

THE UNCOMFORTABLY GOOD BRIEF.

A few of the questions we actually ask
cybersecurity founders before we touch a pitch,
a positioning document or a website.

Answer them on your own. You might *discover something*
about your own company before we even meet.

QUESTIONS

01 Which cybersecurity buzzword would you personally like to ban?

02 What do your competitors all say that makes you roll your eyes?

03 What is the most important thing about your product that investors keep misunderstanding?

04 What inconvenient truth about your market do you believe that most people still disagree with?

05 If your company walked into a party, what would make somebody want to talk to it?

06 What would you be embarrassed for your customers to believe about you?

07 What claim on your website can you actually prove? Which one might you struggle to defend?

TASTE PROMPTS

08 What book, film, brand or person feels surprisingly like the way your company thinks?

09 Which of these sounds nothing like you?

a “Empowering organisations with next-generation AI-driven security solutions.”

☐ More like us ☐ Not us ☐ Interesting

b “Find the internet-facing assets you forgot you had, before someone else does.”

☐ More like us ☐ Not us ☐ Interesting

c “Attackers do not read your roadmap.”

☐ More like us ☐ Not us ☐ Interesting

**THESE QUESTIONS ARE THE BEGINNING.
THE INTERESTING BIT IS WHAT WE ASK
AFTER YOU ANSWER.**

A questionnaire is not the treatment. The questions open the door.
The people interpreting your answers *change the outcome*.

Show us your mess when you're ready.