



# ALL SAFE INNOVATIVE PROJECT

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WCS494: Entrepreneurship

Akeylah Porcher

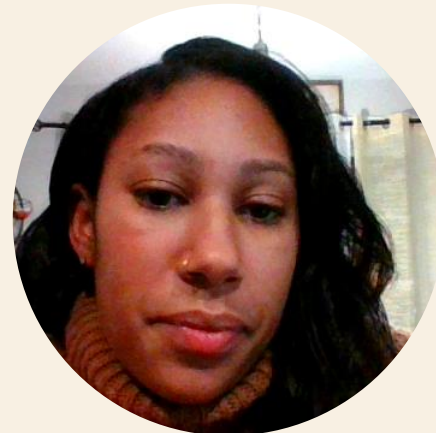
Team 10 members:

- Josh Whetzel
- Maria Martinez
- Nicolo Margioni



# ABOUT US

All Safe, Is a cybersecurity application targeted towards the elderly age group to empower cybersecurity thinking to further education and provide awareness of cybercrime. By closing the gap in the lack of knowledge with technology for the elderly and providing support and guidance , we help provide a sense of confidence, security, and growth with a consumer protection first mindset.



# PROBLEM

## MARKET GAP

The market focused on the increase of elderly users but not prevention methods to cybercrime

## CUSTOMERS

Elderly have increased use of the internet over the years. Resulting in being vulnerable.

## FINANCIALS

Elderly account for 28% fraud victims resulting in 1 billion in loss

## COSTS

Cybercrime cost is over 8 trillion dollars as of 2023. "One in five American senior citizen is a victim of online financial fraud, costing more than \$2.6 billion per year" (Willis, 2015)

## USABILITY

Customers want something and easy to use without



# Cyber Crime Impact

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THEME 1: SHOCKING SCALE: NUMBER OF VICTIMS

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SHOCKING SCALE: NUMBER OF VICTIMS

**1 MILLION+ VICTIMS A DAY**

EVERY DAY THERE ARE TWICE AS MANY CYBERCRIME VICTIMS AS NEW BORN BABIES ●



**50,000**

VICTIMS EVERY HOUR ●



**820**

VICTIMS EVERY MINUTE



**14**

VICTIMS EVERY SECOND



**7/10**

**69%**

69% of adults have experienced cybercrime in their lifetime. Compared to the 2010 survey, there has been a 3% rise in overall cybercrime ●

**589 MILLION**

Cybercrime has affected 589m people in just 24 countries - equivalent to 9% of the entire population of the world vi



**65%**

Among all cybercrime victims surveyed, nearly two thirds have fallen prey in the past 12 months alone - a total of 431m adults in 24 countries



**431 MILLION**

The total number of cybercrime victims in the past 12 months is greater than the populations of USA & Canada (347m vii) or Western Europe (400m viii)

Source: Norton cybercrime report



# SOLUTION

## CLOSE THE GAP

The vulnerability of the elderly has increased as the use of the internet has increased. To provide more knowledge about cybersecurity will close the gap on elderly being the main target

## TARGET AUDIENCE

Middle age -baby boomers (50 and older)

## COST SAVINGS

Create a survey for helpful information and information that is not helpful to reduce information and make it more precise

## EASY TO USE

Organized design that has been created with tabs and subcategories for important information on issues that take place i





# PRODUCT OVERVIEW

## UNIQUE

The age group is what makes this unique because they need help in this field of study

## FIRST TO MARKET

First application that helps the victims gain confidence and self-awareness for cybersecurity

## TESTED

Test trial with the developers to confirm the application has no bugs or delays

## AUTHENTIC

Design with multidiscipline that can contribute thoughts and ideas like psychologist, engineers, marketing, and accounting experts



