



ON-DEMAND CYBERSECURITY POWERED BY
VETTED AND HIGHLY SKILLED FREELANCERS

Dr. Christine Izuakor
Founder and CEO



- Just got hit with ransomware
- Needs to act fast
- Doesn't know much about cybersecurity or have a cyber expert in house

A technology leader at a mid-sized healthcare tech company.

Meet Chris.

Traditional consulting agencies
are out of my budget and I
don't have time for the long
contract cycles.

I can't find good cyber experts
that I can trust on existing
freelancer platforms.



**Chris doesn't have many
viable options.**



76%

COMPANIES EXPERIENCED A
BREACH IN THE LAST YEAR



75%

COMPANIES STRUGGLE TO FIND
CYBERSECURITY EXPERTS

Chris isn't alone.

Cyber Pop-up is making cyber expertise accessible.

ON-DEMAND CYBERSECURITY

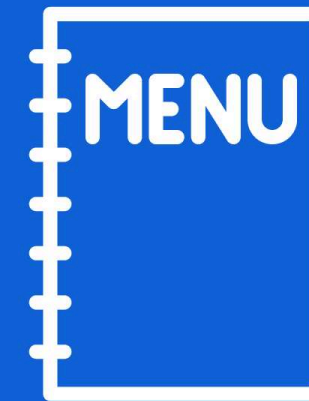
Vetted and highly skilled cybersecurity experts pop in when you need them the most, and pop out when you don't.



Pricing is simple.



