# **Executive Summary**

Website: **ProtectEd**

Team name: **Girls Guard**

“We are Girls Guard, a dedicated team working to revolutionize digital safety education for the younger generation. Our team members, Ayana, Datkayim, Rayana, and Madina, bring unique expertise in business, cybersecurity, coding, and educational content development. Our flagship product, the ProtectEd website, is an innovative platform that delivers engaging, gamified cybersecurity education. Through interactive lessons and real-world scenarios, we empower users to navigate the digital world safely while learning essential skills to protect their privacy and personal information.”

# **Company Description**

**Status**: Girls Guard is a social enterprise focused on reinvesting all revenue generated from our app into expanding and enhancing our cybersecurity education programs. We aim to ensure long-term sustainability and contribute to a safer digital world.

**Idea**: We aim to make cybersecurity education both fun and accessible, offering knowledge that can help users avoid cyber threats and protect their online identities. Our solution bridges the gap in digital literacy, providing critical information in a user-friendly and gamified format.

**Mission/Cause**: As the digital landscape evolves, so do cyber threats. With an increasing number of young people online, Girls Guard seeks to educate and equip them with practical cybersecurity skills before they become victims of cyberattacks. By teaching them to identify threats, understand data privacy, and act securely online, we can help reduce the risks that young people face in the digital age.

**Application**: ProtectEd is an interactive website designed to teach young users essential cybersecurity principles. Our lessons are delivered through gamified modules, quizzes, and real-life scenarios that keep users engaged while learning. All content is developed in collaboration with leading cybersecurity experts to ensure it is both current and actionable.

**Coverage**: ProtectEd primarily targets teenagers and young adults, aged 12 and above. This age group is highly active in the digital world but often lacks the necessary knowledge to protect themselves from evolving threats. By providing them with practical cybersecurity skills, ProtectEd empowers them to become confident and responsible digital citizens.

**Goals**: We aim to scale ProtectEd globally by offering the app in multiple languages, making cybersecurity education accessible to users around the world. Furthermore, we plan to host online and offline workshops, inviting cybersecurity specialists to provide expert insights and detailed explanations of digital threats and safety protocols. Our long-term vision includes expanding our curriculum to cover a wide range of digital safety topics, from social media privacy to secure online shopping.

# **Product and Services**

**Creation:**

The website was written using:

Javascript: to add interactivity to your website;

HTML: to provide structure to the web page and accessibility for internet users through text, visual formatting and search factors;

CSS: to create the appearance of a web page: background color and decorative elements, font size and style.

The website will be available on all browsers.

**Education – Cybersecurity Learning Program:**

Our cybersecurity learning program includes 5 comprehensive lessons, each divided into levels — short, structured blocks with theory, mini-lectures, and interactive tasks. These lessons are designed to teach teens and young adults the essential aspects of staying safe in the digital world.

**Lesson 1: Cybersecurity Basics:** Introduces the concept of cybersecurity, explains who hackers are and what they aim to do. Students learn about different types of cyberattacks and how to stay safe online.

**Lesson 2: Personal Cybersecurity:** Covers how to create strong passwords, secure email accounts (with two-factor authentication), and recognize social engineering techniques. It also includes social media safety and how to identify malicious links and files.

**Lesson 3: Phishing and Online Scams:** Explores phishing emails, scam calls and texts, deepfake fraud, and ways to protect against financial scams such as fake banking websites.

**Lesson 4: Online Threats – Cyberbullying, Blackmail, and Stalking:** Explains digital harassment, how to recognize stalking, the forms of online blackmail, and how to respond. Students learn how to report incidents and collect evidence properly.

**Lesson 5: Physical and Digital Safety:** Focuses on securing devices, understanding the risks of using VPNs, GPS, and public Wi-Fi, and how to avoid digital surveillance through photos and videos.

