Brand Name
Simulations Labs

Website URL
https://simulationslabs.com

Instagram Handle
https://www.linkedin.com/company/simulation-labs-linkedin/

Main Contact Person
Moataz Salah

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+971569051792

Respondent's country
Egypt

How did your company start? What's your mission?
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.

We've been running CTF competitions for over 15 years and understand what makes them effective. Whether it's for training students, assessing employees, hosting a conference, or simply looking to engage the community, Simulations Labs gives the tools to do it quickly and easily. Our goal is to make it simple for anyone to create meaningful cybersecurity simulations without needing a technical team.

What are your current marketing goals and challenges?
1- Reach 20,000 Website Visitors (average 2000 per week)
2- Reach 200 managers creation
3- Reach 1000 Followers on LinkedIn and FB

Challenges:
1- Low traffic
2- Low audience

What makes your brand unique? What problems do your products solve?

Difficulty in Training & Assessing Cybersecurity Skills: Universities and organizations struggle to train students and assess employees in real-world cybersecurity scenarios, while keeping participants engaged and ensuring fair play.

Complex Setup: Setting up and maintaining cybersecurity simulations' infrastructure requires time, expertise, and DevOps resources.

What makes Simulations Labs different:
- Simulations Labs allows customers to launch cybersecurity simulations. We manage the infrastructure behind the scenes.
- On-demand lab creation: customers can create on-demand labs where participants can access these labs on their browser without any setup required. Each participant gets their own isolated environment; this ensures no conflicts between participants.

Why do customers choose your brand over others?
- Simulations Labs allows customers to launch cybersecurity simulations. We manage the infrastructure behind the scenes.
- On-demand lab creation: customers can create on-demand labs where participants can access these labs on their browser without any setup required. Each participant gets their own isolated environment; this ensures no conflicts between participants.

Or share a link to testimonials on Google Drive
https://www.g2.com/products/simulations-labs/reviews

Describe your target audience (age, location, lifestyle, values)
CISO, Event Organizers, University Professors, Instructors, Cybersecurity Professionals, CTF Authors

How many personas do you want to describe?
2

Name
Ahmed

Age
42

Interests
Building strong cybersecurity teams.

Main challenges
* Finding effective, hands-on training that keeps his team's skills sharp. * Difficulty measuring real-world readiness of employees beyond certifications. * Allowing the team to practice in

realistic environments safely, without risking the organization's infrastructure. * Limited internal resources to build or maintain complex lab setups.

Why your product fits
Simulations Labs provides isolated, cloud-based environments where Ahmed's team can safely simulate real attack and defense scenarios — with no setup or infrastructure risk. It helps him measure practical performance, identify skill gaps, and scale training or assessments instantly across the organization.

Name
Dr. Salma

Age
38

Interests
Teaching cybersecurity through practical experiences, preparing students for real-world jobs, and aligning academic programs with industry needs.

Main challenges
* Setting up technical lab environments is time-consuming and requires constant IT support. * Hard to provide students with hands-on experience beyond theoretical lessons. * Difficult to keep students engaged and motivated throughout the course.

Why your product fits
Simulations Labs allows Dr. Salma to bring real-world cybersecurity practice into the classroom instantly. She can assign labs and challenges directly through a browser-based platform, and increase engagement by hosting CTF competitions, keeping the course gamified, interactive, and motivating for students.

What motivates your customers to buy? What stops them from buying?
what motivates customers to buy:
- how easy it is to launch their simulations and host competitions for a large number of participants.
- not having to worry about managing servers and getting attacked

what stops customers from buying:
- budget constraints
- value not clear

Which channels do they use and trust most?
LinkedIn, Facebook, Sendgrid

How is your brand positioned in the market?

Startup and we are in the testing phase

What tone and voice best describe your brand?
Professional

How do customers typically discover, evaluate, and buy from you? What are the key touchpoints and objections they raise?
Customers typically discover Simulations Labs through our social media campaigns and email campaigns, including those sent to existing CyberTalents leads.

They typically evaluate the platform by signing up for the freemium plan, which lets them experience the labs and understand their value before committing.

Currently, most users join through limited-time offers (like the September 100% discount), so we haven't had paid conversions yet. However, these offers help us build awareness and collect feedback from early adopters.

Key touchpoints: social media, email campaigns, blog, case studies, product demo, help center.

Journey in the platform: creates challenges, creates a competition, share competition with participants, monitor participants' progress and leaderboard

Common Objections: Budget constraints. Not having the time to market for their CTFs. Not having an audience to participate in their CTFs. issue creating docker container challenges. No ready templates or pre-built challenges available.

List your product categories
Saas, we offer customers a software to launch simulations and host competitions

Which products are most popular and why?
Competition hosting and challenge hosting

Who are your competitors?
CTFd
Try Hack Me
HackTheBox
Immersive Labs

Which digital channels are you focused on?
Linkedin, Facebook, Email

What are your KPIs or campaign targets?
1- Number of Manager Created 2- Number of website visitors 3- Number of CTFs Hosted 4- Number of SM followers

Do you have a fixed or flexible marketing budget?
Yes flexible

Describe your brand's identity (e.g., minimal, bold, premium)
Bold. Realistic. Premium.

What kind of experience should customers have with your brand?
Customers should feel that creating, hosting, and managing their cybersecurity challenges or CTFs is smooth, intuitive, and frustration-free. From uploading labs to monitoring performance, the entire process should feel seamless and stable. They focus on the content, not the infrastructure.

What incentives do you offer your customers?
Discounts, Limited-time offers

List your social media accounts or other online presence
https://www.facebook.com/Simulations.Labs
https://www.linkedin.com/company/simulation-labs-linkedin/

What tools/platforms do you currently use?
Google Analytics, Mixpanel, Sendgrid

What marketing strategies have worked well for you in the past?
Content Marketing
Email Marketing

What are your expectations from our performance marketing work together?
We believe that together we will reach our goals and make simulations labs a global platform

Upload any additional files such as product catalogs, photos, brand guidelines, or past campaigns
Simulations Labs Brand Guidelines.pdf