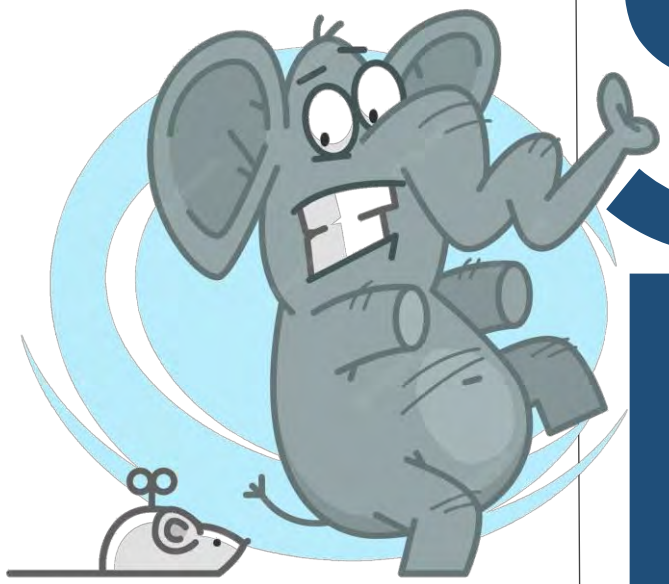
@REGHARNISH



SIZE MATTERS

WHY CYBERSECURITY FAILS FOR 99.7% OF US

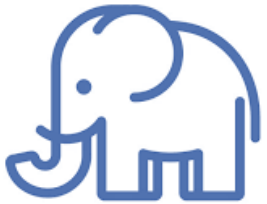
MINE IS BIGGER THAN YOURS!!