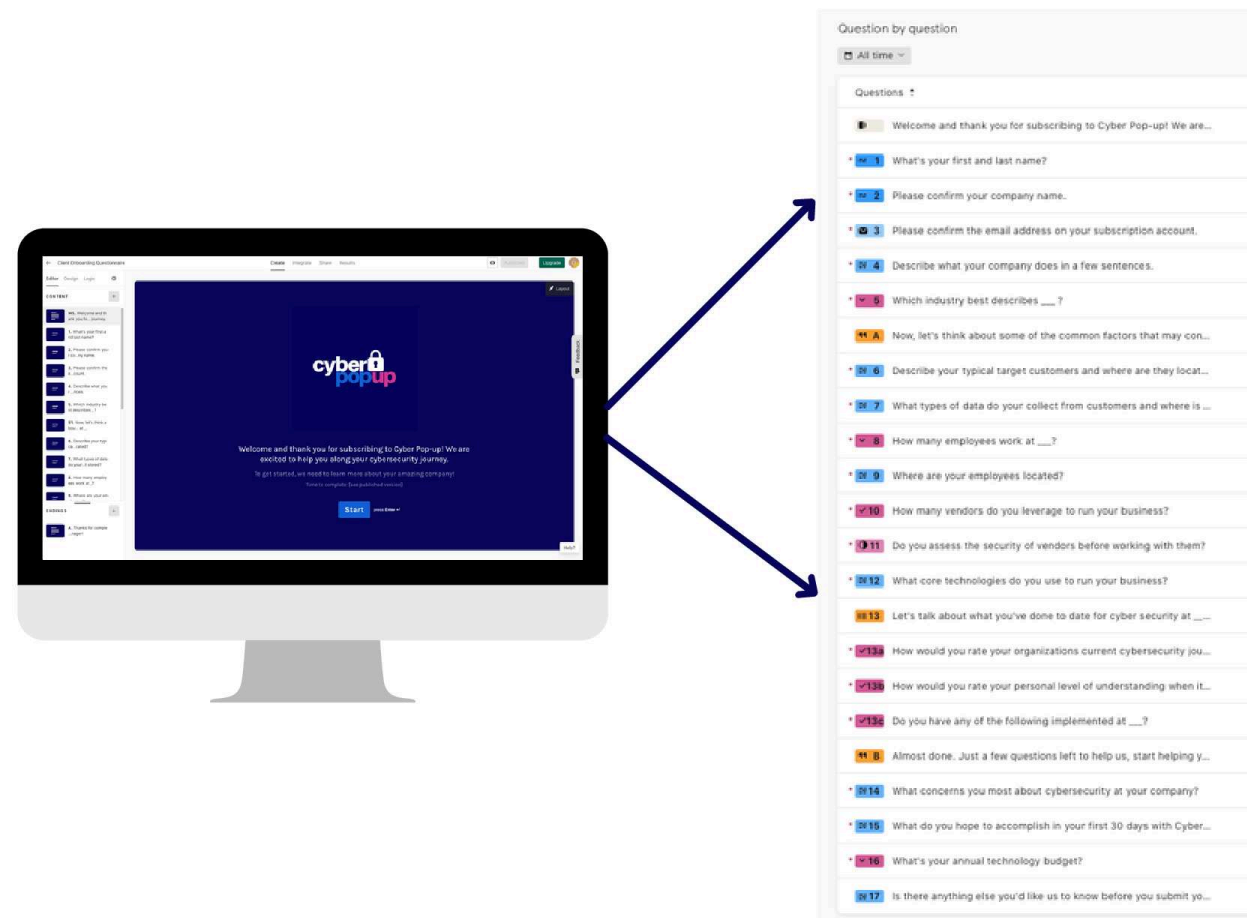
RECURRING
SUBSCRIPTIONS



FIXED-PROJECT
PRICE MENU

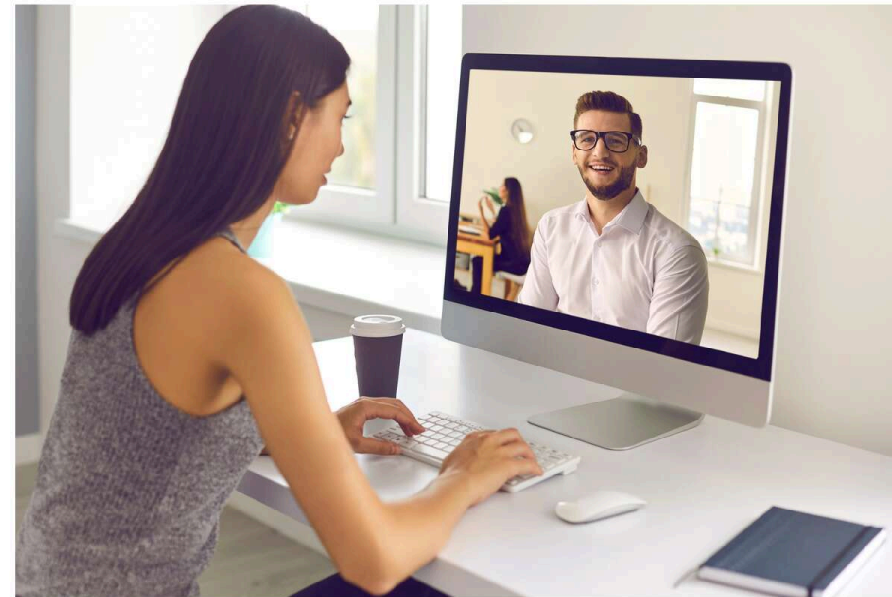
Cyber Pop-up is the only managed marketplace for cybersecurity.

1



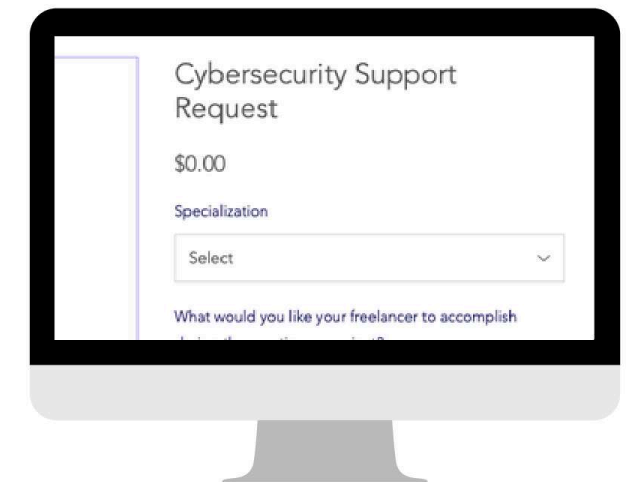
Complete initial risk questionnaire

2



Meet with your customer success manager
and get recommended next steps

3



Launch your first project in your cyber
roadmap with vetted freelancers

We guide customers from ground zero.

Proactive projects



Reactive projects

Our market requires little to no persuasion.



For every 100 SMBs, 30 will be breached, and 20 will shut down as a result.

We target the SMBs who are targeted the most.

30M

SMBs in the U.S.

1M

fit our target
customer base

TECH CAPABILITY, BUT NO CYBER TEAM
HANDLES SENSITIVE INFORMATION
FACING COMPLIANCE REQUIREMENTS

We are capitalizing on a paradigm shift in cybersecurity.

Our partners are facing regulatory pressure and are required to act in order to stay in business.



