A decorative border on the left side of the slide, composed of various colored cubes (yellow, purple, blue, and dark blue) arranged in a vertical line. Some cubes are slightly offset, creating a 3D effect.

CYBER CHUNKS

YOUR BITE-SIZED ONLINE SECURITY GUIDES

MEET THE TEAM



EMILY LOUK



HELIENE MACARAEG



VIVIAN GAO



TITUS VOELL

THE PROBLEM

- Lack of technical skills, especially among older demographics, causes poor cyber hygiene
- Exacerbated by lack of cybersecurity knowledge
- Leads to financial losses, privacy breaches, identity theft, etc.
- 104,000 cybercrime victims over age 60 in 2023¹
- \$3.1B total loss in 2022 among ages 60 and up²



THE HUMAN ELEMENT

- Trouble understanding and navigating devices
- Discouraged from using security features
- Tangible resources foster deeper understanding and engagement
- Through our prototype iterations, we've incorporated these findings



CYBER CHUNKS

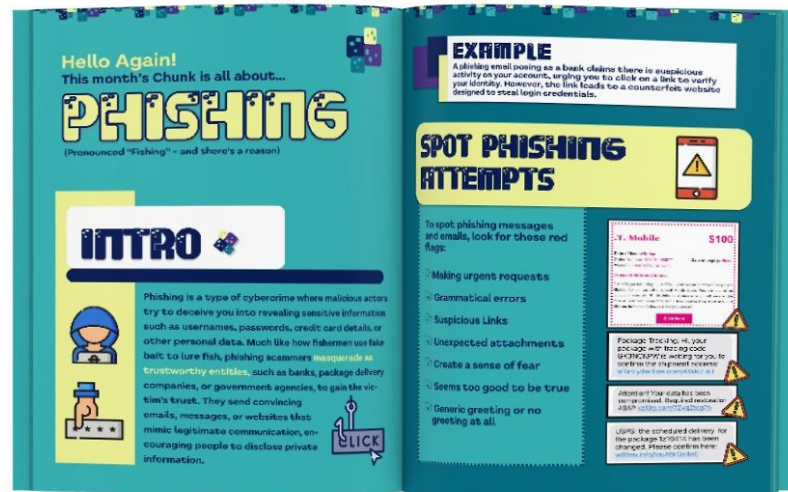
- Booklet series- simplifies cybersecurity concepts into easily digestible "chunks."
- Each Chunk introduces a different cybercrime topic
- Phishing, Password Management, Social Media Safety, and more



**CYBERSECURITY
. CHUNKED.**

WHAT'S INSIDE

- Simple Language
- Analogies
- Visuals
- Real-Life Examples
- Emerging threats
- Tips
- Tutorials
- Self-Assessments
- QR Codes



HOW IT WORKS

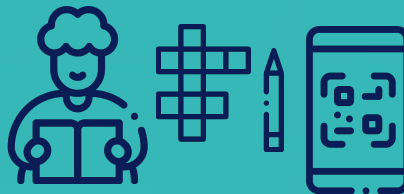
1



SUBSCRIBE

yourself or a
loved one up for
monthly Chunks

2



READ & INTERACT

with a new Chunk every
month

3



APPLY

Your new
knowledge when
interacting with
your devices

WHAT'S UNIQUE?

- Physical, not digital
- No additional learning curve
- No new interfaces
- No new devices
- Users confident in their ability to learn



WHAT'S UNIQUE?

Product	Educational?	Accessible?	Engaging?	Secure?
CYBER CHUNKS	✓	✓	✓	✓
Norton 360, McAfee				✓
Hack the Box, Try Hack Me	✓	✓		



THANK YOU

¹ <https://www.statista.com/statistics/1390164/us-victims-cyber-crime-by-age/>

² https://www.ic3.gov/Media/PDF/AnnualReport/2022_IC3ElderFraudReport.pdf