**Roland Atoui - CEO & Founder | Red Alert Labs**
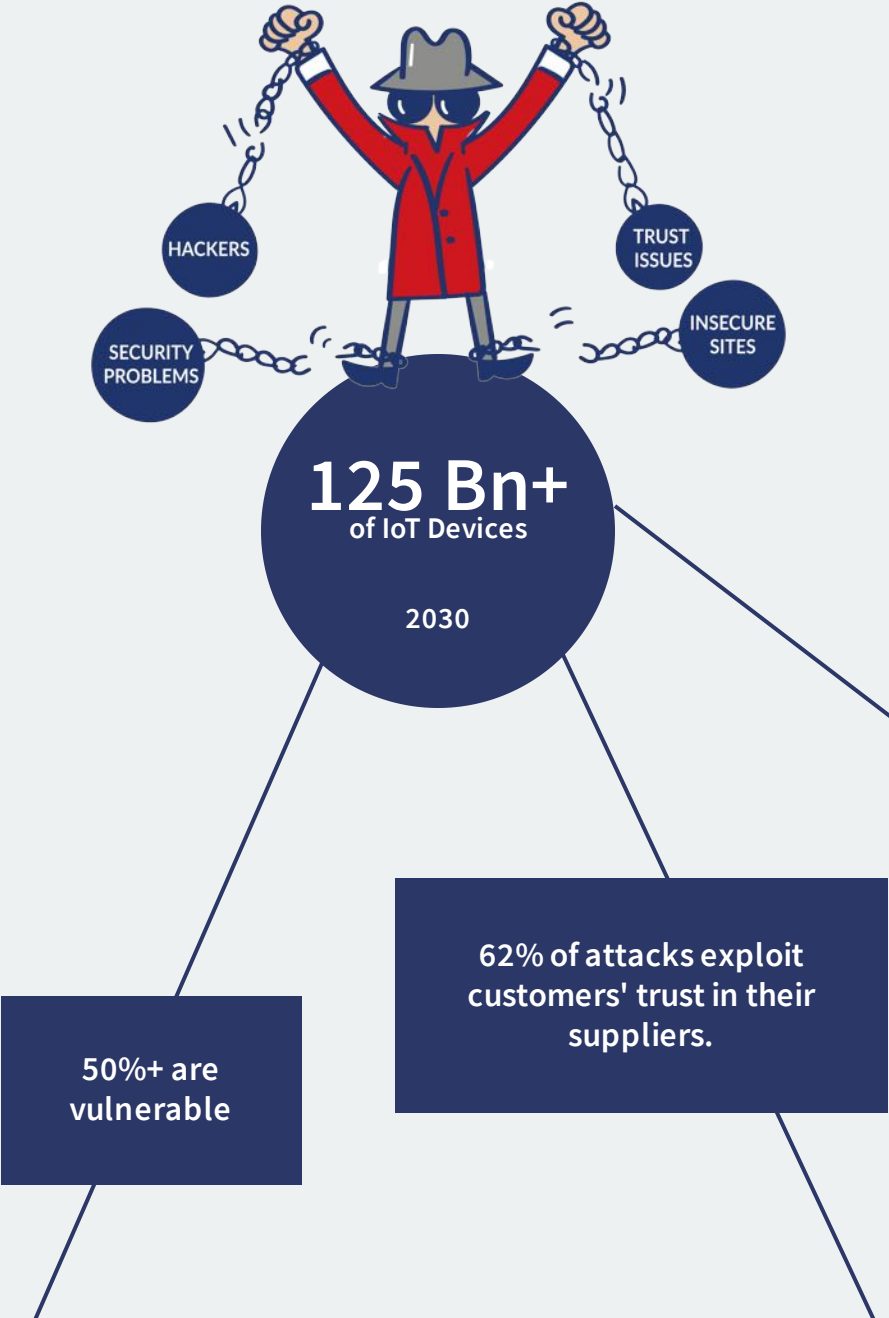
# MISSION

## Bringing Trust to the Internet of Things

### Reducing Risks...

*"Red Alert Labs will become the global reference for cybersecurity assessment and certification of connected products."*

RED ALERT LABS
IoT Security

# Challenges



**125 Bn+**
of IoT Devices

2030

> **Supply Chain attacks such as Solarwinds worry me, because I don't see at this point how we can protect ourselves from it. Even for a company that strictly follows all the recommendations of the ANSSI - and that doesn't exist - it will remain very complicated.**

Guillaume Poupard,
ANSSI CEO, 2022

> **The lack of transparency and the inability to conduct audits (expertise, time, costs) lead to a serious a serious risk for trust within the supply chain .**

Supply Chain
report, ENISA 2021

**50%+ are vulnerable**

**62% of attacks exploit customers' trust in their suppliers.**

**complexity of managing cybersecurity levels over time**

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# The **Solution**

the **Yuka** for Cybersecurity of Connected Products !

