



# 1. AI Top 5 Insights (Quick View)

## 3 Key Goals

- Reach **20,000 website visitors** (avg. ~2,000 per week).
- Reach **200 “managers” created** on the platform (likely workspace/org owners).
- Reach **1,000 followers** on **LinkedIn + Facebook** combined.

## 2 Key Challenges

- **Low traffic and low audience size:** awareness and reach are still very limited.
  - **Perceived value vs. budget:** value proposition isn't yet crystal clear, leading to **budget-based objections** and hesitation to pay after promos.
- 

# 2. Executive Summary

**Brand:** Simulations Labs

**Website:** <https://simulationslabs.com> ([simulationslabs.com](https://simulationslabs.com))

## Mission (from brief)

Simulations Labs is a no-code platform that helps organizations, universities, instructors, and cybersecurity professionals build and launch cybersecurity simulations — without needing any technical background. Their goal is to make it simple for anyone to create meaningful cybersecurity simulations without needing a technical team.

## Unique Selling Points (USPs)

From the brief + website: ([simulationslabs.com](https://simulationslabs.com))

- **No-code simulation & CTF builder:** launch cybersecurity simulations and CTFs without DevOps or engineering resources.
- **Fully managed infrastructure:** Simulations Labs handles backend infrastructure and security, so customers don't worry about servers, scaling, or being attacked.

- **On-demand, browser-based labs:** participants access labs directly via browser; **each participant gets an isolated environment**, eliminating interference between teams.
- **Challenge library + guides:** comprehensive challenge library and guides for running competitions and simulations. ([simulationslabs.com](https://simulationslabs.com))
- **Flexible deployment options:** SaaS, private hosting, or on-premise deployment. ([simulationslabs.com](https://simulationslabs.com))
- **Clear pricing, including Free plan:** Free, Basic, Professional, and Enterprise tiers with participant limits and “unlimited competitions/challenges” at higher tiers. ([simulationslabs.com](https://simulationslabs.com))

### Target Audience (Summary)

- **Decision-makers:** CISOs, cybersecurity managers, event organizers, L&D / training managers.
- **Academia:** university professors, instructors teaching cybersecurity.
- **Practitioners/creators:** cybersecurity professionals and CTF authors.
- **Core needs:** hands-on training, fair assessment of real-world skills, engaging simulations for students/employees, easy infrastructure.

### Current Goals (from brief)

- **Awareness & traffic:**
  - Reach **20,000 website visitors** (approx. 2,000/week).
- **Product activation & usage:**
  - Reach **200 “managers created”** (organizations/instructors actively using the platform).
  - Increase **number of CTFs hosted**.
- **Audience growth & community:**
  - Reach **1,000 followers** on LinkedIn & Facebook.

- **Brand presence:**
  - Establish Simulations Labs as a **global platform** in cybersecurity simulations.

#### Current Challenges (from brief + online presence)

- Low website traffic and small audience base.
- Perceived value not clear enough vs. cost (budget constraints, hesitancy to pay).
- Some prospects lack **time and audience** to run their own CTFs.
- Objections around: **no ready templates**, difficulty creating **Docker/container-based challenges**, and limited content out-of-the-box.
- Brand is in **testing phase** — early adopters coming through free or heavily discounted offers; fewer paid conversions so far.

#### Competitors & 1-Line Differentiation

1. **CTFd** – Popular open-source CTF framework; highly customizable, but often requires self-hosting and DevOps/engineering support or paid managed hosting. ([CTFd LLC](#))
2. **TryHackMe** – Browser-based, gamified learning platform focused primarily on **individual learners** and guided cybersecurity training paths. ([TryHackMe](#))
3. **Hack The Box** – Large, community-driven hacking and cyber range platform for individuals and enterprises, strong on brand and challenge variety. ([Hack The Box](#))
4. **Immersive Labs** – Enterprise-focused cyber workforce resilience platform, emphasizing skills benchmarking, reporting, and AI-driven lab customization for large organizations. ([immersivelabs.com](#))

#### Where Simulations Labs Sits

Simulations Labs is positioned as a **no-code, organizer-focused platform** for building and hosting labs/CTFs, with **managed infrastructure** and flexible deployment. Compared to others, it's closer to “**CTFd without the DevOps + content support**” and less of a direct B2C learning platform like TryHackMe/Hack The Box.

---

### 3. Clarification & Gap Questions

These are questions to ask in the Kick-off to fill missing details and sharpen the strategy.