FUTURE
CEO

THE BIRTH OF CYBERSECURITY

THE EVOLUTION OF FRAMEWORKS

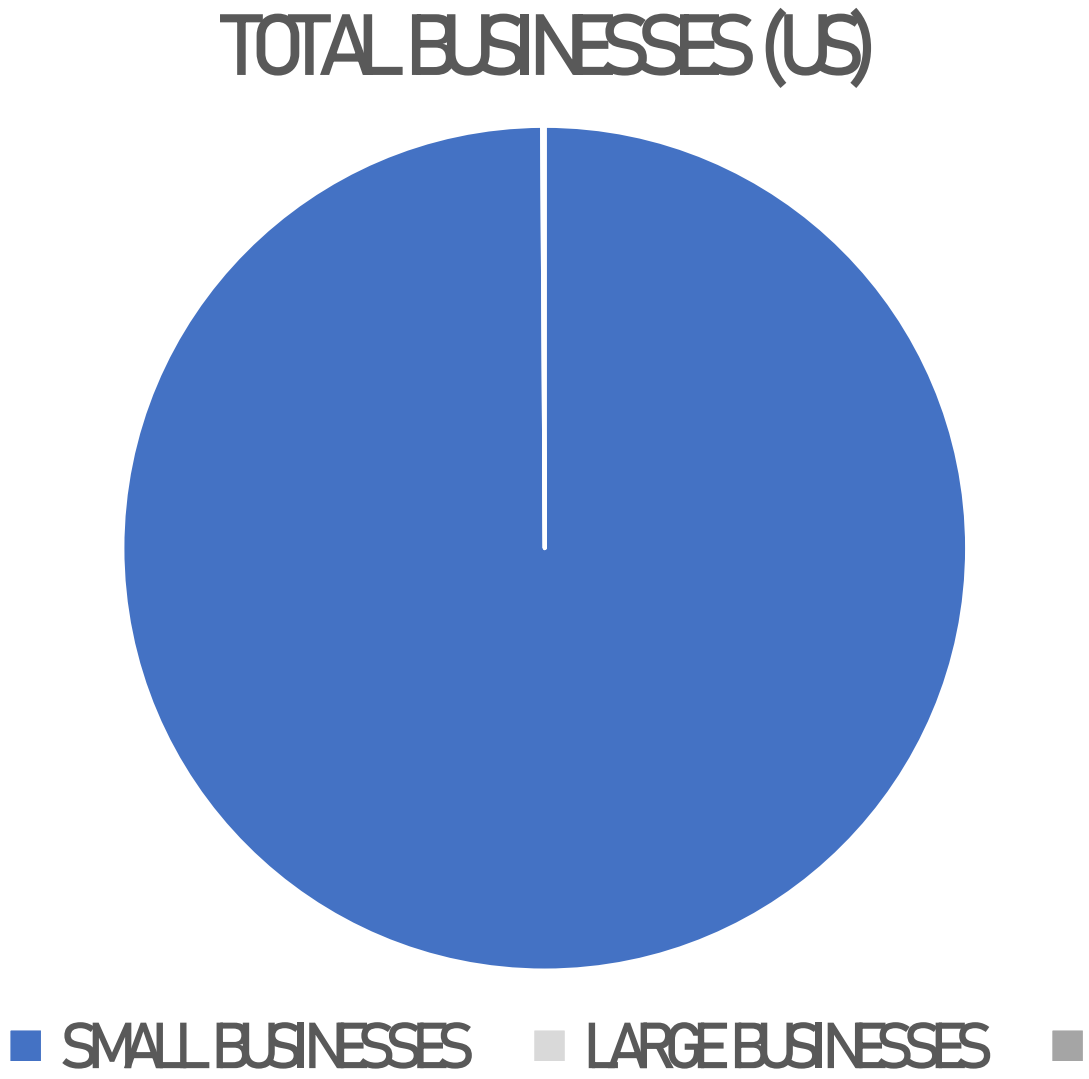
THE ELEPHANT IN THE ROOM



THE PUDDING

