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