## Business Model & Revenue

1. How do you **currently monetize** – by **subscription per manager/org**, per competition, per number of participants, or a hybrid?
2. What is your **primary revenue driver** in the next 6–12 months: platform subscriptions, enterprise deals, universities, or one-off events?
3. Do you have target **ARPU / ACV** for:
  - Universities
  - Enterprises / corporate training
  - Event organizers / conferences  
[Needs Clarification]
4. What is your **customer lifetime value (LTV)** assumption today, even if approximate?  
[Needs Clarification]
5. Are there any **up-sell / cross-sell** motions (e.g., content packs, managed competition services, custom labs)?

## Metrics & KPIs Detail

6. **“Managers creation”** – how exactly do you define a “manager”? (Org admin account, workspace owner, or something else?)
7. Which **activation milestone** do you consider successful for a manager?
  - Creating a competition?
  - Publishing X challenges?
  - Hosting their first CTF?
8. Do you track **conversion** from:
  - Website visitor → signup

- Signup → active manager (hosts/creates something)
- Freemium → paid?

9. What are your current **baseline numbers** for:

- Monthly website visitors
- Managers created per month
- of CTFs hosted per month
- Followers on LinkedIn / Facebook  
[Needs Clarification]

## Target Audience & Segmentation

10. Which **segment is highest priority** right now: CISOs/enterprises, universities, events/conferences, or training providers?
11. In practice, who is the **economic buyer** vs the **daily platform user** in each segment?
12. Are you currently focused on **specific geographies** (e.g., MENA, EU, US), or is it global from day one?  
What are the top countries that purchased in the past?
13. Do you have any **industry vertical focus** (e.g., financial services, critical infrastructure, telecom)?

## Product & Content

14. How many **ready-made challenges/labs** are currently in your library, and what categories do they cover?
15. Do you plan to offer **pre-built CTF templates** (e.g., “Hiring CTF template”, “University semester pack”, “Beginner SOC analyst tracks”)?
16. Are you planning to provide **content-as-a-service** (i.e., you build challenges for customers) for those who lack authors/CTF builders?

17. How strong is your **reporting & analytics**: can managers easily show training/assessment outcomes to their management (CISO, Dean, HR, etc.)?

## Pricing & Offers

18. How fixed are your **pricing tiers** in the short term (Free/Basic/Professional/Enterprise)? Are you open to experiment around them during campaigns? ([simulationslabs.com](https://simulationslabs.com))
19. Do you offer **custom pricing** for universities vs enterprises vs events?
20. How long do your **discount campaigns** typically run, and do you have a strategy to **retain users** once the promo ends?

## Sales, Funnel & Process

21. Who handles **sales conversations** today (founders, sales team, success team)?
22. Do you have a defined **sales process** for enterprise/university deals (demo → pilot → PoC → contract), or is it more ad-hoc?
23. What are your **typical sales cycle lengths** for enterprise vs university vs event deals? [Needs Clarification]
24. What % of website signups request a **demo** vs self-serve through Freemium? ([simulationslabs.com](https://simulationslabs.com))

## Objections & Proof

25. Beyond “budget” and “no time / no audience”, what **objections** do you hear most in live calls?
26. Do you have **quantitative success stories** yet (e.g., “X university increased student engagement by 40%”, “Y company screened 500 candidates in 2 days”)? If yes, where are they published?
27. Can we access any **case studies, decks, or internal success stories** that aren’t yet public?

## Operations & Resources

28. Who will be our **main counterpart** on strategy, content, and approvals (besides Moataz)?

29. What **internal resources** do you have for:

- Content writing / blogs
- Design / creatives
- Video / webinars

30. How flexible are you with **landing page changes** and **experimentation** on the website (A/B tests, new pages for campaigns, etc.)?

---

## 4. Strategy-Oriented (High-Leverage) Questions

These are designed to unlock a winning performance marketing strategy.

### Offers & Pricing Strategy

1. **(High Priority)** What is the **flagship offer** we want to push in the next 3–6 months?

- e.g., “CTF-in-a-box for universities”, “Assessment CTF for hiring”, or “Enterprise training labs package”?

2. **(High Priority)** For each segment (enterprise, university, events), what **must-have value metric** justifies price?

- **participants, # labs, time saved, better hiring decisions, etc.**

3. Do you see the **Free plan** mainly as:

- a product-led growth engine (self-serve → expansion), or
- a pure sampler before a sales-led enterprise motion? ([simulationslabs.com](https://simulationslabs.com))



4. Would you consider a **“done-for-you CTF” premium service** (we design, host, and help market the competition) for customers who lack time/audience?

