



EIS / SEIS Approved

ANIMA PEOPLE

Security is OUR Business

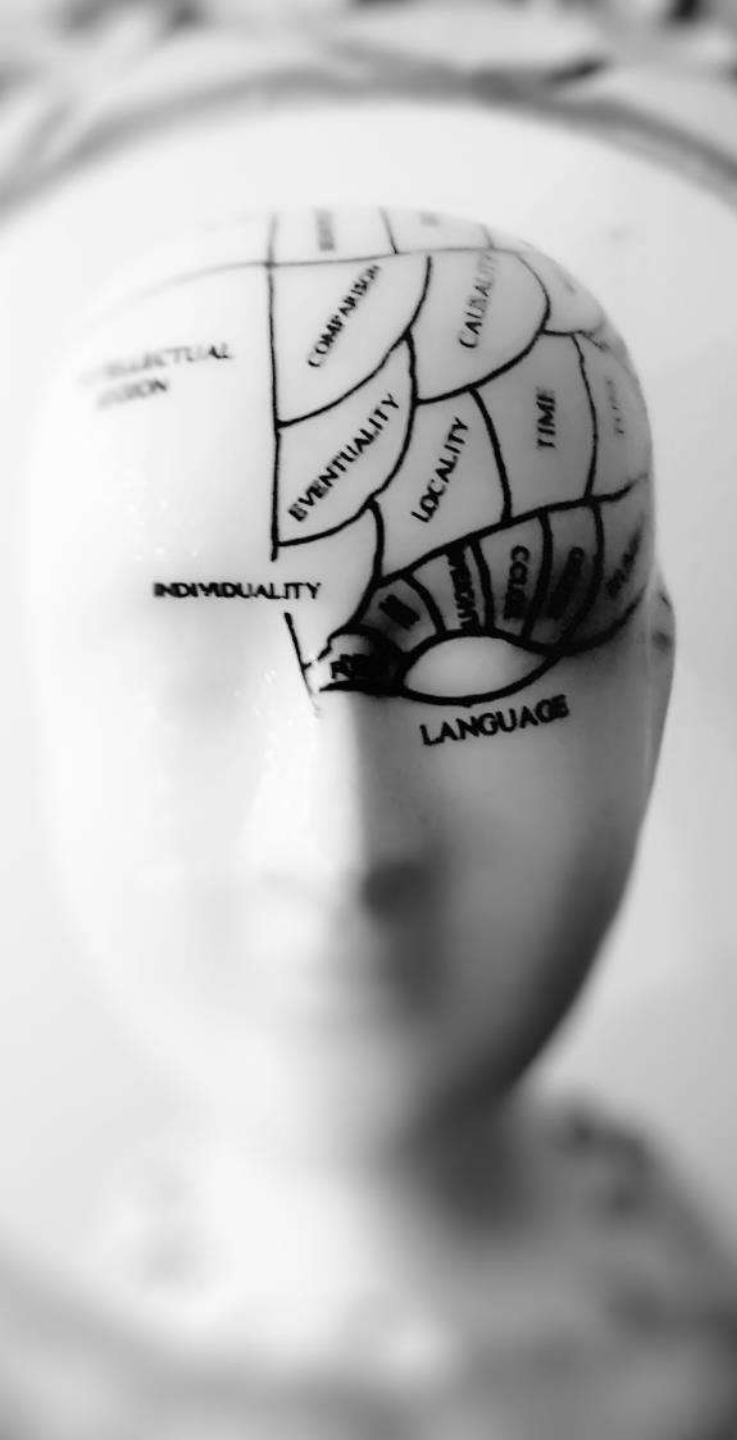


THE PROBLEM

Understanding people's motivation towards security.

- Human behaviour is responsible for **85%** of all cybersecurity incidents
- The cost per insider threat to organisations in **2022** was on average **€15.38 million** (Gartner, 2022)
- Security teams don't have access to sufficient human factors data to understand their people nor their cyber preparedness in the face of increasing threat.
- Security teams don't have predictive and preventative data and rely on phishing simulations and generic awareness training which doesn't offer actionable data.

People can be your best asset, but also pose your biggest threat to security.



