Key points:

* Get products and their uniqueness
* Understand how to set a good communication channel
* Sell the products

*Mobisec Services to sell:*

* Mobisec Dynamic Security Analysis
* Vulnerability Assessment (VA)
* Penetration Testing (PT)
* Hiwave - Suitable for startups and small companies
  + Data monitoring, measurement, management and security
    - Investment in terms of return with gathering and selling data to other companies
  + Help enterprises to secure, supervise and manage IoT devices, apps, users and data
* Mobisec Unified Endpoint Management (UEP) Assessment – Suitable for medium/big companies
  + Management, security, and deployment across all enterprise devices from a single console
* Mobile App Scraping
  + A tool that monitors alternative app markets using a proprietary engine by Mobisec.
  + Monitors apps on every single app store
* Cybersecurity training
  + Formation for other companies

It’s better to focus on one product that makes you different in a market of everyone doing the same thing.

*Possible customers:*

* Banking services
  + Even trading apps
* Startups
* Startups incubators

*Possible ways of communicating:*

* Passive communication