



SARAH THE SMB OWNER

AGE: 42
GENDER: Female
LOCATION: Urban area,
East Coast, USA
JOB TITLE: CEO of a local
e-commerce business

PSYCHOGRAPHICS:

- Values trustworthiness and reliability in service providers.
- Interested in growing her business securely.
- Actively seeks solutions that offer good ROI.
- Engages with local business networks and online SMB forums.

GOALS & CHALLENGES:

- Wants to ensure her e-commerce platform is secure from cyber threats.
- Needs to understand and comply with data protection regulations.
- Lacks in-house cybersecurity expertise.
- Seeks cost-effective solutions tailored to her business size.

WHY CYVATAR?:

- Offers comprehensive cybersecurity tailored for SMBs.
- Continuous remediation ensures ongoing protection.
- Expertise and support from Cyvatar's team provide peace of mind.



RAJ

**THE STARTUP
FOUNDER**

AGE: 30

GENDER: Male

LOCATION: Tech hub,
West Coast, USA

JOB TITLE: Founder & CTO of a
health-tech startup

PSYCHOGRAPHICS:

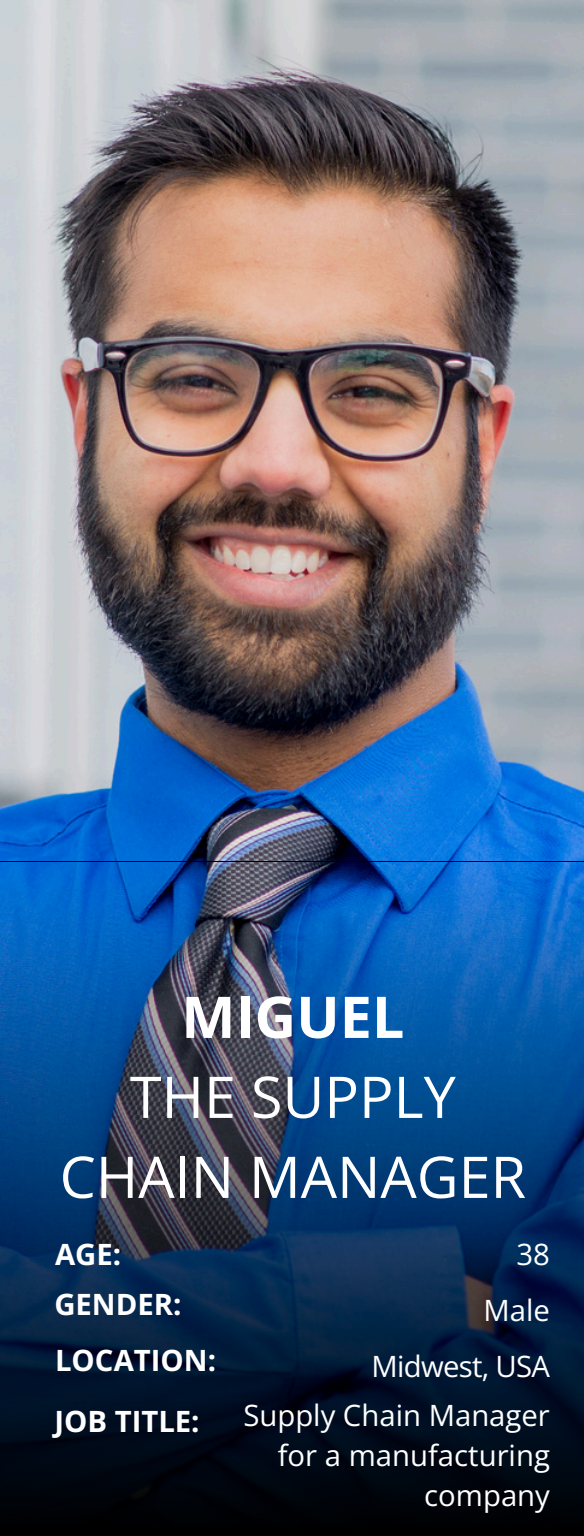
- Values innovation and agility.
- Actively participates in tech conferences and startup accelerators.
- Engages with online tech communities and startup networks.
- Interested in rapid, secure scaling.

GOALS & CHALLENGES:

- Needs to ensure his health-tech platform is compliant with regulations like HIPAA.
- Wants to build trust with stakeholders and investors through robust cybersecurity.
- Seeks cybersecurity solutions that can scale with his rapidly growing startup.

WHY CYVATAR?:

- Tailored cybersecurity solutions for startups.
- Expertise in compliance, especially with health-related standards.
- All-inclusive subscription model fits the startup's dynamic needs.



MIGUEL THE SUPPLY CHAIN MANAGER

AGE: 38
GENDER: Male
LOCATION: Midwest, USA
JOB TITLE: Supply Chain Manager
for a manufacturing
company

PSYCHOGRAPHICS:

- Values efficiency and integration in solutions.
- Interested in ensuring every link in his supply chain is secure.
- Engages with industry associations and supply chain networks.

GOALS & CHALLENGES:

- Needs to secure multiple touchpoints in the supply chain.
- Seeks integrated cybersecurity solutions that can work with various partners.
- Wants to ensure compliance with industry standards.

WHY CYVATAR?:

- Offers comprehensive cybersecurity solutions tailored for supply chains.
- Strategic partnerships provide integrated solutions.
- Continuous remediation ensures all touchpoints remain secure.



