



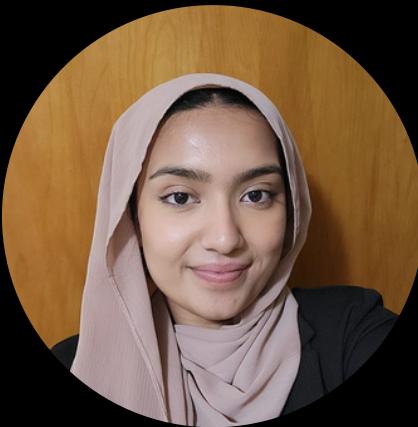
MEET OUR TEAM



HALEEMA AHMED



AMAMA RIDA



RUBANA SYEDA



MARYAM SAJJAD



URGENT: Payment Required to Avoid Supply Interruption

Inbox x

H

Hal

12:33 AM (0 minutes ago)



Dear Valued Customer,

We hope this message finds you well. As part of our ongoing efforts to improve service, we are conducting a **system upgrade** to enhance the security and efficiency of our billing platform.

Unfortunately, during this transition, we have identified an issue with your account. Our records show that there is an **outstanding payment** of \$2,450 for recent flour and ingredient shipments. To ensure there are no interruptions to your future deliveries, we kindly ask that you settle this balance **by the end of the day**.

To make this payment, please use [our secure payment portal](#) via the link below:

[Click Here to Make a Payment](#)

Thank you for choosing CityBakers Supply. We value your business and look forward to continuing to serve you.



TOP 5 QUESTIONS FROM THE SURVEY

Have you ever thought about how secure your business is from cyberattacks

yes

no

Are your devices and software updated regularly to protect against cyber threats

yes

no

Do you back up your business data regularly

yes

no

Do you use strong, unique passwords for your business accounts

yes

no

Do you regularly update your training materials to address evolving cybersecurity threats

yes

no

Num of responses

3 6 9 12 15 18

WHY IT IS REQUIRED?

Problems	Solutions
Small businesses lack awareness about cybersecurity and often believe they are unlikely to be targeted.	Our Web App raises awareness and educates business owners and employees about their vulnerabilities.
Businesses do not know their current cybersecurity risks or how to address them or the severity of it.	Using advanced algorithm, our web app collects the latest cybersecurity threats, assesses a company's security status, calculates a threat level score, and provides tailored recommendations and its severity with an action plan.
Employees feel bored or overwhelmed by lengthy cybersecurity training sessions, leading to fatigue and inattention.	Mini-games and gamified learning experiences make training engaging and fun, ensuring retention and increased participation.

WHAT IS CYBER HUB?

- ✓ Cyber Hub Risk Assessment Template assesses a company's cybersecurity status and calculates a score to determine its threat level.
- ✓ Using advance algorithms, it collects the latest cybersecurity threats to ensure the assessment, severity and solutions remain up-to-date.
- ✓ Offers an employee training module with mini-games to boost cybersecurity awareness

OUR WEB APP

RISK ASSESSMENT TEMPLATE

Key cybersecurity threats Practical recommendations that organizations can implement based on their unique challenges.				
Identifiable Risks	Description	Risk Cost	Mitigation strategy	Implementation Guidelines
Unencrypted Email Communication	Sensitive emails can be intercepted, leading to breaches.	Data exposure, fines, and reputational damage.	Use email encryption for sensitive data.	<ul style="list-style-type: none"> Encrypt all sensitive emails. Train staff on encryption tools.
Social engineering	Cybercriminals use personal details to steal data.	Unauthorized access, financial loss, data exposure.	Verify senders, train staff, and limit public data sharing.	<ul style="list-style-type: none"> Implement multi-factor authentication. Train staff on social engineering tactics.
Phishing	Scammers trick users into clicking malicious links or sharing information.	Data theft, financial loss, reputational harm.	Train employees, filter emails, and conduct phishing awareness sessions.	<ul style="list-style-type: none"> Use email filters for phishing detection. Conduct phishing simulation tests.
Ransomware	Malware locks files and demands ransom in cryptocurrency.	Financial loss, downtime, permanent data loss.	Regularly back up data, update software, and use antivirus tools.	<ul style="list-style-type: none"> Backup data daily. Keep software and antivirus updated.

