



We work ensure a safer internet experience for everyone

# **Cyber Harassment**



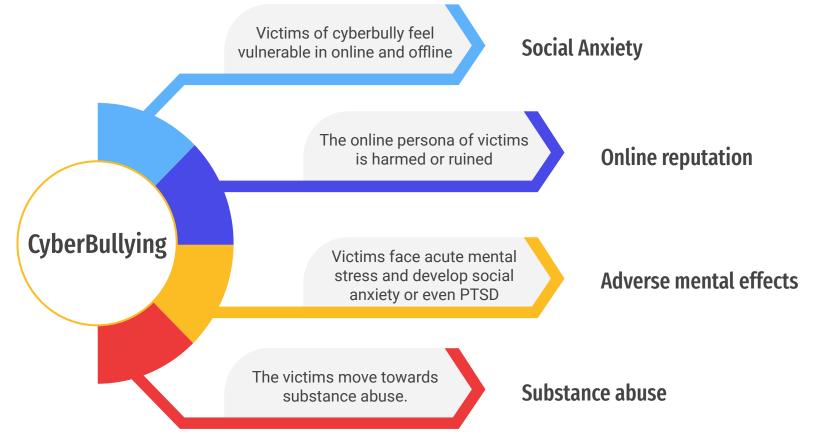
Cyberbullying is the use of electronic communications to harass, threaten, shame, or embarrass another person.

It can lead to illegal or criminal behavior and physical & mental harm.

#### Cyber Harassment occurs by:

- Offensive, threatening, or abusive messages, images, or videos.
- Sending obscene messages under a false identity.
- Falsely accusing or embarrassing someone online.

## **Problems**



## **Solutions**

**Awareness** 

Raising awareness by organising cyber harassment seminars online and offline

Providing instructions on combating cyberbullying along with specialist consultations

Promoting digital literacy in security and the punishments for cyber harassment as well

**Prevention** 

**Action** 





### **Our Services:**



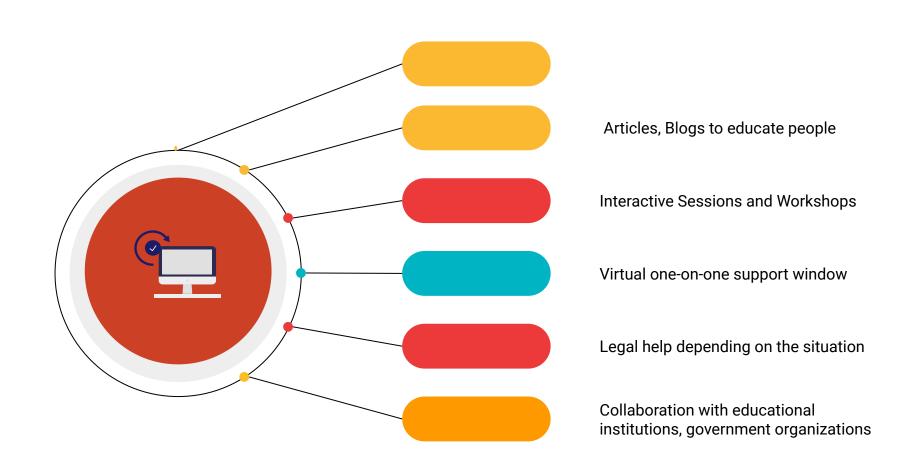


Consult an IT Professional











## **Business Model Canvas**



#### **Partners**

- Government Institutions
- Educational Institutions
- Brands, Companies



#### **Activities**

- Raising Awareness
- Social Media Posts
- Arranging Events & Contests
- Community Support
- Consultancy
- Legal Aid



#### **Values**

- Effective measures to ensure cyber safety
- Psychological Assistance
- Legal Assistance
- Online Courses
- Cyber Safety Tools



### **Relationships**

- Consultations
- Live Chat
- Social Media
  Groups
- Customer Support
- Certificate



#### **Customers**

- Students
- Parents
- Organisation
- Professionals
- Individuals



#### Resources

- Funding
- Content Developers
- Volunteers / Campus Ambassador
- Employees



#### Costs

- Website, Apps & Tools Maintenance
- Content Development
- Workshops & Online Events
- Marketing



#### **Channels**

- Website
- Mobile App
- Social Media
- Offline Events



#### **Revenues**

- Freemium
- Partnership with other Brands
- Online & Offline Training
- Online Courses