

**Mobisec Yearly Revenue (2022) - 688.000€ - 15/20% of expense**

**1. Brand Awareness**

- a. Social Media Presence and Content Creation
  - i. LinkedIn – 10000/15000€
  - ii. Content planning over internal website (video/blog) – 5000/10000€
  - iii. Reports and Surveys - 5000/10000€
- b. Trade Fairs and Industry Events
  - i. Reservation of spaces/Travel expenses/Participation fees - 15000€
  - ii. Branded gadgets/Giveaways/Promotional materials – 5000€
- c. Communication with Local Universities (UniPD and whatnot)
  - i. Stakeholders creation via projects and collaboration with professors' projects – 5000€
- d. Workshops/Seminars/Reports
  - i. Self-hosting content and partnerships – 15000/20000€
- e. PR – Public Relations – Speaking Engagements
  - i. Press releases, media outreaches, relationships – 5000/10000€
- f. Budget Expenses and Monitoring – Adjustments and Analysis
  - i. Tools/services, monitoring mentions, performances and effectiveness – 5000/10000€