**Future Additions:**

We have big plans for future updates, including:

1. **Expanded Curriculum:** New lessons will be added to cover topics such as secure online shopping, social media privacy, and managing personal data on the internet.
2. **Cybersecurity Certification**: As users complete the program, they will be able to earn a certification, which they can use for personal development or share on their resumes.
3. **Language Expansion:** We aim to offer the website in multiple languages to make it accessible to a global audience.
4. **AI Chat Assistant & Lessons on AI:** We plan to integrate an AI-powered chat assistant to help users navigate the platform, answer questions, and guide learning. Additionally, we will introduce lessons about artificial intelligence—how it works, its risks, and how to use it safely.
5. **Programming Language Courses:** We will offer introductory courses in programming languages such as Python, JavaScript, and more, empowering users with technical skills for the digital age.
6. **Interactive quizzes a**fter each lesson to reinforce learning.
7. **Gamified tasks** to make the experience more engaging and motivating

All educational materials are designed in collaboration with top cybersecurity experts to ensure that users receive accurate, high-quality, and up-to-date information about digital safety.

# **Market Analysis**

As part of the **Girls Guard i**nitiative, we conducted our own survey to assess the level of cybersecurity awareness among teens and young adults, as well as their interest in accessible learning platforms. The results clearly demonstrate that the topic is both relevant and in demand.

### **Key Survey Results:**

**Knowledge Levels:**

**16.1%** — have no idea what cybersecurity is

**55.4%** — have only a general understanding

**17.9%** — believe they already know how to protect themselves

**Perception of Threats:**

**76.8%** — believe cyberattacks and online fraud are a serious danger

**55.4%** — have encountered phishing or other types of scams

**Learning Experience:**

**7.8%** — have taken any kind of cybersecurity course

**92.2%** — have never received training in this area

**Interest in a Cybersecurity Lessons Website:**

**82%** — said it would be interesting or useful

**18%** — said no

**Key Insights:**

1. **Awareness–Skills Gap:** Although most respondents are aware of the risks, very few actually know how to protect themselves online.

2. **Lack of Accessible and Engaging Learning Formats:** The low number of people who have taken any training indicates a shortage of youth-friendly educational resources.

3. **Strong Validation for Our Platform:** The overwhelming interest in a site offering simple, short lessons confirms clear product–market fit.

4. **Microlearning and Gamification Are Essential:** Short 2–5 minute lessons with interactive features like points, levels, and badges will help maintain engagement and interest.

5. **Mobile Access Is Key:** With most users relying on smartphones, a mobile‑friendly, responsive platform is a top priority.

**Our Advantages:**

* **Gamification:** Points, levels, and rewards to enhance engagement.
* **Women-Centric Approach:** Content tailored for women’s online safety.
* **Interactive Lessons:** Quizzes, scenarios, and challenges.
* **Expert Insights:** Contributions from cybersecurity and medical professionals.
* **Multilingual Support:** Available in English, Russian, and Kyrgyz, with future expansions planned.

## **Competitive Comparison Table**

| **Criteria** | **ProtectЕd** | **Kaspersky Cybersecurity Awareness** | **Cyber Aware** | **Avast Academy** | **Hack The Box** |
| --- | --- | --- | --- | --- | --- |
| **Gamification** | ✔️ | ❌ | ❌ | ❌ | ✔️ |
| **Women-Focused Adaptation** | ✔️ | ❌ | ❌ | ❌ | ❌ |
| **Educational Materials** | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |
| **Interactive Elements** | ✔️ | ❌ | ❌ | ❌ | ✔️ |
| **Accessibility (Price/Free Access)** | ✔️ | ✔️ | ✔️ | ✔️ | ❌ |
| **Support & Updates** | ✔️ | ✔️ | ✔️ | ✔️ | ✔️ |

# **Target Audience:**

There is no specific age at which individuals should start learning about cybersecurity, but it is crucial to begin education at a young age. Teenagers and young adults are highly active online, making them more vulnerable to cyber threats. ProtectEd is designed to equip users aged 12 and above with essential cybersecurity knowledge in an engaging and interactive way. Through gamification and real-life scenarios, we ensure that young users not only understand cybersecurity principles but also apply them effectively in their daily digital interactions.