**CYBERPASS**
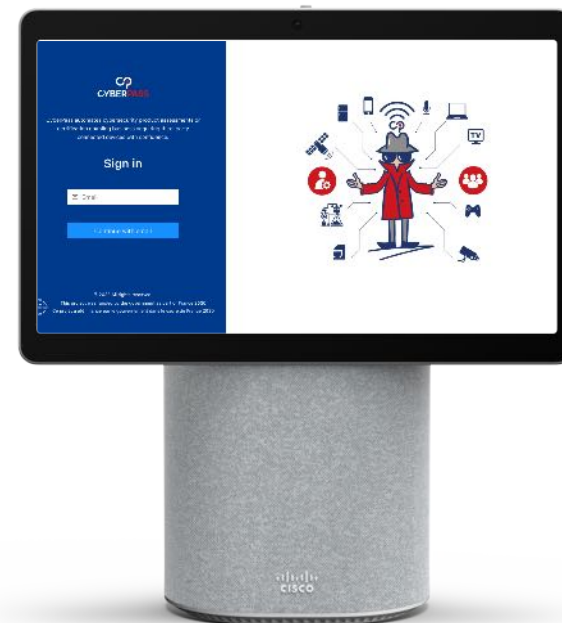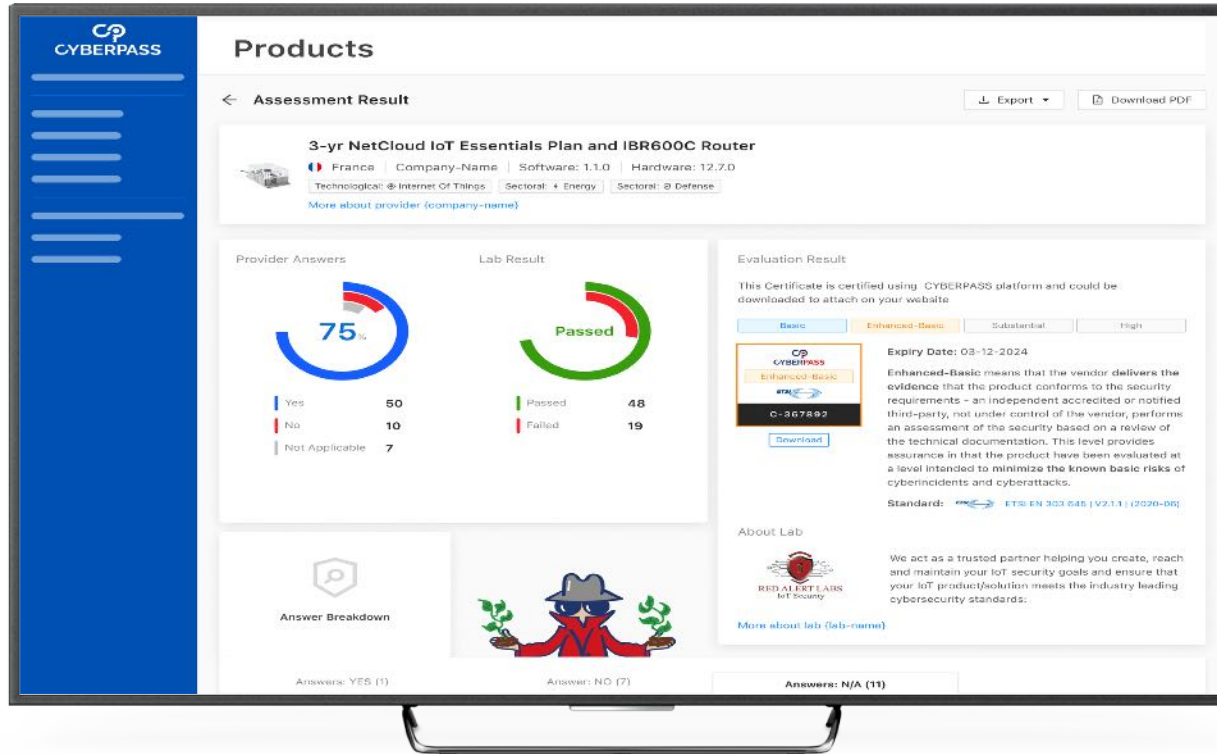TRUST YOUR CONNECTED PRODUCTS