We scale our expert supply in sync with growing demand.

500

pros on our
wait list today.

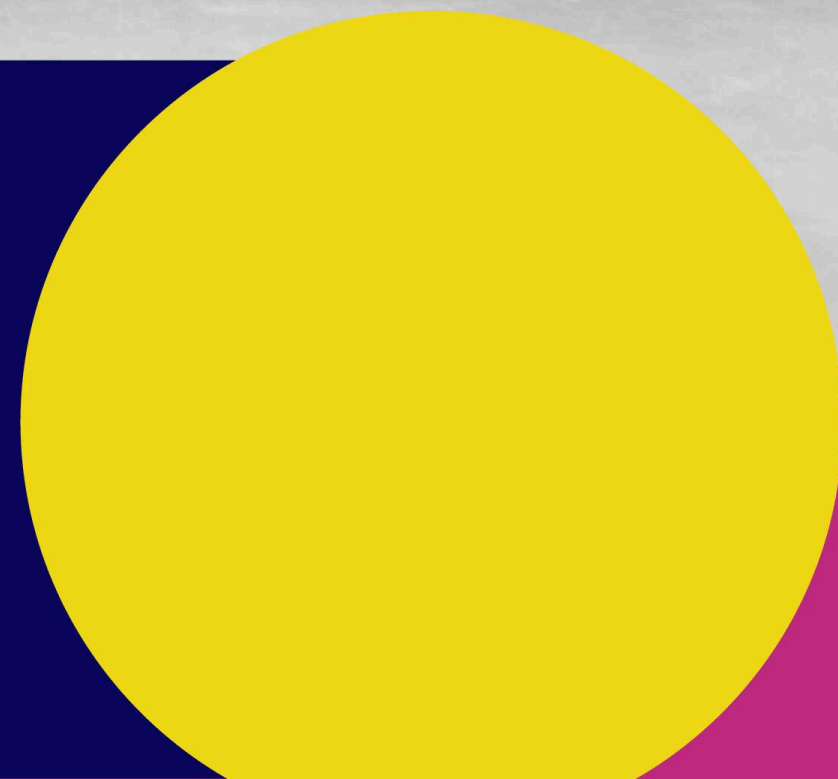
600,000+

pros in prospective
partner channels.



Social impact is in our DNA.


We're building a diverse global talent pipeline and removing barriers to entry for underrepresented groups.





\$25

**COST TO ACQUIRE
A CUSTOMER**



\$1k-10k

**ANNUAL VALUE OF
A CUSTOMER**

**This strategy enables
outsized returns.**

**MVP/Pre-
revenue engine:**

**We've done
\$180k in projects
with 100%
satisfaction.**



The industry is paying attention.



women2.0

MOMENTUM 2020
INDUSTRY DISRUPTER
AWARD FINALIST



SHEEO

Our team has security on lock.

LEADERSHIP TEAM



Dr. Christine Izuakor
Founder and CEO

- First African American woman to earn PhD in Security Engineering
- Decade of Fortune 100 cybersecurity experience
- Internationally certified and awarded technology professional

EXPERT ADVISORS & MENTORS



EMILY HEATH
Chief Trust and Security
Officer at DocuSign



NATHALIE NUNES
C-level HR executive with
Fortune 100 expertise
building diverse global talent
pipelines