EMILY THE COMPLIANCE OFFICER

AGE: 35
GENDER: Female
LOCATION: Urban area,
Southeast, USA
JOB TITLE: Compliance Officer at a
mid-sized financial firm

PSYCHOGRAPHICS:

- Values transparency, diligence, and accuracy.
- Actively seeks tools and services that ensure regulatory compliance.
- Engages with industry seminars and workshops on financial regulations and cybersecurity.
- Interested in simplifying the compliance process.

GOALS & CHALLENGES:

- Needs to ensure the firm meets all financial industry cybersecurity regulations.
- Seeks a comprehensive solution that covers multiple compliance standards.
- Wants to reduce the complexity of managing multiple cybersecurity tools.

WHY CYVATAR?:

- Offers solutions mapped to various compliance standards.
- Expertise in both cybersecurity and regulatory compliance.
- All-in-one service simplifies the compliance process.



LEO THE TECH-SAVVY RETAILER

AGE: 28
GENDER: Male
LOCATION: Urban area,
Northwest, USA
JOB TITLE: Owner of a tech gadget
retail chain

PSYCHOGRAPHICS:

- Values innovation and customer trust.
- Actively explores new tech solutions to enhance his business operations.
- Engages with tech expos and retail industry events.
- Interested in ensuring customer data protection.

GOALS & CHALLENGES:

- Wants to protect his point-of-sale systems and customer data.
- Seeks a cybersecurity solution that integrates well with retail tech.
- Needs to ensure online and offline sales channels are secure.

WHY CYVATAR?:

- Comprehensive cybersecurity tailored for both online and offline operations.
- Continuous remediation ensures customer data is always protected.
- Expertise in integrating with retail tech solutions.



AVA

THE DIGITAL HEALTH INNOVATOR

AGE: 40

GENDER: Female

LOCATION: Urban area,
Northeast, USA

JOB TITLE: CEO of a digital health
platform

PSYCHOGRAPHICS:

- Values patient trust and data integrity.
- Actively seeks partnerships and collaborations in the health-tech space.
- Engages with health-tech conferences and digital health forums.
- Interested in ensuring patient data is secure and compliant.

GOALS & CHALLENGES:

- Needs to ensure her platform is HIPAA compliant.
- Wants to build patient trust through robust cybersecurity.
- Seeks a cybersecurity partner that understands the nuances of digital health.

WHY CYVATAR?:

- Expertise in health-related cybersecurity standards.
- Tailored solutions for digital health platforms.
- Continuous remediation ensures patient data remains secure.



CARLA

**THE IT STRATEGIST
OF INSURANCE**

AGE: 50

GENDER: Female

LOCATION: Chicago, IL, USA

JOB TITLE: Head of IT at a large insurance carrier

PSYCHOGRAPHICS:

- Prioritizes the security of the vast amount of data the company holds.
- Values streamlining cybersecurity operations across different departments.
- Engages with IT industry conferences and cybersecurity seminars.

GOALS & CHALLENGES:

- Prioritizes the security of vast amounts of data in a complex IT environment.
- Struggles with balancing digital transformation and security concerns.
- Needs to streamline cybersecurity operations while ensuring compliance with industry regulations.

WHY CYVATAR?:

- Continuous remediation aligns with need for ongoing security in a vast IT environment.
- Partner in navigating the complex cybersecurity landscape.
- Cyvatar can integrate cybersecurity solutions across the carrier's various operations.



BOB THE DIGITAL TRANSITIONING BROKER

AGE: 45
GENDER: Male
LOCATION: New York, NY,
USA
JOB TITLE: Senior Insurance Broker
at a mid-sized firm

PSYCHOGRAPHICS:

- Values the protection of sensitive client information.
- Interested in offering clients the best insurance solutions without security concerns.
- Engages with insurance industry associations and digital transformation seminars.

GOALS & CHALLENGES:

- Aims to protect sensitive client information while transitioning to digital methods.
- Seeks cybersecurity solutions that ensure third-party platforms and tools are secure.
- Wants to stay competitive in the digital age without compromising on security.

WHY CYVATAR?:

- Comprehensive cybersecurity means Bob can focus on his clients, knowing that all angles of his digital operations are secure.
- Continuous remediation ensures that any potential threats are not just detected but also addressed.
- Tailored solutions for SMBs mean that Bob's firm gets a solution that fits its unique needs.



FIONA THE FINTECH INNOVATOR

AGE: 32
GENDER: Female
LOCATION: San Francisco,
CA, USA
JOB TITLE: CTO of a rapidly
growing fintech startup

PSYCHOGRAPHICS:

- Prioritizes the security of customer financial data.
- Values trust and credibility in the fintech space.
- Engages with fintech accelerators and industry networks.

GOALS & CHALLENGES:

- Needs to ensure the security of customer financial data amidst rapid growth.
- Struggles with limited in-house cybersecurity expertise.
- Wants to maintain trust and credibility while navigating regulatory compliance.

WHY CYVATAR?:

- Continuous remediation ensures that as her fintech platform evolves, security threats are consistently addressed.
- Tailored solutions for startups mean she doesn't have to compromise on security while scaling.
- Expertise and support from Cyvatar can help navigate the complex regulatory landscape of fintech.