**THE BRIEF**

**[Main Brief]**

We are creating a presentation for a cyber security company called Foundation Technology that wants to promote their Anti-Virus software called WallSafe. [Tutaj wstaw logo firmy]. We have their brand color, which is purple, but they allow us to expand the color set and choose a suitable font if we need to as long as we use primarily the main, purple color.

**[What is the goal of this presentation?]**

The presentation should raise awareness about cyber security and introduce one of the products that the company is offering – their Anti-Virus software called WallSafe.

**[Key Selling Point?]**

1. The company claims it has a 100% success rate vs the regular 99% success rate of other anti-virus programs.
2. Another selling point is a unique pricing model with payment depending on the number of blocked virus attacks.

**[What should the presentation include?]**

* Some information about Cybersecurity
* Promoting WallSafe Anti-Virus Product
* A Call to Action to Our website
* A section showcasing Our Clients and Open to Questions

**[Any preferences to the design, looser or more playful? Stricter, business oriented?**

It should be well designed, animated, have little text, and be appealing to the viewer. Not too strict, but not playful