## Funnel Flow & Conversion

5. **(High Priority)** What is the **ideal end-to-end funnel** you'd like to see?
  - Ad → Landing page → Freemium signup → First CTF launched → Upgrade?
6. Where do you believe **conversion is currently weakest**:
  - traffic to signup, signup to active manager, or active manager to paid?
7. Could we structure **guided “first CTF” flows** and email sequences so that a new manager **hosts their first event within 7–14 days**?
8. Are you open to **role-based funnels** (separate journeys and landing pages for CISOs, professors, event organizers, etc.)?

## Customer Objections & Motivations

9. **(High Priority)** How do you want us to **re-frame budget objections**?
  - e.g., “Cost of traditional labs vs Simulations Labs”, “Cost of a bad hire vs cost of a CTF-based assessment”.
10. For “no audience” customers, are you willing to provide **co-marketing support** (e.g., email templates, social kits, promotion to your own community) as a feature/benefit?
11. For “no templates / Docker is hard”, how far are you willing to go on:
  - providing **ready-made templates**,
  - offering **support / services** for custom challenges?

## Market Positioning Choices

12. **(High Priority)** If you had to choose **one primary positioning** today, which is it?
  - “Easiest way to launch CTFs”,

- “No-code cyber range platform for training & hiring”,
  - “All-in-one platform to build, host, and scale cybersecurity simulations.”
13. How strongly do you want to be seen as **enterprise-grade** vs **accessible to small communities and clubs**?
14. What **categories** do you want to own in people’s minds?
- “Cybersecurity simulation platform”, “CTF platform”, “Breach & attack simulation for small teams”, etc.

## Creative Direction & Messaging Angles

15. **(High Priority)** Which **emotional driver** should our creatives lean on most:
- relief from technical pain (no more server headaches),
  - pride in building strong teams,
  - student engagement and fun,
  - or speed to launch events?
16. Are there any **must-avoid** topics or claims (e.g., regulatory promises, over-claiming on offensive capabilities)?
17. Which **success stories** resonate best: hiring better candidates, training internal teams, or university engagement? Can we double down on that narrative?
18. Are there specific **keywords or phrases** from your brand guidelines that must appear in ads and landing pages? [Needs Clarification, guidelines not accessible]
- 

## 5. Client Online Presence (Website + Socials Analysis)

### Website – simulationslabs.com

From the homepage and key pages: ([simulationslabs.com](https://simulationslabs.com))

- **Positioning & messaging**

- Main headline: Simulations Labs is presented as “*The Easiest Platform for Launching Cybersecurity Simulations*”, a **no-code platform** for building labs and CTFs with a comprehensive challenge library.
- Strong emphasis on **ease-of-use** and **speed to launch**, with CTAs like “Get Started for Free” and “Request a Demo”.
- Navigation clearly segmented: **Products, Use Cases, Deployment, Resources, Pricing**, which is good for future campaign alignment.

- **Key pages & content**

- **Use Case pages** (e.g., Applicants Assessment, Host a CTF) highlight how CTFs give hands-on experience and better assessment vs traditional exams. ([simulationslabs.com](https://simulationslabs.com))
- **Guides and Resources**: there’s at least one CTF Planning & Execution Guide under *Resources* → *Guides*, suggesting a content marketing direction we can magnify. ([simulationslabs.com](https://simulationslabs.com))
- **Pricing page** is clear, with Free/Basic/Professional/Enterprise tiers and participant-based limits – good for ad messaging and landing pages. ([simulationslabs.com](https://simulationslabs.com))
- Presence on **AWS Marketplace** reinforces credibility and signals more enterprise readiness. ([Amazon Web Services, Inc.](https://aws.amazon.com/marketplace/simulationslabs))

- **Tone & style**

- Tone is **professional, product-led, and benefit-focused**.
- Visual style appears **modern and SaaS-like** (clean layouts, straightforward CTAs).
- Messaging is more about “**launch simulations easily**” than about specific personas (CISO vs professor vs event organizer).

- **Gaps / Missed Opportunities**

- **Persona-specific storytelling** is light: site could benefit from clearly separated paths for **Enterprise / Universities / Events** with tailored proof points and CTAs.

- **Outcomes and metrics** (e.g., “reduced setup time by X%”, “screened Y candidates”) are not very prominent yet.
- **Templates / ready-made content**: given this is a known objection, the site could highlight existing libraries or roadmap for templates more visibly.
- **Social proof**: G2 rating snippets, logos of universities/companies, and case study snapshots could be surfaced more aggressively on homepage & pricing pages.