provides enterprises with a cost-effective and scalable solution to assess and manage the level of cybersecurity of their connected products provided by third-party suppliers.
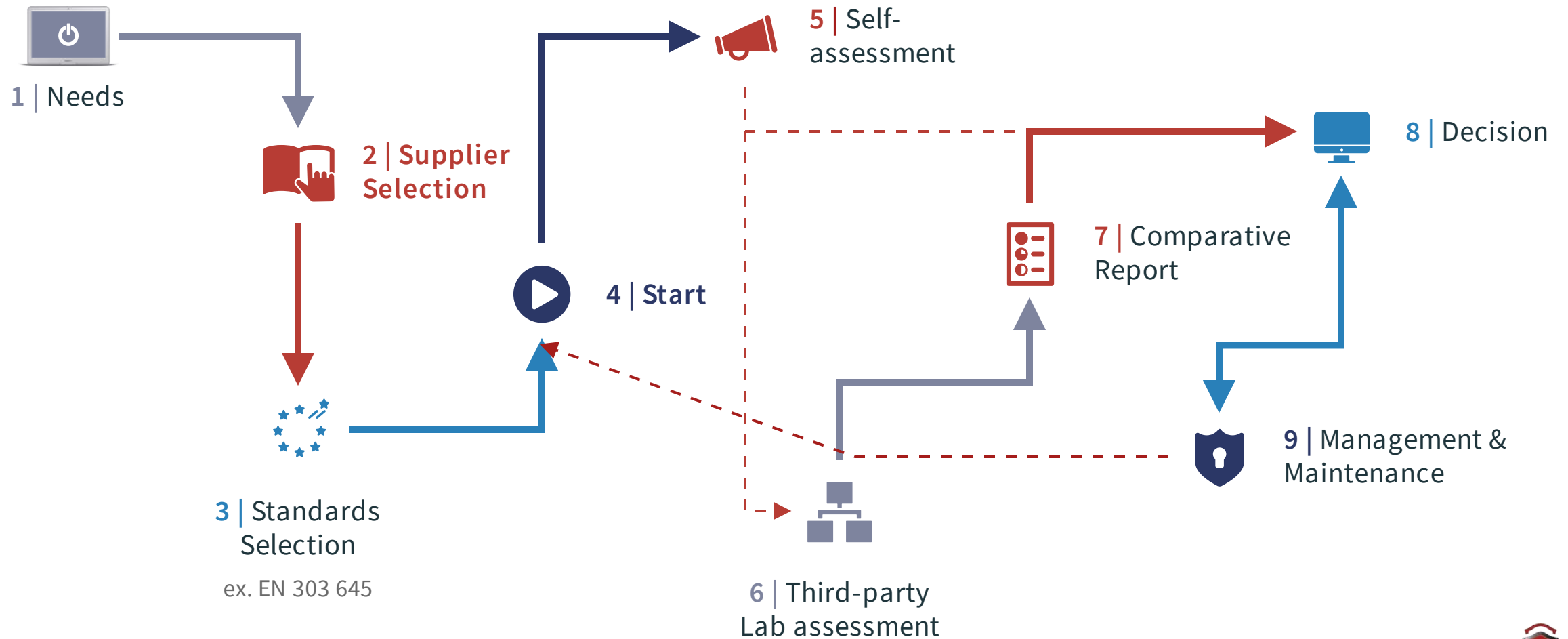
# What Benefits !?



- ✔ **Cost-effective & Scalable**

- ✔ **Intuitive & User-Friendly**

- ✔ **Speed & Efficiency**

- ✔ **Engagement & Trust**

- ✔ **Labelling & Certification**

# How it works ?



1 | Needs

2 | Supplier Selection

3 | Standards Selection

ex. EN 303 645

4 | Start

5 | Self-assessment

6 | Third-party Lab assessment

7 | Comparative Report

8 | Decision

9 | Management & Maintenance

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# Making Impacts...