* **Target Audience:** Students, teachers, parents, cybersecurity professionals.
* **Advertising Channels**: Google Ads, Instagram, TikTok, YouTube.
* **Content for Promotion**: Infographics, blog posts, educational videos, viral challenges.

# **Strategy & Implementation:**

### Branding:

ProtectEd is our app, combining “Protect” (to safeguard) and “Ed” (education), highlighting our mission to teach cybersecurity skills and protect users in the digital world.

Our slogan is: “Knowledge Protects. Stay Safe, Stay Smart, Stay Protected.” It emphasizes the power of education in keeping users safe online.

### **Detailed Strategy for Reaching Target Users**

To attract our target audience—young people aged 13 to 24—we will engage in various social media activities:

1. **Educational Content:** Regular posts about cybersecurity tips, infographics, and short explanations of online threats—designed to spark curiosity and promote digital literacy.

2. **Collaborations:** Partnering with influencers, bloggers, and educators in the tech, youth culture, and education sectors. These collaborations will expand our reach and build trust within our community.

3. **Workshops & Webinars for Youth:** Hosting engaging cybersecurity workshops in schools and online webinars for teenagers, teaching essential digital safety practices while showcasing ProtectEd’s features.

4. **Interactive Campaigns:** Organizing online challenges and contests on social media platforms like TikTok and Instagram to increase engagement and foster community involvement.

### **Targeting Adult Audiences and Remote Communities**

To broaden our impact, we are also targeting older generations and individuals from remote or underserved regions:

1. **Webinars for Adults:** We will organize educational webinars focused on fundamental digital safety skills for adults, especially older individuals who may be less familiar with cybersecurity threats.

2. **Partnerships with Non-Profit Organizations:** We will collaborate with charitable organizations that already support elderly people and communities in rural areas, using their networks to promote ProtectEd and provide access to learning opportunities.

3. **Simplified Educational Materials:** Content for adults will be tailored for clarity and accessibility, including step-by-step visuals and spoken explanations.

### **Integration of Feedback from Target Users into the Marketing Plan**

We actively collect feedback through in-app surveys and social media interactions, ensuring that users’ ideas and suggestions are directly used in product improvements and marketing strategy.

Based on our recent survey, we received the following insights:

• **High demand for gamified content** – Many users expressed that they enjoy learning through games and interactive experiences.

• **Interest in more languages** – Users requested multilingual support to make learning easier and more inclusive.

• **Requests for adult and family-friendly content** – Some feedback suggested adding features tailored for parents and older generations.

### **Planned Improvements Based on Feedback**

1. AI-powered digital assistant for personalized guidance and support.
2. More mini-games to keep users engaged and excited about learning.
3. Teacher accounts allowing educators to manage student progress.
4. Cyber threat response tools to help users handle incidents effectively.
5. Step-by-step instructions for taking safe action during online threats.
6. Cybersecurity certifications awarded upon completion of the course.
7. Multilingual Support — ProtectEd is now available in English, Russian, and Kyrgyz.
8. Mini-Games — Additional gamified features have been introduced to make learning more fun and interactive.

### **Pricing, Promotional Activities, and Product Distribution**

**Pricing:** The basic version of ProtectEd will be free, including access to core lessons and features.

A premium subscription will offer access to advanced content such as in-depth quizzes, extended challenges, and AI-based learning support.

**Promotions:**

* Social media ads, especially on platforms like Instagram, TikTok, and YouTube
* Collaborations with NGOs for promotion among adult users and rural communities
* Contests and in-app challenges to attract young users
* Webinar promotions for both teenagers and adults

### **Information about Employees:**

**Our team consists of:**

* Ayana: Business strategy and financial planning.
* Datkayim: Project leadership and operational oversight.
* Rayana & Madina: Software development and technical innovation.

# **Financial Plan & Projections**

### **Revenue Model:** Paid Content

1. **Premium Version**
2. **Advertisement**

# **Premium Version:**

**Programming Course:**Fundamentals of programming with practical assignments and projects.

**Access to Extended Functionality:** Additional materials and resources for deeper learning.

**Exclusive Materials:** Extra resources available only for Premium users.

**Certificate:** A certificate is provided upon successful completion of the course.

# **Advertising Placement:**

**Year 4:** Introduction of paid advertising on the platform.

**Expected Revenue:** From ad placements, estimated revenue will be $500 in Year 4, with the possibility of gradual growth in Year 5 as the user base expands.