## Social Media – LinkedIn & Facebook

- **LinkedIn**: <https://www.linkedin.com/company/simulation-labs-linkedin/>
- **Facebook**: <https://www.facebook.com/Simulations.Labs>

Tool access to the full feeds was limited, so we couldn’t see detailed posts or engagement levels. [Technical Access Limitation]

Strategic notes (to verify with the client rather than assume):

- We should review:
  - Posting **frequency & consistency** (weekly/monthly cadence).
  - **Type of content**: product updates vs educational resources vs event promotion.
  - **Engagement levels**: comments, shares, saves vs simple likes.
- Missed opportunity likely: using **carousels, short videos, and event recaps** to show real competitions, leaderboards, and testimonials from participants.

---

## 6. Competitor Insights & Expert Commentary

### 1. CTFd ([CTFd LLC](#))

- **What it is:**

- A widely used, open-source Capture The Flag framework; also offers managed hosting at [ctfd.io](https://ctfd.io).
- **Strengths**
  - **Open-source + extensible**: strong appeal for technical teams who want full control.
  - **Mature product** with plugins, themes, and community resources.
  - Used by many CTF events worldwide → good credibility.
- **Limitations vs Simulations Labs**
  - Self-hosting requires **DevOps and infrastructure management** (server provisioning, scaling, security).
  - Less “no-code” for non-technical organizers; more suitable for teams with technical capacity.
- **Differentiation Opportunity for Simulations Labs**
  - Position as the “**no-code, fully managed alternative to CTFd**” for organizers who don’t want to touch servers.
  - Emphasize **time saved**, lower operational risk, and support for non-technical staff.

## 2. TryHackMe ([TryHackMe](https://tryhackme.com))

- **What it is:**
  - A hands-on cyber security training platform focused on **individual learners**, with browser-based labs and structured learning paths.
- **Strengths**
  - Very strong **B2C brand**; beginner-friendly, with guided paths and gamification.
  - Massive library of **learning paths & rooms**; good for self-paced training.
- **Limitations vs Simulations Labs**

- Primarily designed for **individual learning** rather than giving **organizations a platform to host their own CTFs/simulations**.
- Less focused on **white-label, custom events** where an org or university is the host.
- **Differentiation Opportunity**
  - Simulations Labs can own the space of “**Your organization’s own TryHackMe-style environment**” but with **your branding, your challenges, your events**.
  - Strong angle: “**We’re not another training site; we’re the engine behind your cyber competitions and training programs.**”

### 3. Hack The Box ([Hack The Box](#))

- **What it is:**
  - A major cybersecurity upskilling and readiness platform with community challenges, labs, and an enterprise cyber range.
- **Strengths**
  - Huge **community and brand recognition**.
  - Very broad challenge catalog and **dedicated labs** for enterprises.
  - Strong for **recruitment**, showcasing candidate profiles and skills.
- **Limitations vs Simulations Labs**
  - Focus is more on **training within Hack The Box ecosystem** than on giving customers a **no-code builder to host their own branded CTFs**.
  - May feel **heavyweight** or over-featured for smaller universities/events wanting simple, quick CTFs.
- **Differentiation Opportunity**
  - Simulations Labs can focus on **simplicity and ownership**: “Launch your own CTF in days, not months, without buying into a giant ecosystem.”

- Emphasize **speed-to-launch, ease for small teams, and lower complexity.**

#### 4. Immersive Labs ([immersivelabs.com](https://immersivelabs.com))

- **What it is:**

- An AI-driven cyber workforce resilience platform helping enterprises assess, build, and prove cyber skills at scale.

- **Strengths**

- Strong **enterprise posture** – resilience, benchmarking, and reporting.
- Deep curriculum, role-based exercises, and **AI-powered lab customization.**
- Credible in regulated, high-maturity organizations.

- **Limitations vs Simulations Labs**

- Likely **higher price point & longer sales cycles**; heavy enterprise focus.
- Less about **DIY competitions/CTFs as events** and more about ongoing workforce programs.

- **Differentiation Opportunity**

- Simulations Labs can focus on:
  - **Mid-market, universities, events, and teams** that want flexible simulations and CTFs without enterprise bureaucracy.
  - Being the “**agile, event-friendly, no-code**” counterpart to Immersive’s heavy enterprise platform.