# PRODUCT BENEFITS

Self education

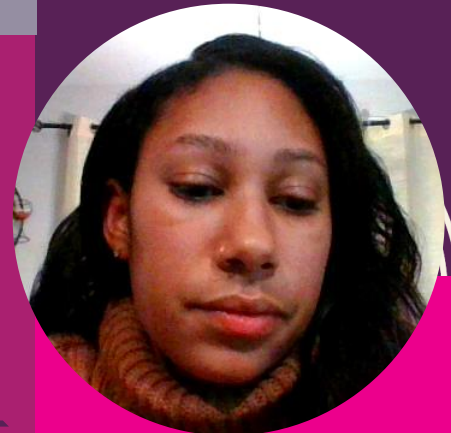
Memory skills and cognitive learning

Creates confidence in hyperlinks, phishing calls, scams

Promotes safety features to secure online banking and shopping

Builds a community connection with reviews on facebook related situations

Online advise and current cybercrime issues



# MARKET COMPARISON

**\$2B**

Cybersecurity growth network

**\$2T**

Freedom to invent

**\$2T**

Serviceable market



# GROWTH STRATEGY

How we'll scale in the future

## PHASE 1:

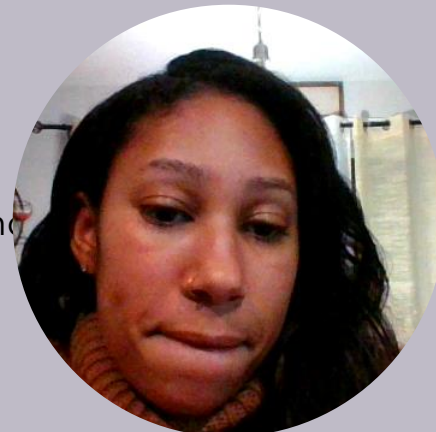
Work with Facebook, newspapers, and magazines for the elderly to promote the application

## PHASE 2:

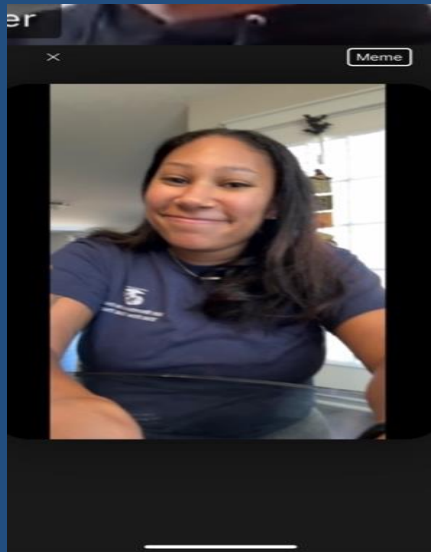
Offer deals and percentages off for being a loyal customer. Send possible gifts that promote cybersecurity to customers

## PHASE 3:

Try to expand the audience by getting feedback on the site and to other groups



# MEET THE TEAM



**Amanee Garcia**

Interdisciplinary studies major



**Nicolo Margioni**

Cybersecurity major



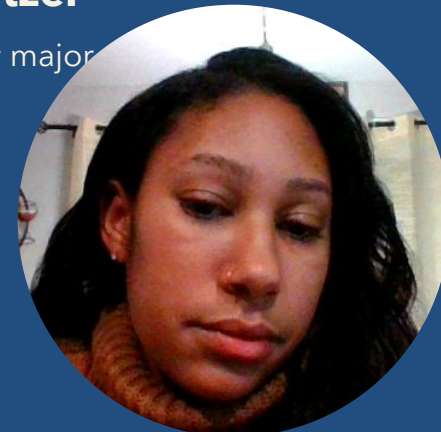
**Maria Martinez**

Cybersecurity major



**Josh Whetzel**

Cybersecurity major



# SUMMARY

With Allstaff , we believe that we are helping not only the elderly age group but the economy. By creating our application , we are helping those that lack knowledge on the importance of cybersecurity and need support when using technology. We strive to become universal on educating and making the elderly less vulnerable to cybercrime through the increased use of technology. With the proper marketing and multidiscipline background creating the product. because of our market knowledge and great team behind our product. Protection starts with knowledge.





# THANK YOU

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