Economical | Societal | Environmental

Creating opportunities for Lebanese manpower based in **Lebanon** (both Developers and Cybersecurity service providers)

Promoting cyber assessments in a quantifiable, transparent and recognized way throughout the EU and Internationally (trusted accredited labs)

Pooling of French, European and International standards

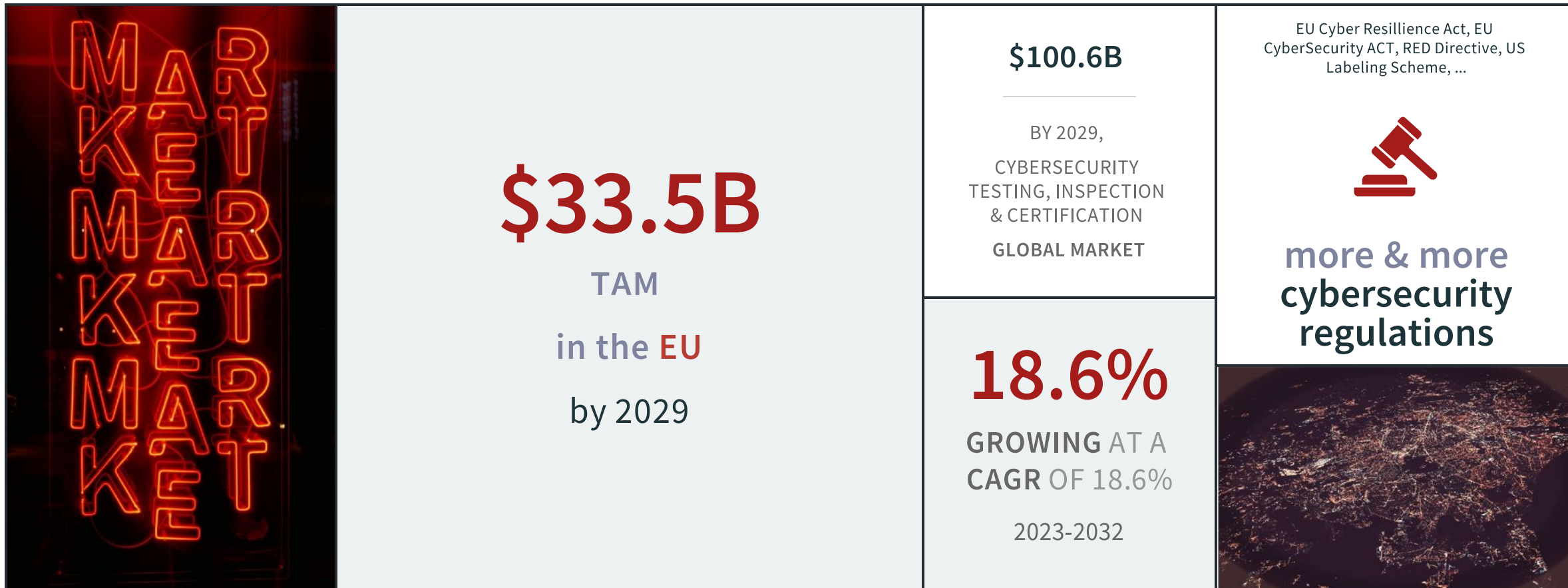Improving collective resilience in cybersecurity

Building an ecosystem of trust | Accelerated adoption of connected technologies

Reduction of the risk of cyber attacks on critical sectors (e.g. health)

Strengthening the sharing of expertise among security assessment and certification experts

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**$33.5B**

TAM

in the EU

by 2029

**$100.6B**

BY 2029,

CYBERSECURITY
TESTING, INSPECTION
& CERTIFICATION

**GLOBAL MARKET**

**18.6%**

GROWING AT A
CAGR OF 18.6%

2023-2032

EU Cyber Resillience Act, EU
CyberSecurity ACT, RED Directive, US
Labeling Scheme, ...

**more & more
cybersecurity
regulations**

Global Cyber Security Testing, Inspection and Certification Market Size, Industry Analysis By Segmentations, Top Key Players, Trends, Future Development & Forecast 2023-2032
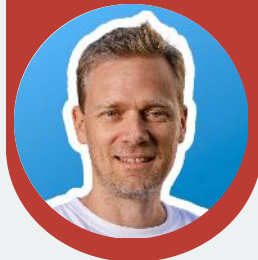
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CEO & Founder
RED ALERT LABS

EDHEC: Executive MBA
+ Bordeaux 1: Master
en Ingénierie des
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Cybersécurité et
Gouvernance des
Systèmes
d'Information

**Ali Khalil,**
Product Manager
RED ALERT LABS

USEK:
BA in Multimedia,
15+ years experience
in global
project/product
management

**RED,**
CyberPass Mascot

Cybersecurity Geeks

@ your service...

**RED ALERT LABS**
IoT Security

**Managing Team**

A dedicated team
covering all
spectrums to carry
out the project.