#### Expert Positioning Commentary

- Simulations Labs is best positioned as the “**no-code, organizer-centric CTF & simulation platform**” that:
  - eliminates infrastructure/DevOps pain,

- lets **non-technical staff** launch serious cyber simulations,
  - and supports **multiple use cases** (hiring, training, university classes, employer branding).
  - A strong narrative could be:
    - “**From idea to live cyber competition in days — without DevOps, extra headcount, or complex tooling.**”
  - Performance marketing should highlight **contrast with DIY/open-source (CTFd)** and **contrast with learner-focused platforms (TryHackMe, Hack The Box)**.
- 

## 7. Proposed Kick-off Meeting Agenda

### 1. Intro & Partnership Alignment (5–10 mins)

- Quick introductions (Simulations Labs & Admireworks).
- Confirm shared vision: make Simulations Labs a global platform for cyber simulations.

### 2. Business Goals, KPIs & Targets (15–20 mins)

- Deep dive into 20k visitors, 200 managers, 1k followers, #CTFs hosted, and revenue targets.
- Clarify baselines and timeframe.

### 3. Customer Personas & Use Cases (15–20 mins)

- Discuss Ahmed (CISO/manager) and Dr. Salma (professor) in more detail.
- Identify additional personas (event organizers, bootcamps, etc.).
- Map key use cases: training, hiring, employer branding, community events.

### 4. Offers, Pricing & Funnel Flow (20–25 mins)

- Define flagship offers for each segment.



- Walk through the current funnel (ad → site → signup → first CTF → paid).
- Clarify freemium vs paid strategy.

#### **5. Competitor Positioning & Differentiation (15–20 mins)**

- Discuss where you want to sit relative to CTFd, TryHackMe, Hack The Box, Immersive Labs.
- Align on 2–3 core differentiation claims for campaigns.

#### **6. Objections, Content & Messaging (20 mins)**

- Explore main objections: budget, time, audience, Docker, templates.
- Review existing content (guides, blog, case studies, G2 reviews) and identify hero proof points. ([simulationslabs.com](https://simulationslabs.com))

#### **7. Priority Channels & Execution Plan (15–20 mins)**

- Align on initial focus: LinkedIn, Facebook, and email; discuss role of content and SEO.
- Agree on measurement framework and reporting cadence.

#### **8. Quick Wins vs Long-Term Plan (10–15 mins)**

- Identify fast experiments (e.g., persona-specific landing pages, retargeting, lead magnet around CTF Planning Guide). ([simulationslabs.com](https://simulationslabs.com))
- Outline longer-term plays: SEO clusters, webinar series, community builds.

#### **9. Next Steps & Responsibilities (5–10 mins)**

- Confirm who will provide assets, approvals, and internal data access (GA, Mixpanel, Sendgrid).
- Define first sprint scope and timelines.

---

## **8. Final Prep Priorities**

## Top 10 Questions to Open the Meeting With

1. **(High Priority)** If we had to choose just **one main success metric** for the next 6 months, what would it be: managers created, CTFs hosted, or revenue?
2. **(High Priority)** Among **enterprises, universities, and event organizers**, which segment do you want to **win first** and why?
3. How exactly do you define a **“manager”**, and what behavior shows they’re truly **activated**?
4. What does a **perfect success story** look like for you 12 months from now (who’s the customer, what did they achieve)?
5. What are your **current baseline numbers** for traffic, signups, managers, and CTFs hosted?
6. Which of your **existing customers** do you consider “ideal” (most satisfied, highest potential LTV)?
7. What aspects of **CTFd / TryHackMe / Hack The Box / Immersive Labs** do your prospects mention most often in calls?
8. Which **discount or limited-time offers** have brought the best quality users so far?
9. How flexible are you with **tweaking pricing or packaging** to align with marketing campaigns?
10. Are there any **non-negotiable brand, legal, or security constraints** we must respect in all messaging?

## Top 5 Areas to Emphasize in Discussion

1. **Primary segment & flagship offer** (CTF-in-a-box for universities vs hiring vs internal training).
2. **Funnel architecture** from first touch to “first CTF hosted” and then to paid.
3. **Handling key objections** (budget, no audience, no templates, Docker complexity) via positioning and offers.

4. **Differentiation vs CTFd & learning platforms** (no-code, managed infra, organizer-centric).
5. **Content & proof assets** (guides, case studies, G2 reviews, testimonials) that we can weaponize in campaigns. ([simulationslabs.com](https://simulationslabs.com))

### **Top 3 Strategic Priorities for This Client**

1. **Clarify and sharpen positioning** as the **no-code, organizer-first platform** for launching cybersecurity simulations and CTFs (vs DIY tools and learner platforms).
2. **Design a focused funnel and activation journey** that turns **website visitors** → **active managers** → **recurring CTF hosts**, aligned with the Free → Paid model.
3. **Build trust and urgency through proof and offers** – leverage guides, early success stories, G2 feedback, and limited-time offers to overcome budget and value-perception barriers and drive real paid adoption.