and extensively outlined future levels and features. We aim to release ARI on a small scale and conduct further testing before it is available for download nationwide. Our cost factors include salaries, testing software, and additional assets for development. Taking these things into account, we estimate we will need $50,000 in finances in order to launch a kickstarter version of ARI.

COMPANY PROFILE

INDUSTRY
Software

FOUNDED
September, 2021

PRODUCT
Educational Cybersecurity Video Game Software

WEBSITE
https://aricyberthink.com/