THE SOLUTION: PSYCSEC

Preventing cybersecurity incidents by leveraging our cutting-edge psychometrics to identify and manage human risk factors

- B2B Human Factors Assessment Platform offering subscriptions paid per user.
- Facilitating access to a suite of metrics that offer a holistic approach to cybersecurity using AI, with preventative and predictive insights and associated measures.
- Objectively evaluates psychological factors such as motivation towards security as well as values that may or may not exist in creating the security promoters or detractors of tomorrow.
- Security by Design with employees at its core.

PSYCSEC

The human-centred assessment platform

The screenshot displays the PSYCSEC Psychometrics dashboard. At the top, a purple navigation bar contains the PSYCSEC logo, the word "Psychometrics", and buttons for "Help", "Notifications", and a user profile. The main content area is divided into three columns. The left column is a sidebar with navigation options: Overview, Psychometrics (selected), Reports, Actions, Account (Profile, Team, Apps, Support, Settings), and Account (Discover, Trash, Archives). The middle column, titled "All Psychometrics", includes a search bar, "Create folder" and "New Psychometric" buttons, and a "Folders" section with "Trash" and "Archives" icons. Below this is a "Psychometrics" section with tabs for "All Psychometrics" (selected), "Live Psychometrics", and "Completed Psychometrics", showing a total of 6 psychometrics. Three assessment cards are visible, each for "Security Champion Suitability Assessment" with a due date of Jan 20, 2023. The first card is "Completed" (100% progress), the second is "In Progress" (84% progress), and the third is "Paused" (45% progress). Each card shows 4/6 submissions and a cost of 10. The right column contains "Notifications" and "Activities" sections. A "Here to help" callout bubble is positioned over the bottom right of the dashboard.

Overview
Psychometrics
Reports
Actions

Account
Profile
Team
Apps
Support
Settings

Account
Discover
Trash
Archives

Turn on push notifications to know when your survey has been viewed and interacted with
Allow push notifications
Dismiss

All Psychometrics

View and manage all your psychometrics in one place.

Create folder New Psychometric

Search Filter Export

Folders

Trash Archives

Psychometrics

All Psychometrics Live Psychometrics Completed Psychometrics 6 Psychometrics

Security Champion Suitability Assessment Due Date: Jan 20, 2023
4/6 Submissions 100% Completed

Security Champion Suitability Assessment Due Date: Jan 20, 2023
4/6 Submissions 84% In Progress

Security Champion Suitability Assessment Due Date: Jan 20, 2023
4/6 Submissions 45% Paused

Notifications

- You have a request that nee... Just now
- New user registered 59 minutes ago
- You have a request that nee... 12 hours ago
- Andi Lane added you to team Today, 11:59 AM

Activities

- Isaac Turner Just now In Progress
- Stephanie Palmer 59 minutes ago Completed
- Phillip Martins 12 hours ago Completed
- Phillip Martins Today, 11:59 AM Pending
- Sam Lee Feb 2, 2023 Pending
- Mohammed Abu Feb 2, 2023 Pending
- Amanda Su Feb 2, 2023 Completed
- Joe Joe Feb 2, 2023 In Progress
- Phillip Martins Feb 2, 2023 In Progress
- Phillip Martins Feb 2, 2023 In Progress

Here to help

PSYCSEC

The human-centred assessment platform

The screenshot shows the PSYCSEC user interface. At the top, there is a navigation bar with 'Home', 'Surveys', 'Evaluations', and 'Learning'. On the right, there are links for 'My profile' and 'sign out'. A large blue notification box on the left says 'Hello Nadine, you have an urgent survey to complete' and 'Security Champion Suitability Assessment' with a deadline of 'Aug 11, 2023'. A 'Begin survey' button is below. To the right, a 'Points' section shows 159 points and five stars. Below that, a 'Safety Graph' section displays a radar chart with six axes: Ransomware attacks, Spoofing, Identity theft, Spamming, Phishing attacks, and Business email compromise. A 'see my evaluation' button is at the bottom right. The bottom of the page has links for 'Help', 'Privacy policy', and 'Terms & conditions'.

PSYCSEC Home Surveys Evaluations Learning

My profile sign out

Hello Nadine,
you have an urgent survey to complete

Security Champion Suitability Assessment
Deadline: Aug 11, 2023

Begin survey

Points 159

Spooing 81% Ransom ware attacks 11%

Spooing - Spoofing 78%

identity theft 51% spamming 28%

Safety Graph

see my evaluation

Help Privacy policy Terms & conditions

VALUE PROPOSITION

Understanding people's motivation towards security.

