

Potential customers for Mobisec:

Potential customers for Mobisec in Italy and globally could be categorized into two main groups: financial institutions (also Trading Industry) and startups, which can benefit from Mobisec's array of cybersecurity services. Here are specific examples from each category:

Note: The startups or organizations suggested and shown below are just examples, I do not intend that Mobisec should work with these businesses. When we present our strategy, I thought it might be useful to use examples of startups in Italy and/or around the world as a reference.

Financial Institutions:

1. UniCredit: As of 2022, UniCredit held the largest tier 1 capital among Italian banks, making it a significant player in the Italian financial sector that could benefit from Mobisec's vulnerability assessments and penetration testing to protect its assets and customer data.
2. Intesa Sanpaolo: Intesa Sanpaolo is another major banking group in Italy, which could utilize Mobisec's Unified Endpoint Management (UEM) Assessment for overseeing and securing its extensive digital operations.

Startups and Incubators:

1. LVenture Group: Based in Rome, with a focus on Biotech, Digital, Cleantech, PropTech, and EdTech industries, LVenture Group can benefit from Mobisec's Hiwave service for IoT device and data security.
2. H-FARM: An innovation platform that educates on digital transformation and new business models, H-FARM could leverage Mobisec's Mobile App Scraping tool to monitor the digital solutions created within its ecosystem, especially in areas like FinTech and IoT.
3. Digital Magics: A business incubator in Milan focusing on tech startups, Digital Magics could utilize Mobisec's cybersecurity training to empower the startups it supports with the knowledge to protect their innovations.
4. Nanabianca: Located in Florence and investing mainly in Information Technology, Nanabianca could benefit from Mobisec's Dynamic Security Analysis to ensure the security of the various IT projects it nurtures.
5. Enry's Island: With a focus on the video game industry, Enry's Island might be interested in Mobisec's services for securing gaming applications and protecting against in-app fraud and security breaches.

Source: <https://www.failory.com/startups/italy-accelerators-incubators>

Each of these organizations could potentially become customers of Mobisec, leveraging its specialized cybersecurity services to protect their operations and clients in the dynamic threat landscape of digital business.

General audience analysis:

To conduct a general audience analysis for Mobisec, we can look into several areas:

1. Industry Verticals: Determine which sectors are most in need of Mobisec's services. Given their offerings, likely sectors include financial services, healthcare, retail, and technology, especially companies with a significant online presence or those handling sensitive data.
2. Company Size: Mobisec services would appeal to a range of company sizes, from startups and small businesses (which could use Hiwave) to medium and large enterprises (which could benefit from UEM Assessment).
3. Geographic Location: While the focus may initially be on Italy, considering the global nature of cybersecurity threats, Mobisec's target audience could be international.
4. Regulatory Environment: Companies facing stringent regulatory requirements for data protection, such as GDPR in Europe, would be more likely to need Mobisec's services.
5. Digital Maturity: Companies that are more digitally mature and rely on mobile apps and IoT devices would find Mobisec's Dynamic Security Analysis and Mobile App Scraping tools particularly beneficial.
6. Risk Profile: Businesses that have experienced security breaches or are in high-risk industries are more likely to be receptive to cybersecurity services.
7. Right place at the right time: The risk of cyber warfare is high in the 21st century, with potential times of global economic, political, and geographic conflicts in the world. And it's at times like this that the company offers its services to businesses and government organizations, or victims of cyber-attacks.

Understanding these dimensions would help in crafting communication strategies (also targeted marketing strategies), sales approaches, and service offerings tailored to the needs and characteristics of Mobisec's potential clients.