**100%**

**Owners of the company**

# in numbers...

**50+**
**Satisfied Customers**
(covering France, Europe, North America and Asia - Time, Cost and Efficiency...)

**180+**
**Successful Projects**
(Through simplified traceability and automation, making the process quick, easy and error-free...)

**10+**
**Accreditations, Recognitions, Awards** (EU and Internatinonally)

**20+**
**Standard Organisations**
(WGs chairing, founders, contributions,...)
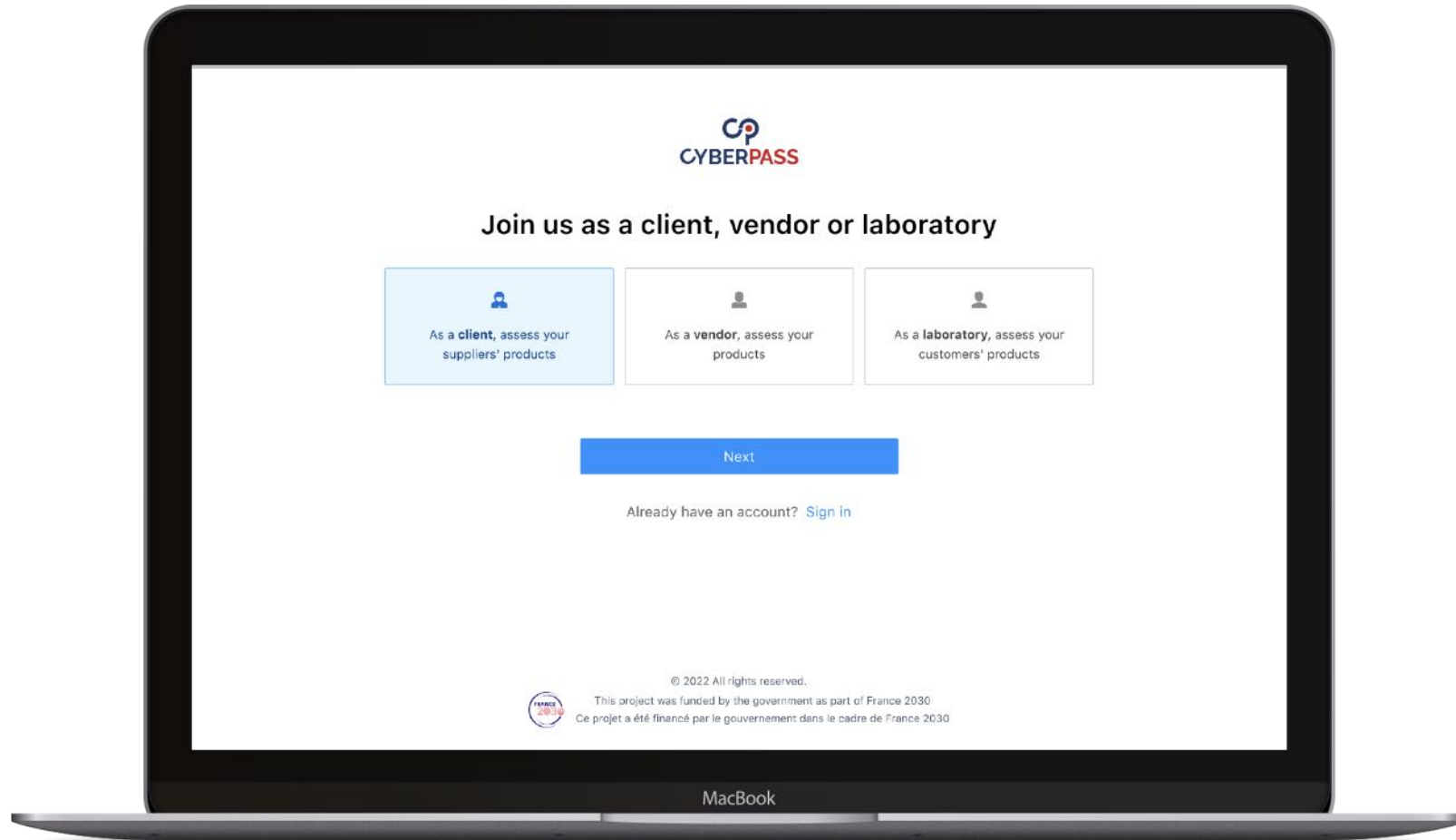
**6+**
**Governments** related projects

**7+**
**R&D EU Collaborative Projects** (contributions and leaderships)

**350+**
**Products Secured**
(conformity assessed, pentested, certified,...)

# Curious to know a little more? Join us...



https://www.cyber-pass.eu

# Merci

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# QUESTIONS ?