Comprehensive risk identification
and reduction

Gold standard compliance and
regulatory requirements

Proactive risk mitigation

Enhanced organizational culture &
Resilience

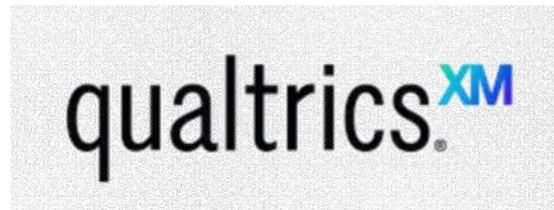
Improved incident response and
recovery

Cost savings - less training and more
insights...intelligence first

Prevention of counterproductive security behaviour

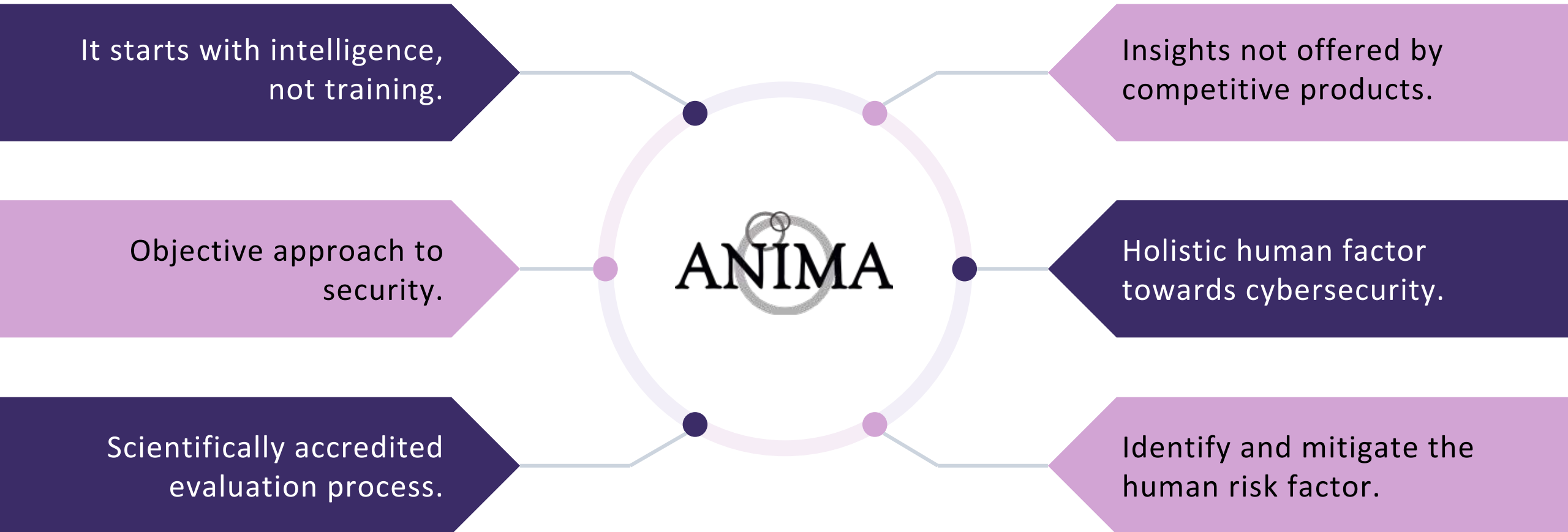
COMPETITION

There are several well-established companies offering cybersecurity solutions.



HOW ARE WE DIFFERENT?

Competitors claim to be providing human risk management, but we evaluate the motivational drivers.



Preventative and predictive insights not offered by competitive products.

CUSTOMERS

We have several prospects who have provided signed letters of intent.