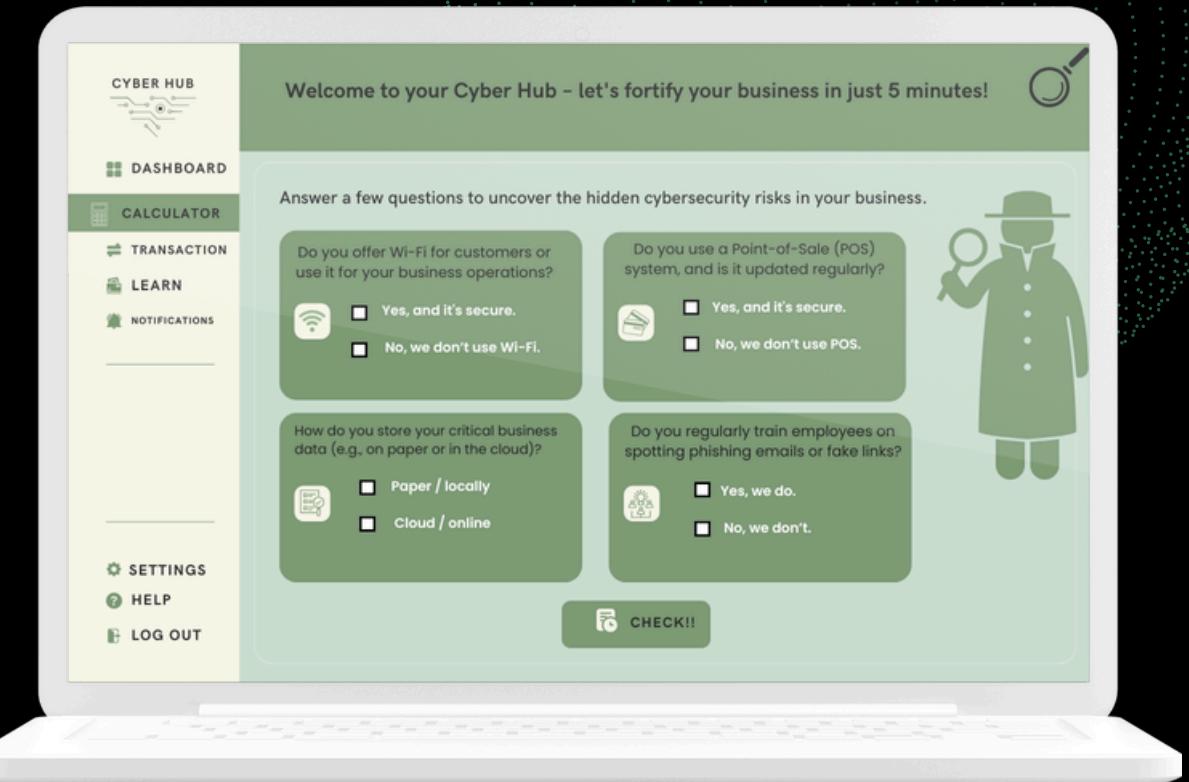
[Link to Full Template](#)

RISK ASSESSMENT

Presents the tailored Risk Assessment Template to the employees in a quiz format

ACTIONABLE INSIGHTS

By answering these questions, businesses can identify gaps in their cybersecurity strategy and latest cybersecurity threats



The screenshot shows a laptop displaying the 'CYBER HUB' web application. The interface includes a sidebar with navigation links: CYBER HUB, DASHBOARD, CALCULATOR, TRANSACTION, LEARN, NOTIFICATIONS, SETTINGS, HELP, and LOG OUT. The main content area features a welcome message: 'Welcome to your Cyber Hub - let's fortify your business in just 5 minutes!' Below this, there are four questions with two options each:

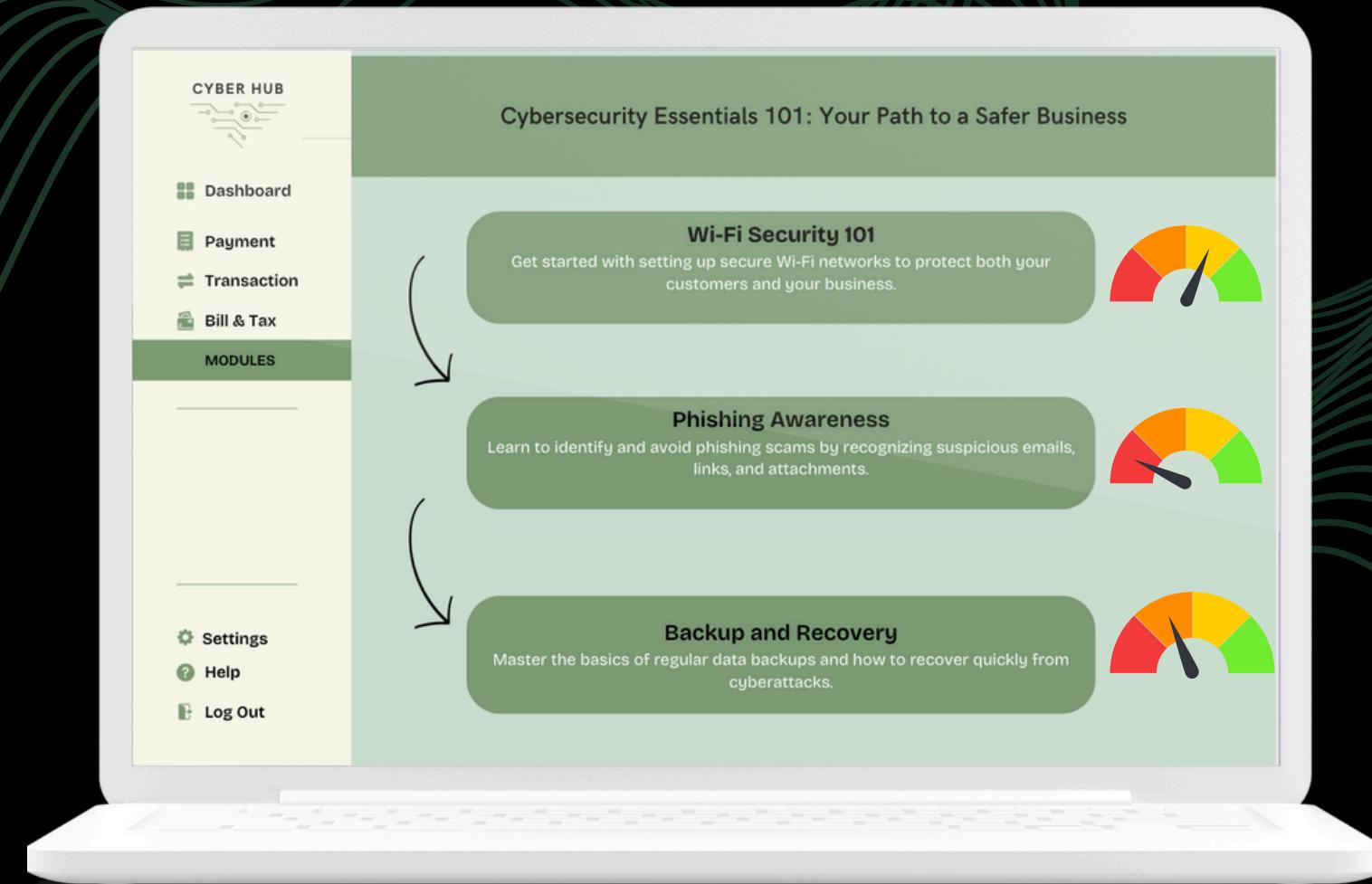
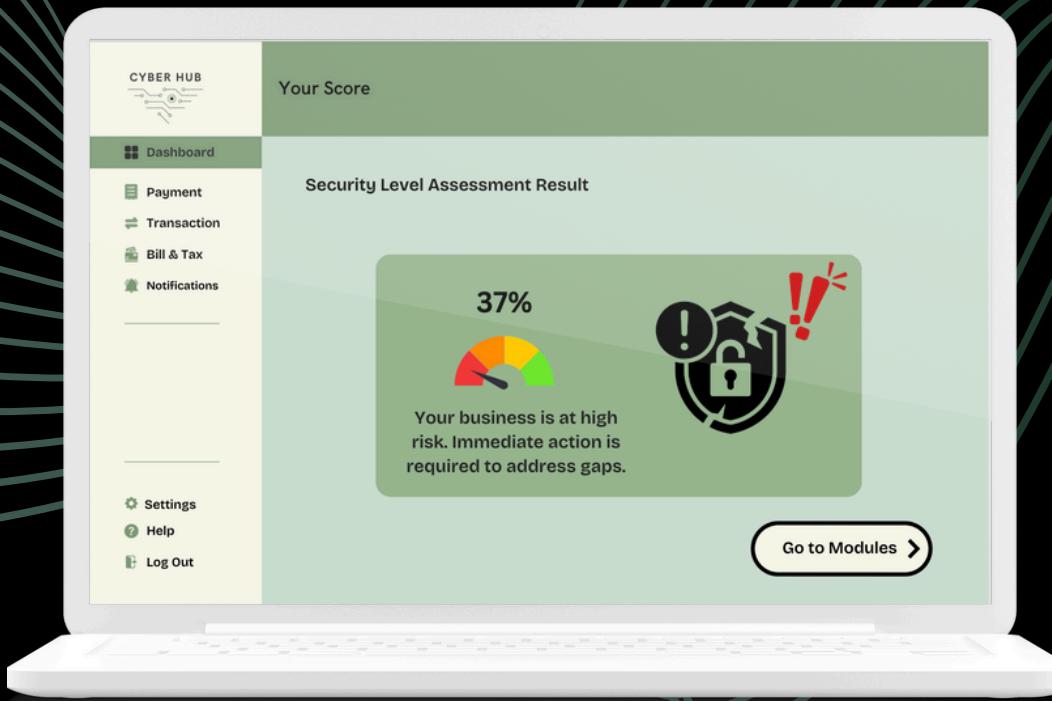
- Do you offer Wi-Fi for customers or use it for your business operations?
 - Yes, and it's secure.
 - No, we don't use Wi-Fi.
- Do you use a Point-of-Sale (POS) system, and is it updated regularly?
 - Yes, and it's secure.
 - No, we don't use POS.
- How do you store your critical business data (e.g., on paper or in the cloud)?
 - Paper / locally
 - Cloud / online
- Do you regularly train employees on spotting phishing emails or fake links?
 - Yes, we do.
 - No, we don't.