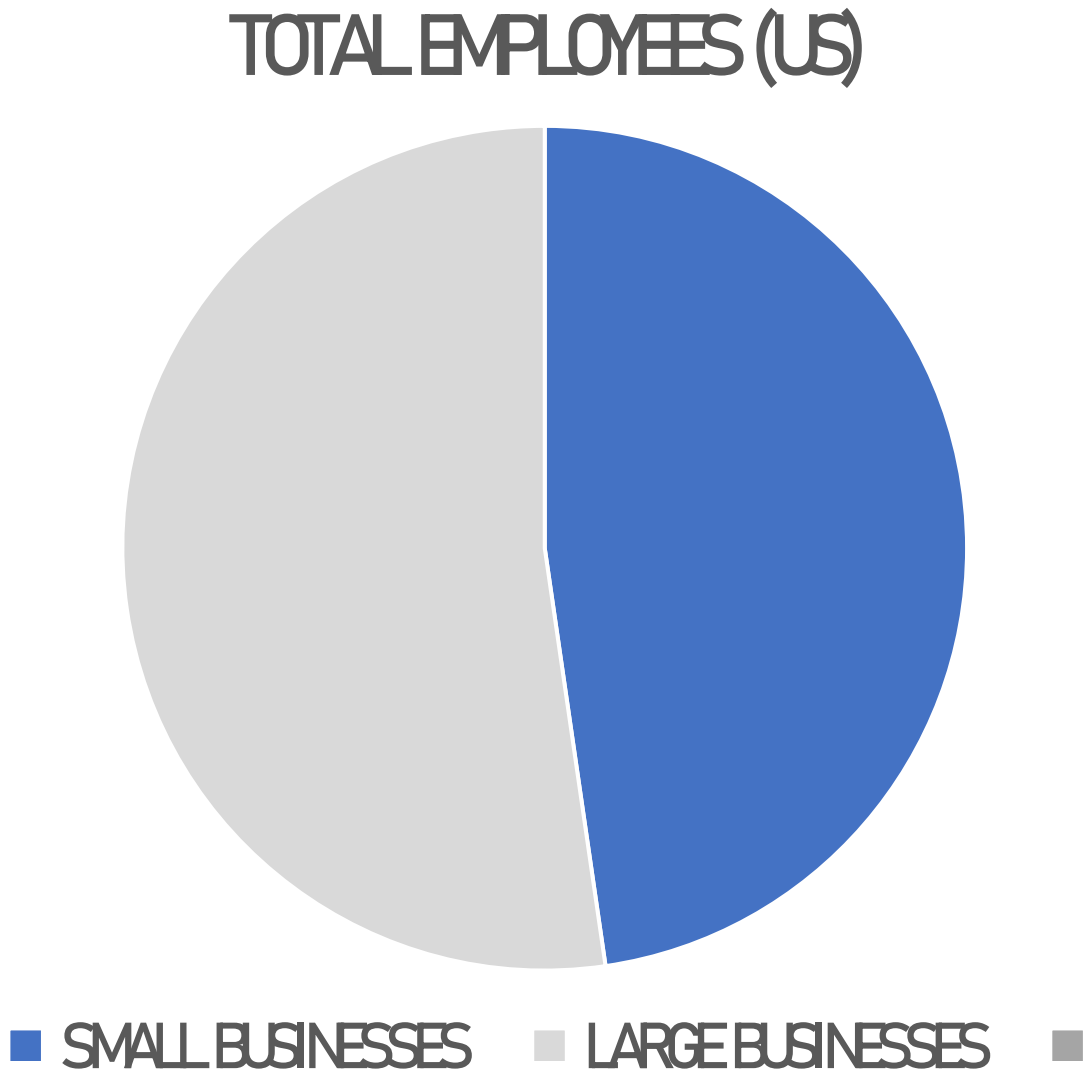
FAZIO MECHANICAL

THE FACTS



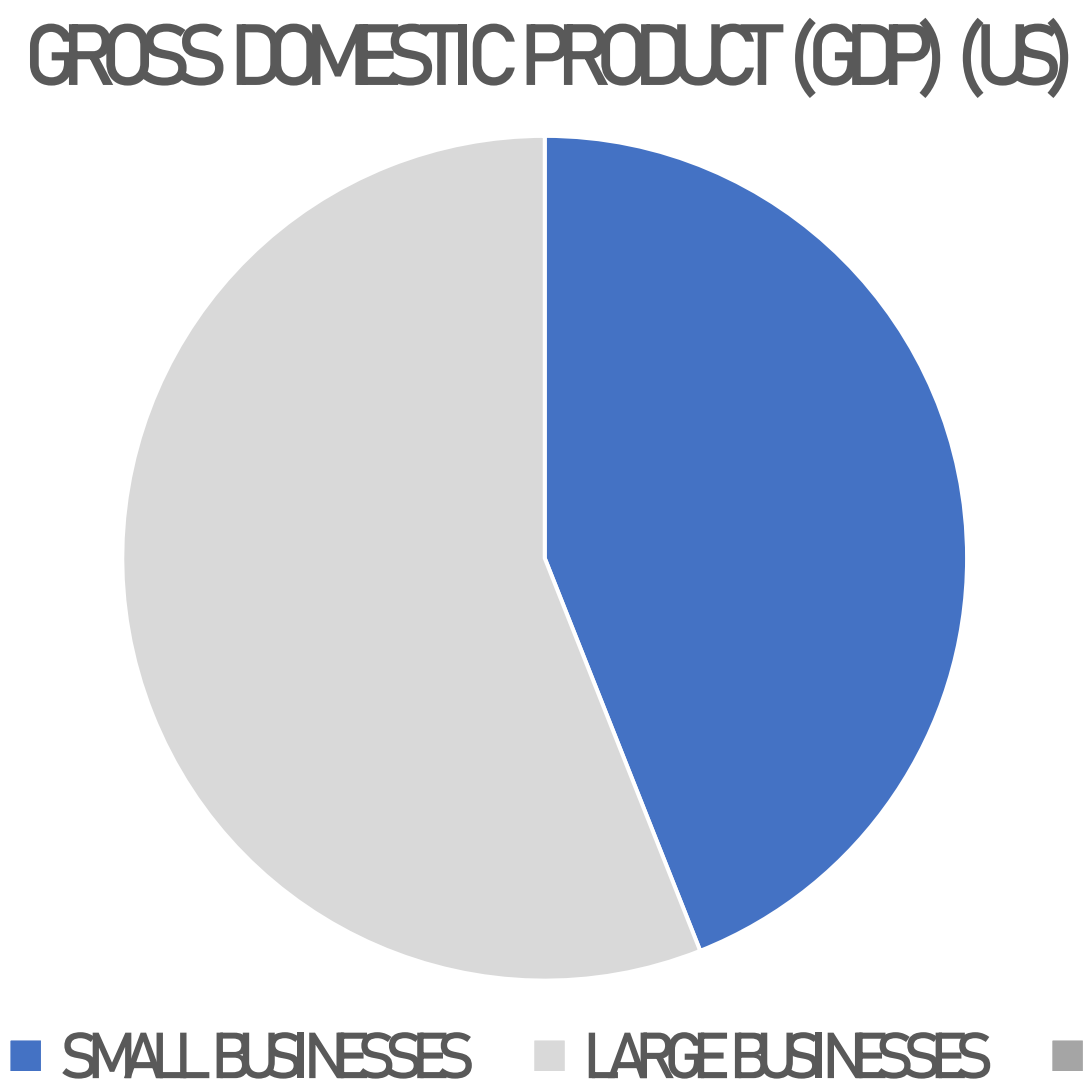
There are 32M small businesses in the US