LLOYDS BANK

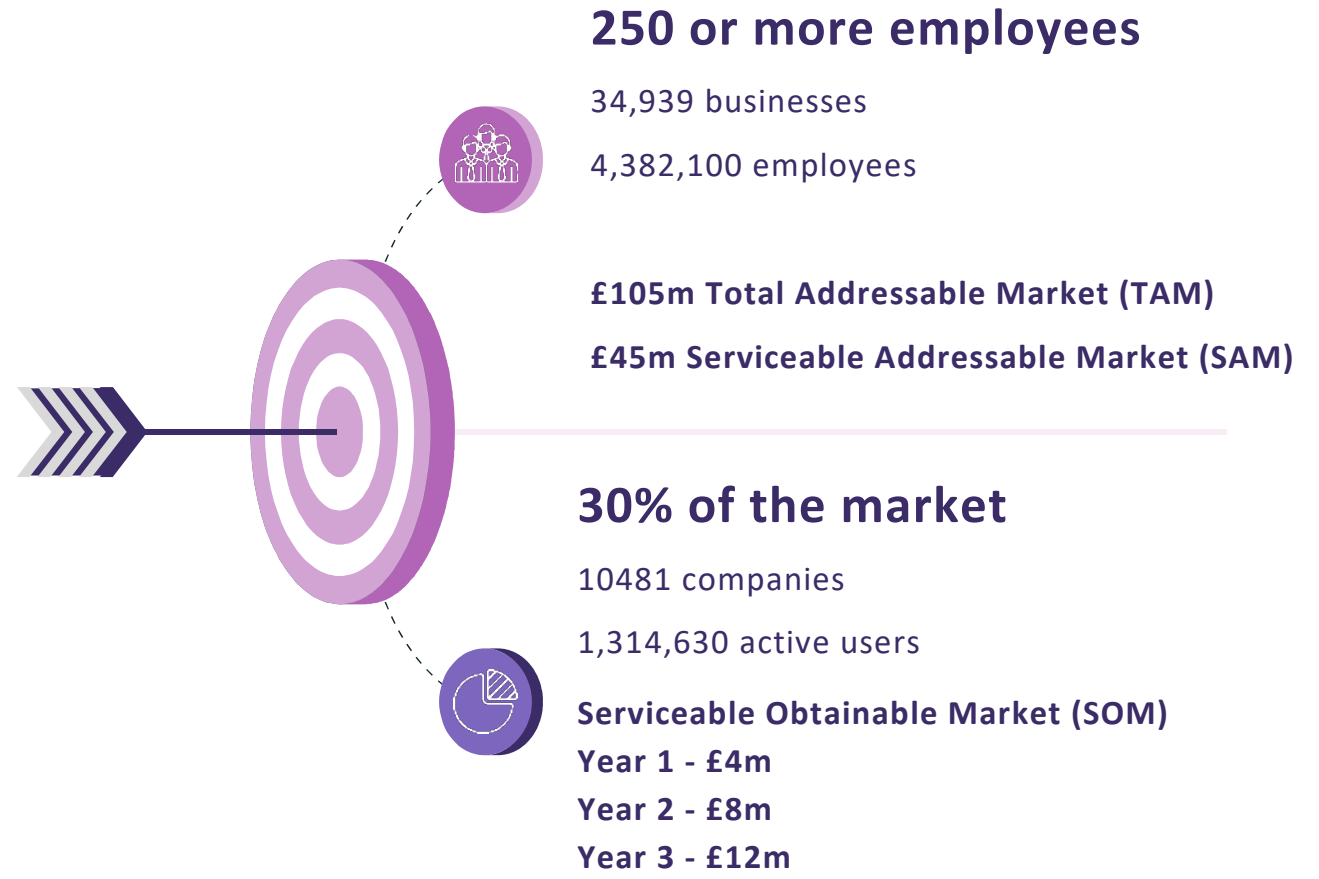


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MARKET

CISOs, CTOs and CIOs of risk-averse financial and insurance sector organisations in the UK and Europe between 250 and 10,000 employees.





PRICING MODEL

Subscription based on number of employees

Number of Employees	Price £
Per 1,000 employees	€20,000 per/year
Per 10,000 employees	€200,000 per/year
Our current organisations in CRM system has in excess of 100,000 employees	Opportunity to receive €2,000,000 per/year



INVESTMENT SOUGHT

- Valuation €2,000,000
- Looking to raise €250K
- In exchange for 10-15% of the company
- Next funding round: 1st October – 31st December 2023

THE A-TEAM



Nadine Michaelides

Founder
Cyber Psychologist,
Speaker and CEO



Amana Imthiyaz

Behavioural Scientist



Peter Ferrigno

CFO



Daniel Ingle

COO

Nadine M is a Security and Crime Psychologist who has worked with security services, the police and prison service in the UK, as well as the European Union of Cybersecurity (ENISA) in Europe and is currently doing research into human factors interventions for cybersecurity at University College London (UCL).

