

Solution Overview

Participating in a **Anti-Phishing Solution Marketplace to Facilitate Scaling**

2025



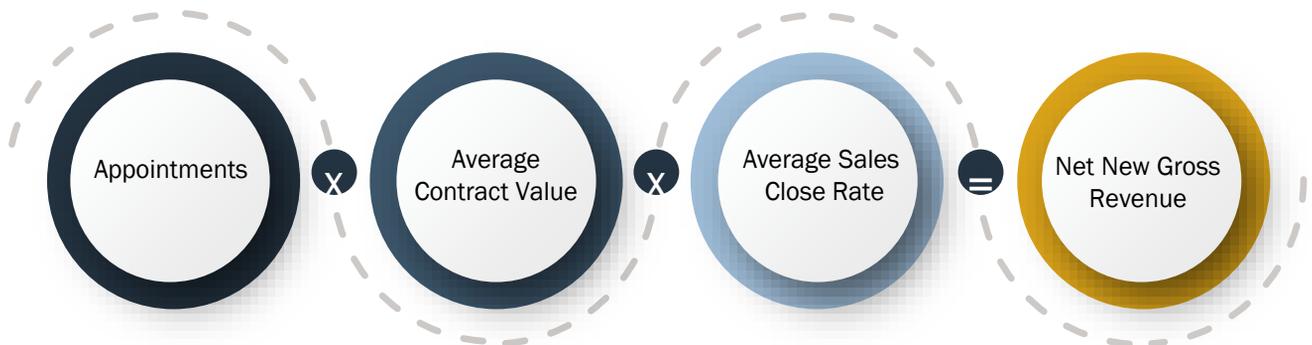
ProspectIQ,ai Anti-Phishing Solution Overview

Introduction

ProspectIQ has a long history of working with institutional backed and private cyber security companies. In short, we use AI to help companies develop prospect marketplaces where they can interact with their best prospects and book appointments at scale.

Its All About the Appointments

When generating revenue, your average contract value and sales close rate is relatively fixed by the market. You have much greater control over the number of appointments you perform. As such, growth is largely dependent on appointment performance. Its actually a simple concept, the more appointments you perform, the more your sales will grow!



The Problem

You have built a great cyber-security product or solution.

But getting it into the hands of customers is fraught with problems and can be outrageously expensive with the average **PERFORMED APPOINTMENT COSTING OVER \$3000** no matter which demand generation approach is used.

Lack of demand generation is the reason most companies flirt with failure or limp along never returning the expected ROI.



ProspectIQ.ai Cyber-Security Solution Overview

Our Solution

ProspectIQ.ai has used AI to build a marketplace where anti-phishing solution providers can identify, interact and book appointments with established cyber-security buyers at scale. Current participants in this marketplace regularly book 100+ appointments a month when prospecting with this tool.

Our Three Step Process to Build a Marketplace

1

First, we have created a cyber-security data universe filled with hundreds of thousands of cyber-security buyers that might be interested in your solution.

2

Second, we use our AI engine to identify the companies in that universe that tightly match your ideal customer profile AND are most likely to pick up their phone, learn about your solution and then book an appointment. Our anti-phishing solution marketplace has over 4000 available appointment with buyers of your solution.

3

Third, once activated, this marketplace will allow you to generate as many appointments as you need to meet your sales forecasts. Using outbound callers and advanced AI, we can deliver the exact number of appointments you need, whether it is 20 a month or 200 a month. To date we have generated over 1000 appointments for your competitors.

Performance Pricing

The best part about our solution is that we offer almost 100% performance based pricing. Not only do we only charge for performed appointments rather than booked, we are significantly less expensive than competing solutions simply because we use AI to book appointments at scale within this defined marketplace.