MARK PAULY
Financial strategy and key
connector

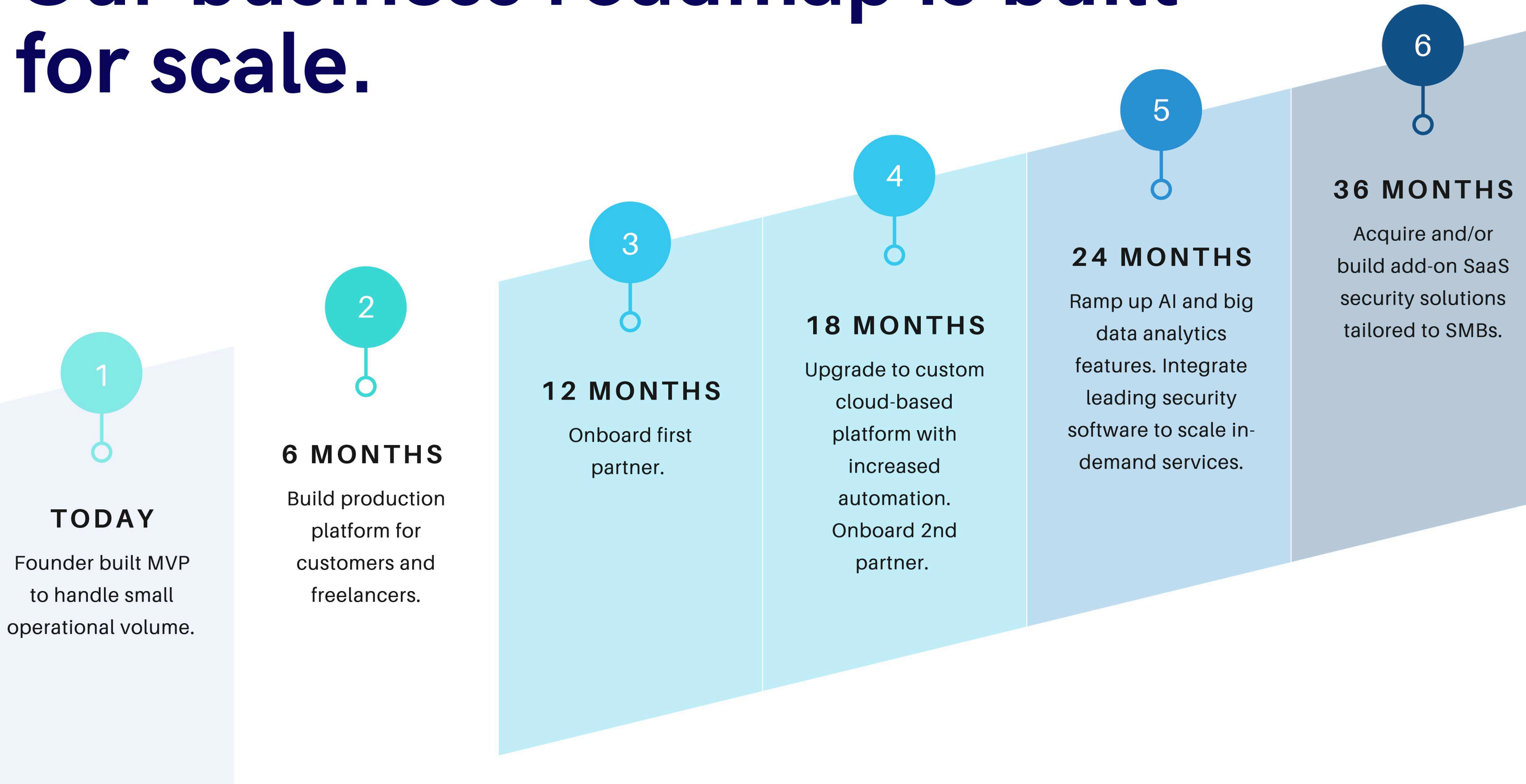


MICHAEL BURDICK
Marketplace founder and
expert with \$43M raised



MATT PULLEY
2x startup CTO with
successful exit

Our business roadmap is built for scale.



Do you want
to be first to
market for
this
paradigm
shift?

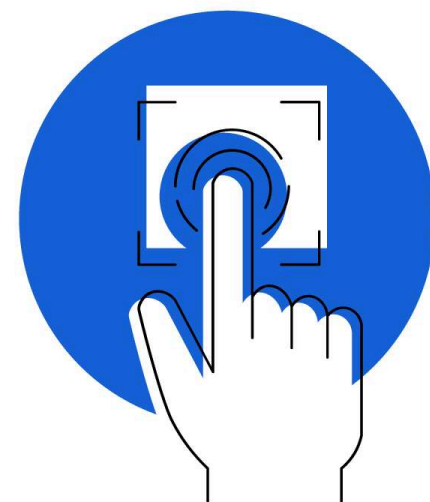
We're raising **\$2M** to onboard our first partner.




Build and launch
production platform.



Grow core team.



Recruit, vet, and onboard
the best freelancers.



**Let's secure the world,
one pop-up project at a time.**

SOCIAL MEDIA

@cyberpopupshop

EMAIL

christine@cyberpopup.com

MAIN OFFICE

1871 Chicago



APPENDIX

We've seen this model work in HR, Finance, Legal, and more.

FOUNDER IS CYBER
POP-UP MENTOR



Founded in 2016

Annual Revenue
\$10M-\$50M

\$33M Funding Raised
(\$3M Seed 2016)

Bambee is a platform that gives access to small and medium-sized businesses to hire an HR Manager.