2017 US CENSUS



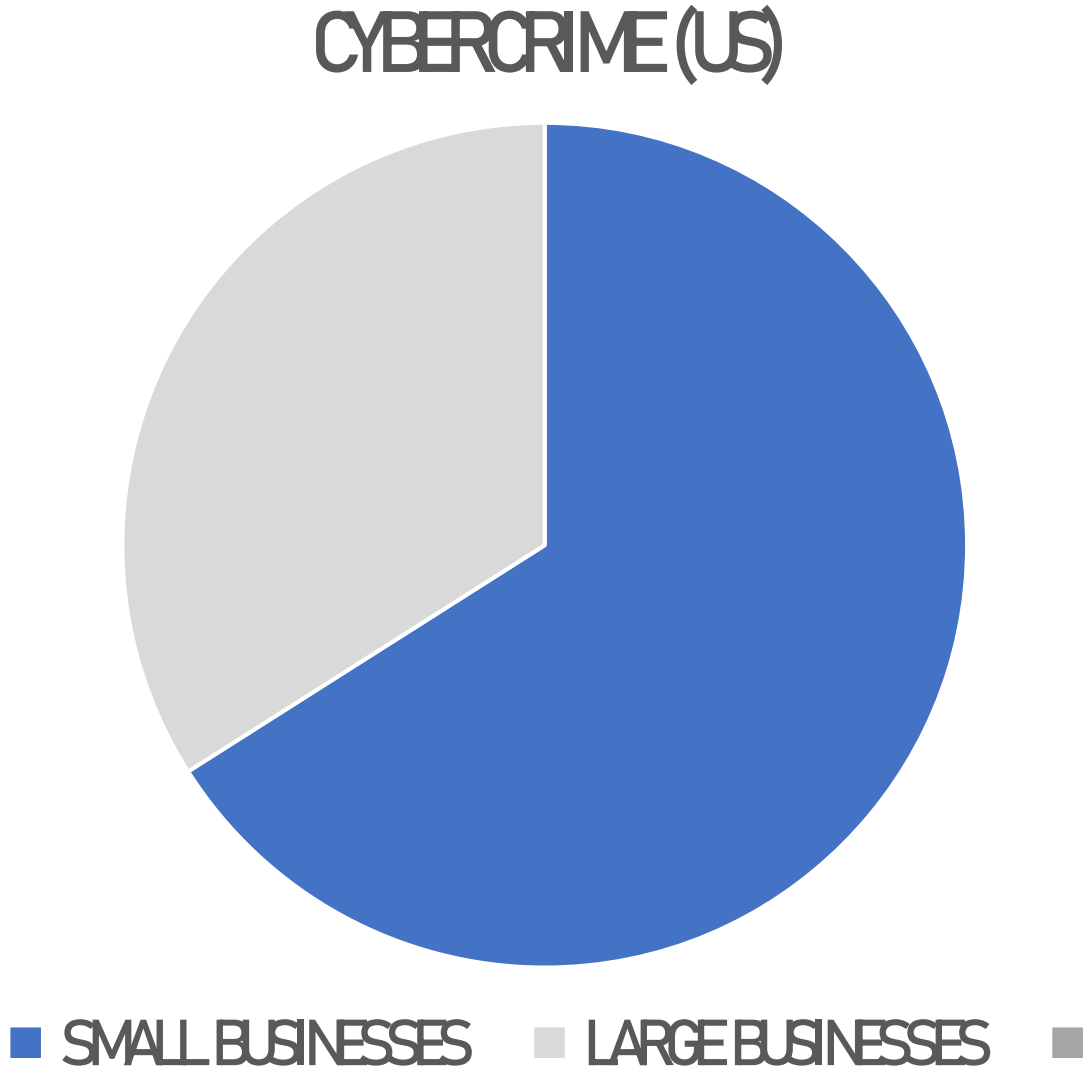
47.7% of all US employees work for a small business

2017 US CENSUS



44% of US GDP is generated by small businesses

2018 US OFFICE OF ADVOCACY



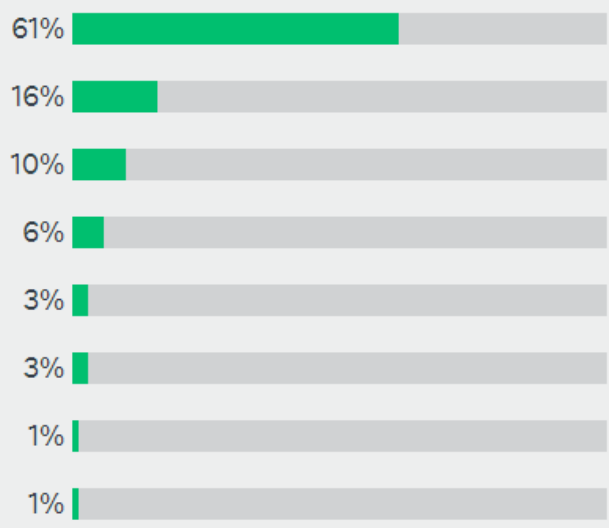
66% of all cyber-related attacks target small businesses