A large green button labeled 'CHECK!!' is located at the bottom right of the main content area. To the right of the content area, there is a green silhouette of a detective figure holding a magnifying glass.

EMPLOYEE ENGAGEMENT

The interactive format engages employees, promoting a culture of cybersecurity awareness

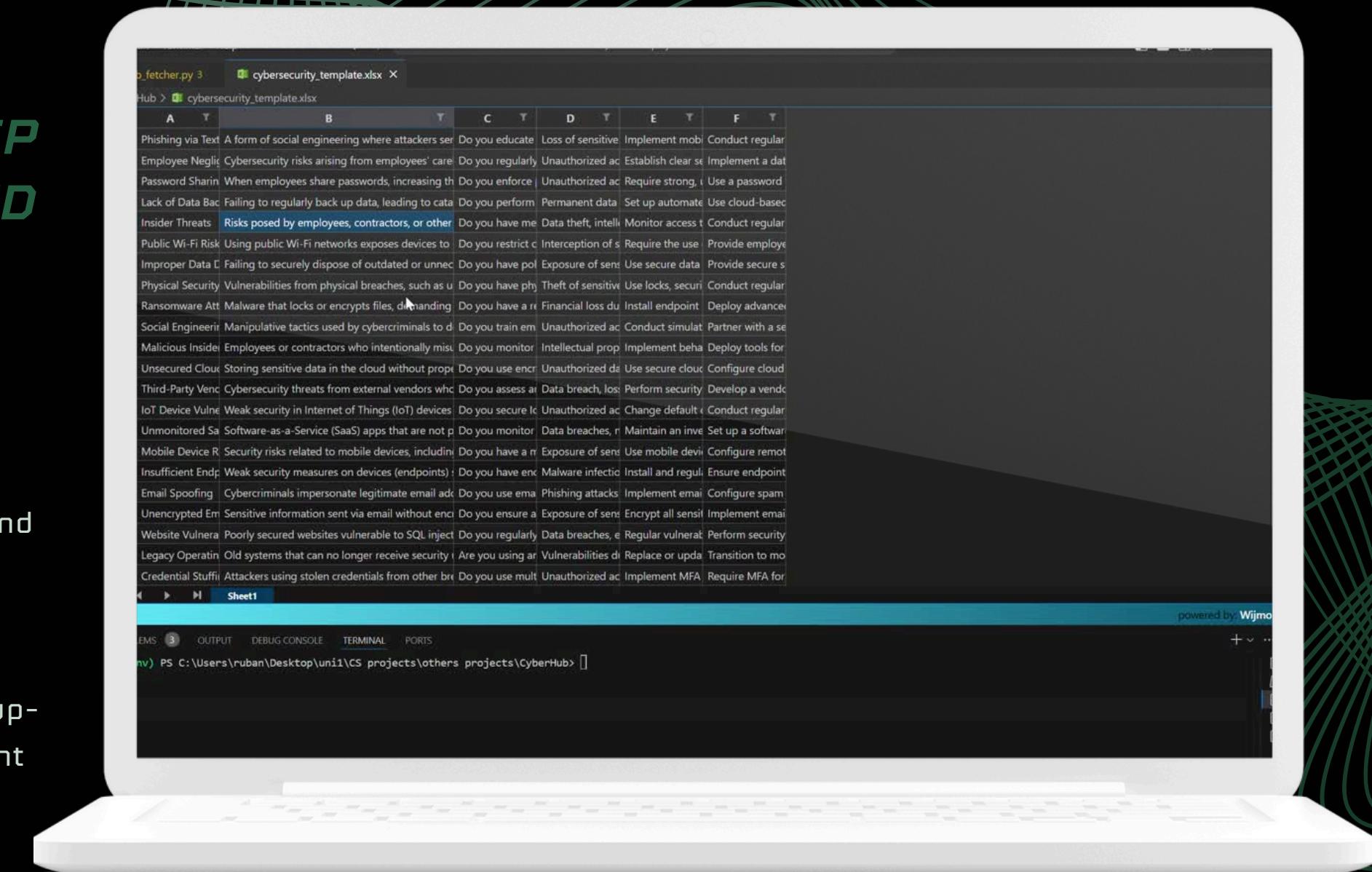
GET A CYBER RISK SCORE



Now that you have your score, visit the module page to enhance your cybersecurity strategy and address potential threats!

ALGORITHM TO KEEP TEMPLATE UPDATED

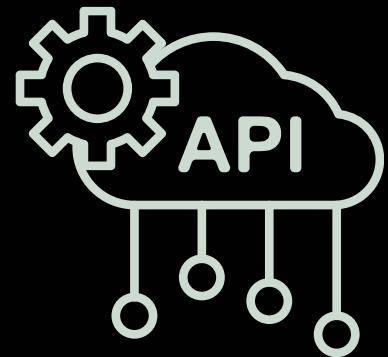
- Scans public databases, threat intelligence feeds, and trusted sources for the latest cybersecurity threats.
- Categorizes relevant threats and automatically adds them to the Risk Assessment template
- Ensures assessment remains up-to-date and reflective of current risks.



