

Can you provide an annual report? (Market research task)

Unfortunately, it is not possible for us to provide such information.

However, if it would be useful, we can provide a business plan and a value proposition analysis.

Can you provide a communication report? (Communication task)

Mobisec started its communication strategy and operation in June 2023 with the Marketing Manager joining the company in May 2023. Before June 2023, communication was disorganized and inconsistent. It's worth noting that physical events carry great weight in the cyber context, although it may not seem so at first. Since cybersecurity is still a niche, it's important to be visible and not operate behind the scenes (in terms of both marketing and brand image). Additionally, partnering and collaborating with other entities is highly beneficial for increasing visibility in the cyber world.

The activities carried out so far are:

- Presence on the main B2B social channel (Linkedin)
- Identification and staffing of a series of trade fairs and industry events for the current year (July 2023 - Bsides; September 2023 - OWASP Italy Day 2023; November 2023 - HackInBo Business).
- Creation of a simple website is in progress while awaiting the release of the final version.

Activities in progress:

- Collaboration with external companies to create the final website
- Collaborate with UNIPD to raise awareness of cyber issues + technical collaboration for scientific research and to support the knowledge base of cyber security students.
- Creation of gadgets for fairs and welcome kits for new colleagues
- Creation of newsletters (awareness and authority purposes)
- Identification and participation in events - fairs (2024)
- Editorial plan, with future implementation of differentiated content (e.g. shorts - video, team presentation...) (by definition, the editorial plan is a constant work in progress)

Planned activities to be developed in 2024:

- Webinars and Mobisec's own events (the first real event will take place with the opening of the new offices in January 2024)
- E-mail marketing (commercial purpose)
- Increased presence as a speaker at events
- Evaluate how, where and how much to invest in ADs, online and offline

Objectives to be achieved for both Task 1 and Task 2? (e.g. new markets, establishment in a specific market, communication objectives)

- Market research objectives
 - There are 2 objectives for this task:
 - To find the best commercial key compared to the competitors on the Italian market
 - Investigate opportunities on the European market
- Communication objectives

- There are 2 objectives for this challenge:
 - To drastically increase brand awareness
 - To increase Mobisec's authority in the cybersecurity sector.

Since Mobisec has never communicated itself properly before this year, the most effective communication key must be found to emerge on the market.

Only by increasing brand awareness will we be able to be effective and competitive in terms of commercial communication.

In our field, "shift left" thinking is predominant and essential, so we believe that the students in both challenges will be able to provide insights and suggestions that we had not thought of.