**Ad Revenue Growth:** The revenue from advertising will increase as the number of users increases and the platform gains more visibility.

*In the first three years, no revenue will come from advertising, as the focus will be on growing the user base and offering paid courses. From Year 4 onwards, the platform will begin integrating paid advertisements, with initial expectations of $500 annually. As user engagement grows and more users visit the platform, this figure is expected to rise.*

# **1-5 Year Plan:**

### **Year 1:**

**Key Actions:**

1. Free webinars to attract an audience.
2. Goal: Build a participant base and introduce them to the basics of cybersecurity.
3. 2 webinars per month (total of 24 webinars for the year).
4. Expected number of participants: 15-20 participants per webinar.

**Revenue Forecast:**

* In the first year, all webinars will be free, so there will be no income.

**Participant Forecast:**

* 15-20 participants per webinar \* 24 webinars = 360-480 participants for the year.

### **Year 2:**

**Key Actions:**

* Introduction of paid cybersecurity courses.
* Collaboration with one organization to offer awareness courses for employees.
* **First course:** Basics of cybersecurity (1 session = $10).

**Revenue Forecast:**

*Premium Courses:*

* Course price: $10 per session.
* Estimated number of users purchasing the course: 50% of webinar participants will be interested in the course.
* Estimated number of users: 50 participants (from 360 webinar participants).
* Estimated revenue from the course: 50 \* $10 = $500.

**User Forecast:**

* Estimated number of users purchasing the course: 50 participants.

### **Year 3:**

**Key Actions:**

* Collaboration with two new organizations to offer courses.
* Increase course price to $15 per session.
* Addition of additional courses (e.g., data protection, basic hacking techniques, etc.).

**Revenue Forecast:**

*Premium Courses:*

* Course price: $15 per session.
* Estimated number of users purchasing the course: 100 participants.
* Estimated revenue from the course: 100 \* $15 = $1,500.

**User Forecast:**

* Estimated number of users purchasing the course: 100 participants.

### **Year 4 & 5:**

**Key Actions:**

* Collaboration with larger organizations to offer courses.
* Introduction of banner ads on the platform.
* Organization of special projects (e.g., for educational institutions or medical centers).
* Expansion of courses with additional topics.

**Revenue Forecast:**

*Premium Courses:*

* Course price: $15 per session.
* Estimated number of users purchasing the course: 200 participants.
* Estimated revenue from the course: 200 \* $15 = $3,000.

*Advertising*:

* Introduction of banner ads on the platform.
* Estimated advertising revenue: $500 (annually).

**User Forecast:**

* Estimated number of users purchasing the course: 200 participants (from 1500).

## **Annual Financial Overview:**

| **Year** | **Course Revenue** | **Advertising Revenue** | **Total Revenue** |
| --- | --- | --- | --- |
| Year 1 | $0 | $0 | $0 |
| Year 2 | $500 | $0 | $500 |
| Year 3 | $1,500 | $0 | $1,500 |
| Year 4 | $3,000 | $500 | $3,500 |
| Year 5 | $3,000 | $500 | $3,500 |

This forecast assumes steady growth in both user acquisition and course interest, with an increase in revenue from both courses and advertising in the later years. The main focus is on collaboration with organizations, increasing course offerings, and introducing advertising as the platform grows.

**Impact on Developing Countries:**

- Collaboration with local educational institutions and healthcare organizations to integrate educational content into local training programs.

**Conclusion**

ProtectEd is more than just an educational app; it’s a vital tool for empowering young people with the skills to navigate the digital world safely. With a unique blend of gamification, expert consultations, and a focus on accessibility, the app is set to grow in both developed and emerging markets.

By focusing on scalability, strategic partnerships, and continuous innovation, we’re confident that ProtectEd will become a trusted leader in cybersecurity education, making a lasting positive impact on users worldwide.