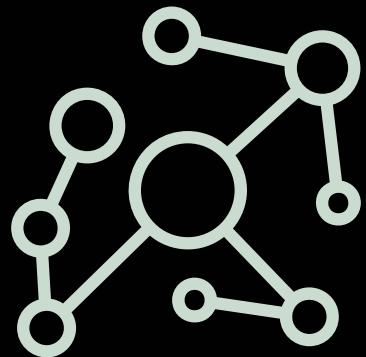
HOW CAN YOUR EMPLOYEES CONTRIBUTE?



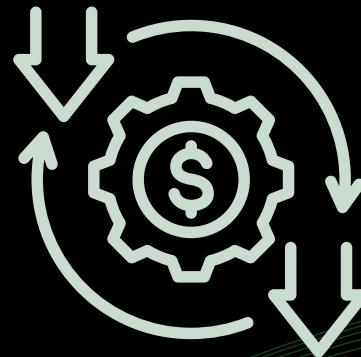
HOW CAN WE USE AI TO CREATE OUR GAMES?



*USE API
INTEGRATIONS
TO COLLECT
DATA*



*CREATE A
KNOWLEDGE
GRAPH WITH AI*



*AUTOMATE
PROCESSES
TO DECREASE
COSTS*

HOW A SMALL BUSINESS MAY USE CYBERHUB



FUNDING AND MAINTAINABILITY



- *IDEA TO INNOVATION GRANTS*
- *SASKATCHEWAN ADVANTAGE INNOVATION FUND*
- *INDUSTRIAL RESEARCH ASSISTANCE PROGRAM (IRAP) - FINANCIAL ASSISTANCE*
- *STREAMLINED PIPELINE PROCESSES*
- *MINIMAL MAINTENANCE NEEDED*
- *CREATE NEW FEATURES*

OUR IMPACT, MEASURED

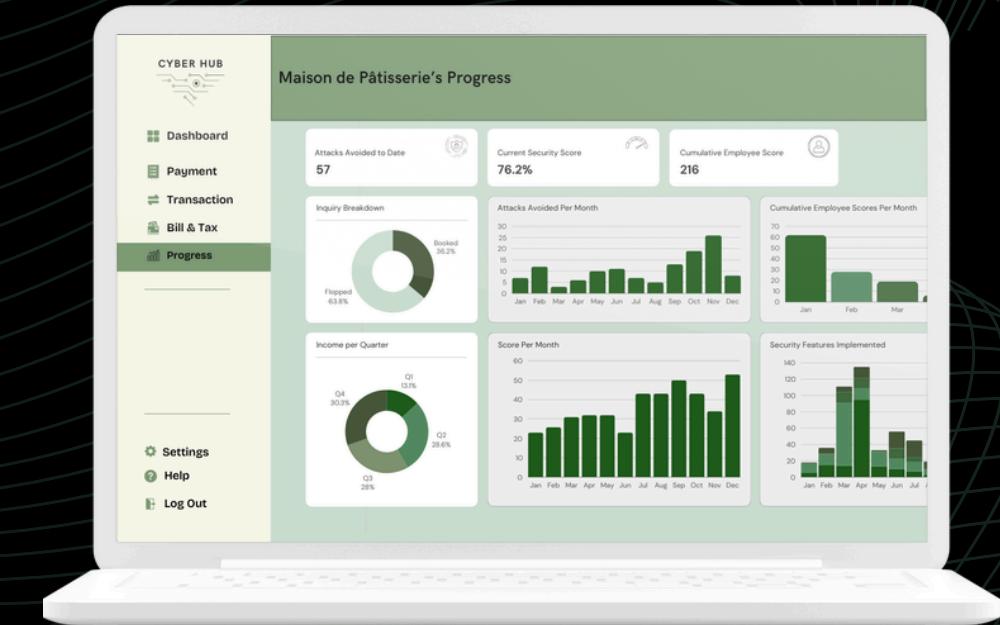
Our impact is measurable within 12 months through insights gained from data points, highlighting improved cybersecurity readiness. Our solution empowers small businesses to strengthen their defenses and proactively safeguard against evolving threats.

Are businesses implementing our suggested changes?

Are employees showing improvement in cyber skills?

Is the number of cyber threats lowered over time?

Have overall scores for businesses gone up?





THANK YOU.

QUESTION PERIOD

