



Presented By:

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Company Objectives

- Target Smaller Scale Physician Offices.
- Maintain a Stern, Urgent, and Serious Tone.
- Steer Companies Away from Just “Taking the Hit”
- How SIEMbolic Will Deliver:
 - Before
 - During
 - After
- Inform the physicians that customer loyalty trumps all, and you can provide them that security.

HITTING THE TARGET

We plan to:



- Create an informative and reliable profile on both **Doximity** and **LinkedIn**.
- Write and publish your accomplishments in recent **medical journals**.
- Create advertisements on popular **medical websites and magazines**.
- Present and showcase your company at **Medical and Dental trade shows**

Potential Trade Shows

Medical

- *MD&M East*
 - Medical Design and Manufacturing East Conference and Exhibition.
 - June 12-14 in New York
- *BIOMEDevice*
 - Industry Event for Medical Device and Biopharmaceutical Manufacturing
 - April 18-19 in Boston, Massachusetts
- *PAHCOM Annual Conference*
 - National event focused on Medical Office Management
 - 2018 Dates/Location not yet released

Dental

- *The Kentucky Meeting*
 - Kentucky Dental Association
 - August 23-26 in French Lick, Indiana
- *Principles of Practice Management*
 - Dental Economics
 - July 12-13 in Indianapolis, Indiana

Content of the Ads

We Will Achieve this Goal by:

- Stating the importance of immediate cyber protection
 - By: stressing that the majority of cyber breaches are undetectable until 3 to 6 months prior.
 - Leaving the company **vulnerable** and at **risk** of loss profit
- Touching on the significant ramifications of breaching people's personal information
 - By: Displaying the massive fees and legal issues attached to breaking HIPPA laws

Examples of Potential Ads:

Protect.

Detect.

Respond.

Recover.



IS YOUR NETWORK SECURE?

WOULD YOU BET MONEY ON IT?

DON'T TAKE THE RISK.

PROTECT YOUR CLIENTS.

PROTECT YOUR BUSINESS.



IT TAKES THREE TO SIX MONTHS BEFORE A CYBER SECURITY THREAT IS DETECTED...

HOW DO YOU KNOW YOU HAVEN'T ALREADY BEEN BREACHED?

LET US PROTECT YOU.



The Main Goal

To catch the eye of physicians and inform them that cyber security isn't just important- it is **vital**.

“Just Take the Hit”

- Our advertisements will strike a cord with physicians by:
 - Emphasizing that since they are almost entirely a service type of industry:

no people

no service

no money





Customer Loyalty is Key

We Will Drive Home
the Point that
SIEMbolic will...

Identify
Detect
Protect

Monitor
Respond
Recover

What Questions Can
We Answer?