Founded in 2015

Annual Revenue
\$10M-\$50M

\$43M Funding Raised
(\$5M Seed in 2018)

Paro is an AI-backed marketplace for financial services.



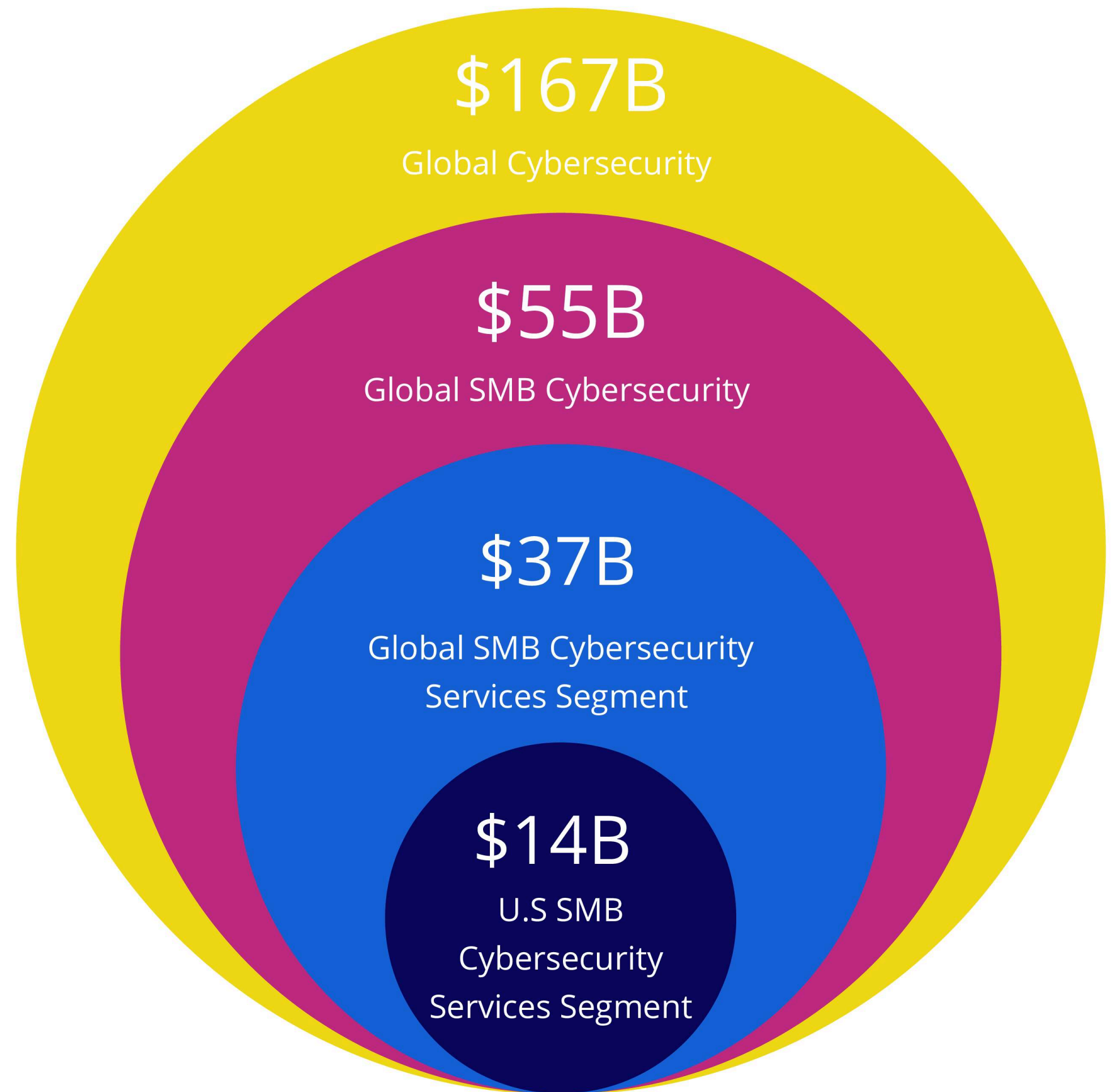
Founded in 1999

Annual Revenue
\$471M

\$811M Funding Raised
(\$7B valuation at IPO)

LegalZoom is an on-demand alternative to the traditional law firm.

**SMB cybersecurity
spend will hit \$84B
by 2028.**
(11% CAGR)



Source: Grandview Research

90%+ cyber solutions focus on large enterprises,
yet 33% of spend comes from SMBs.