ProspectIQ.ai
Prospect Conversion Platform

Solution Overview

Cyber-Security Prospect Marketplace
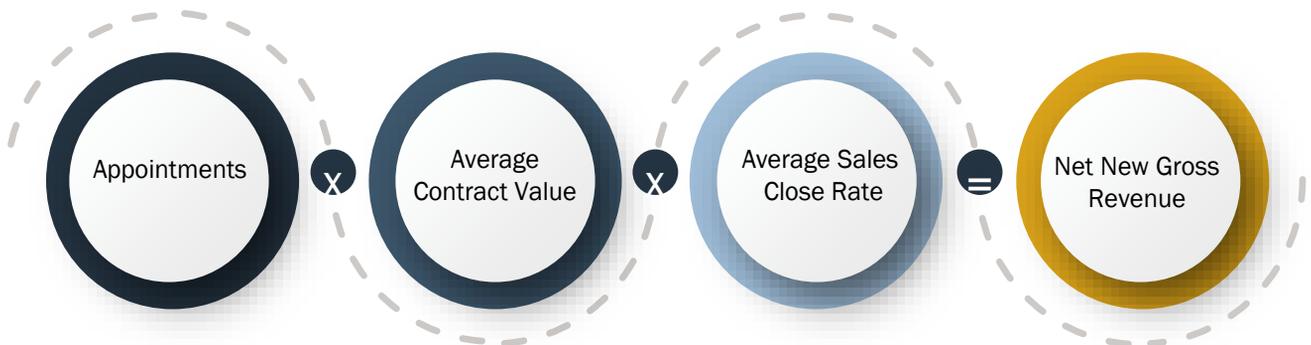
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2025

ProspectIQ.ai Cyber-Security Marketplace

Introduction

ProspectIQ employs AI to help companies develop marketplaces where they can interact with their best prospects and book appointments at scale with cyber-security buyers.

Its All About the Appointments

When trying to scale your cyber-security company, price and sales close rate are relatively fixed. You have much greater control over the number of appointments you perform. As such, it is critical to perform as many appointments as possible with sales qualified cyber-security buyers.   The number of appointments is directly correlated to the number of sales that you will make!

$$\text{Appointments} \times \text{Average Contract Value} \times \text{Average Sales Close Rate} = \text{Net New Gross Revenue}$$

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. See our white paper – Cost of Scaling.

ProspectIQ,ai Cyber-Security Marketplace

Our Solution

ProspectIQ.ai uses AI to help cyber-security companies establish bespoke marketplaces where companies can identify, interact and book appointments with established cyber-security buyers that match their exact ICP. It is not unusual for our portfolio companies to book 100+ appointments a month when prospecting within one of our established cyber-security marketplaces.

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. We can also provide strong buying signals so the leads become sales qualified opportunities. This becomes your bespoke cyber-security marketplace for you to prospect within.

3 Third, once your bespoke cyber-security marketplace is established, we activate it to generate appointments. Using outbound callers and advanced AI, we can deliver you as many appointments as you need, whether it is 20 a month or 200 a month.

Performance Pricing

The best part about our solution is that we offer almost 100% performance based pricing. We only charge for performed appointments rather than booked. Moreover, we are significantly less expensive than competing solutions simply because we use AI to book appointments at scale within your cyber-security marketplace.