She has had many years' training and experience in psychological metrics and interviewing techniques, designed to explore and evaluate both individual factors and groups in the prevention of crime. She has a background in communications and stakeholder engagement surrounding technology, and expertise in behaviour change methodologies and measurement, which provides an excellent foundation to support organisations globally to be more secure by utilising their best assets: their people.

Amana holds an MSc in Work Psychology from Loughborough University, where she developed her skills in data analysis and research methodologies. With a deep interest in technology and its impact on cybersecurity, she offers valuable insights to enhance security practices. Her passion for innovation drives her to collaborate with the team in developing effective and cutting-edge security measures.

As a Chartered Tax Adviser and Chartered Accountant, Peter is the Chief Financial Officer at Anima People, where he manages the company's finances, and supports in the contractual structuring of the company's engagements.

A former Big 4 Partner, he brings with him extensive experience in cross-border tax arrangements, including working in several countries in Europe, and running tax compliance programmes across the world. He has also worked in several PE / VC owned or backed companies in Chief of Staff / COO / CFO roles at Board level and worked with several start-ups in early-stage growth.

Dan is the Chief Operating Officer at Anima People and brings with him experience as a strongly self-motivated multilingual manager, combining a wide experience of technical, industrial process and commercial skills, as well as excellent knowledge of European and North-American Business culture.

His experience in the global aper industry evolved into a talent in bridging culture gaps between European and American sales/marketing organisation's. Dan has a keen desire to shape new, productive customer

THE PSYCSEC STRATEGIC ADVISORY BOARD (PSAB)



Nadine Michaelides

Founder
Cyber Psychologist,
Speaker and CEO

Nadine M is a Security and Crime Psychologist who has worked with security services, the police and prison service in the UK, as well as the European Union of Cybersecurity (ENISA) in Europe and is currently doing research into human factors interventions for cybersecurity at University College London (UCL).

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Philip Winstanley

Amazon AWS

A proven and successful senior security specialist with extensive technical and digital transformation experience, combined with a thorough understanding of technology. Philip has developed an extensive skill set across DevOps, AppSec and SecOps in addition to a strong network of contacts at a senior level across the security and development space, as well as more broadly across the industry.



Petter Larsson

GreatIT, Sweden

He is a seasoned advisor, who is passionate and open-minded. With a demonstrated history of coaching and leadership within the national and international risk, information security, cyber and intelligence industry, he is an experienced trusted advisor and has been in active service for Swedish government agencies for the past 20 years.



**Marianne Rilde
Björkman**

MSB Swedish
Contingencies Agency

Marianne has been working at MSB the Swedish Contingencies Agency designing and implementing cybersecurity awareness campaigns for five years and recently was selected as a runner-up for the most notable spokesperson in cybersecurity in Sweden. Her expertise is to combine information security and quality into a success factor. And to attract people's commitment, drive and desire to create success.

THE PSYCSEC STRATEGIC ADVISORY BOARD (PSAB)



Dr Ingolf Becker
Academic Advisor

Dr Ingolf Becker is a Lecturer in Security and Crime Science in the Department of Security and Crime Science at University College London. He was a part of UCL's Academic Centre of Excellence in Cyber-Security Research (ACE-CSR) and a Principal Investigator at the Research Institute in Socio-Technical Security (RISCS). He currently leads UCL's part of the 3-year ESRC project protecting public-facing professionals and their dependents online (3PO).



Paul Leach
Head of Human Factors
at Rail Safety &
Standards Board, UK

A Human Factors Specialist with Chartered Occupational Psychologist status.

His expertise covers a full range of human factors topics including human factors analysis, human factors integration, safety management, safety culture, technical and non-technical skills training, behavioural and organisational change, leadership, management development, supervision, procedural compliance, emergency response, accident and incident investigation and competence management and assessment.



Hello@animapeople.com

Thank you.