2021 NERDWALLET

THE VULNERABLE

EMPLOYEES

	Total
Unweighted N	2,027
0 - 4	61%
5 - 9	16%
10 - 19	10%
20 - 49	6%
50 - 99	3%
100 - 499	3%
500 or more	1%
No answer	1%



Question wording: In addition to yourself, how many employees work at your small business?
Survey dates: 4/18/2022–4/25/2022

TOP CONCERNS

	Total
Unweighted N	2,027
Jobs and the economy	39%
Immigration	13%
Health care	11%
The environment	8%
Education	7%
Foreign policy	6%
Terrorism	2%
Other (please specify)	13%
No answer	0%

Question wording: Which one of the following issues matters MOST to you right now?

Survey dates: 4/18/2022–4/25/2022

FEDERAL REGULATION SENTIMENT

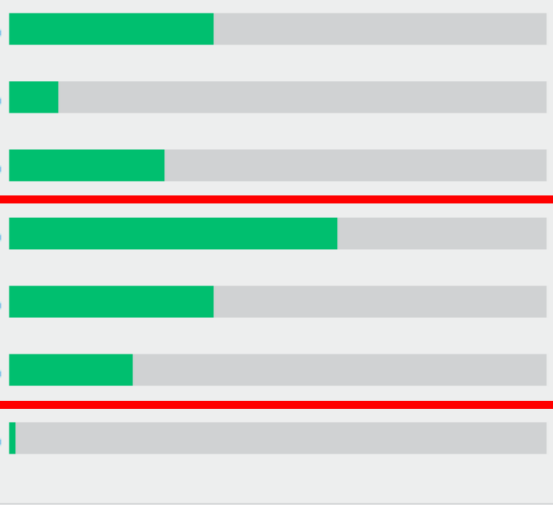
	Total
Unweighted N	2,027
Negative effect	55%
No effect	33%
Positive effect	11%
No answer	1%

Question wording: In the next 12 months, do you expect changes in government regulations to have a negative effect,

Survey dates: 4/18/2022–4/25/2022

CYBERCRIME CONCERNS

	Total
Unweighted N	2,027
NET concerned	38%
Very concerned	9%
Somewhat concerned	29%
NET not concerned	61%
Not so concerned	38%
Not concerned at all	23%
No answer	1%



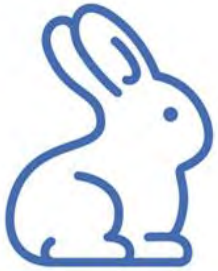
Question wording: How concerned are you that your business will be the victim of a cyber attack within the next 12 mo

Survey dates: 4/18/2022–4/25/2022

HERD IMMUNITY

THE VACCINE

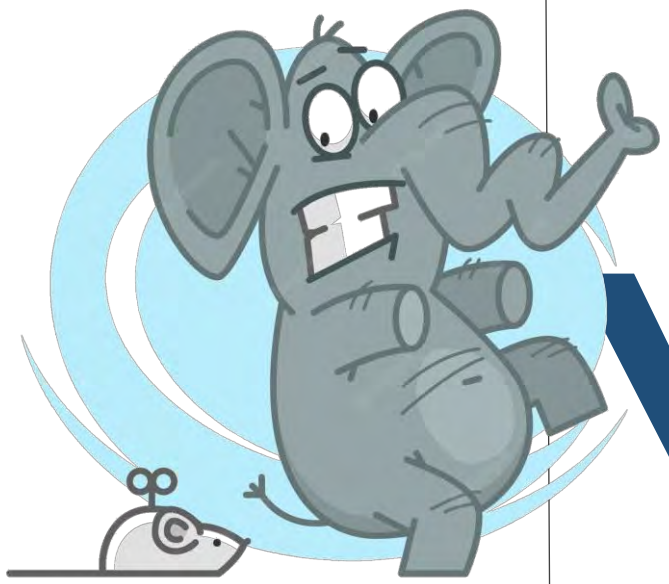
THE SCIENCE BEHIND THE JAB



EMBRACING THE CRINGE

QUESTIONS?

@REGHARNISH



THANK YOU

WHY CYBERSECURITY FAILS FOR 99% OF US