

1. **Team** name and list of the group members
2. **Mobisec**: context, analysis and little parallel with cybersec companies
 - a. Overview of cybersec
 - b. What Mobisec offers in terms of products/values compared to competition
3. **Audience** Analysis
 - a. Ideal profile of the customer of B2B
4. **Audience** Analysis
 - a. Putting data together on what was collected as analysis to leverage products
5. **Budget** Analysis
 - a. Pie chart and brief allocation of the savings allocations
6. **Channels** Analysis
 - a. Classification of channels relegated to goal and their importance
 - b. Different metrics to understand the best channel and their value
7. **Tasks** Analysis
 - a. Putting the channels together and consider the strongest products of Mobisec
 - b. The products Mobisec already has and how to improve
8. **Tasks** Analysis
 - a. Putting the channels together and consider the strongest products of Mobisec
 - b. The products Mobisec already has and how to improve
9. **Results**
 - a. Give our idea on “how it should be done” in our opinion
 - b. This is compared to competitors and others in the industry
10. **Results**
 - a. Give critical thoughts over the communication part over the previous content

Slide division (each member is gonna do the slide and put references in footnote of slide by itself)

- **1/2**: Gabriel
- **3/4**: Marco
- **5**: Murod
- **6**: Umut
- **7/8**: Alberto
- **9/10**: Luca