



Phishing Campaign Business Proposal

Presented by

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Leo Smith

Certified Cyber Security who started his professional carrier in the field of computer science who's main focus is securing and helping companies to reach their IT objectives. Analyzing and sharing insight on new frontiers in information security, from his experience reporting on security vulnerabilities.

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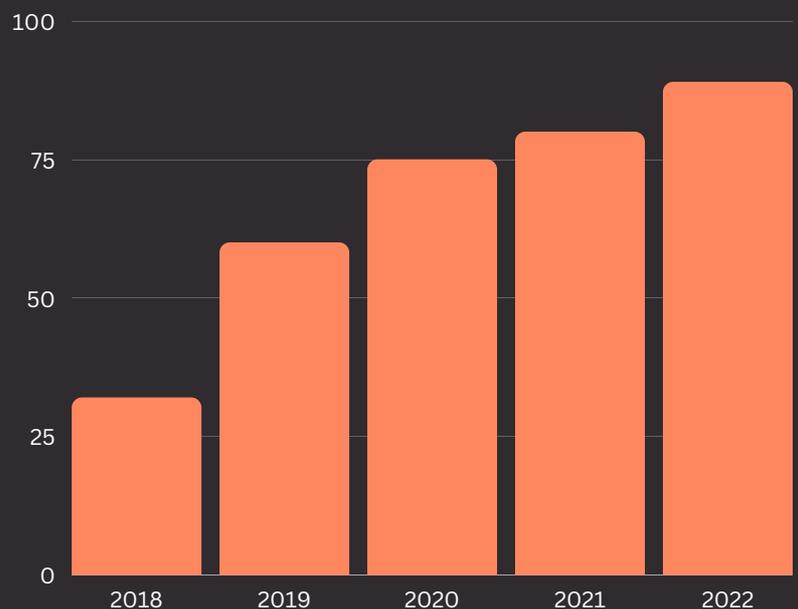
Next Steps

Phishing Campaign

As information systems become more and more complex, the human and social component becomes interesting for attackers to leverage. A lot of big data breaches utilize the first point of entry from mistakes of employees to gain access to an infrastructure.

Phishing is the practice of duping employees in giving their credentials over to an attacker or downloading software which then gives attackers access to your infrastructure.

Percentage of companies hit by phishing attacks



Over the past years the cyber security threat is ever growing which is why I provide a service to emulate attackers sending phishing emails to your employees, to allow to educate them to the risk of phishing attacks.

To be able to protect my clients I utilize the same techniques and strategies as real threat actors. In order to provide a competitive phishing campaign I divided the campaign in three effective steps. I also provide educational content to allow your employees to learn how to detect those kinds of attacks through seminars or an educational document provided at the end of the campaign.

- 1 Planification
- 2 Emailing
- 3 In depth Reporting

Timeline

Book your campaign

Reception of contract

Contact during the campaign for in detail of daily analysis

Meeting to go through the overall campaign

Meeting to discuss the desired campaign

Start of the campaign

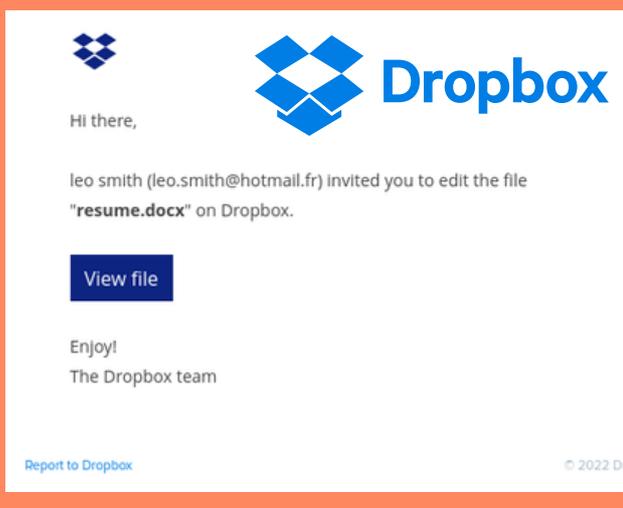
End of the campaign

Reception of the report

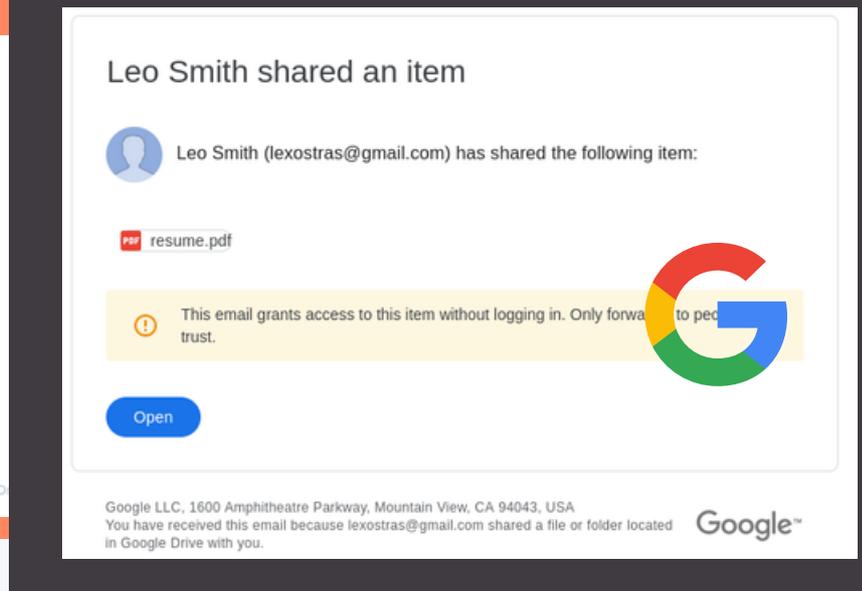
1 week

Example of Campaigns

▶ Dropbox file share

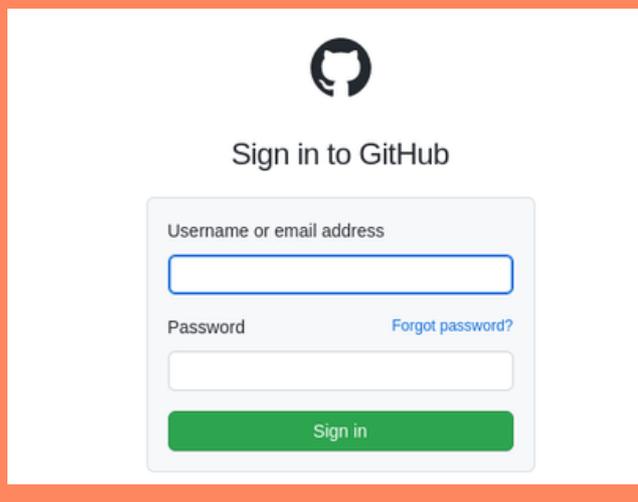


▶ Google drive file share



Campaigns are done be spoke to your needs and will be fitting to your organisations software suite to ensure that they replicate an advanced threat actor who is trying to breach your organisations perimeter.

▶ Github account takeover



▶ E-learning awareness course

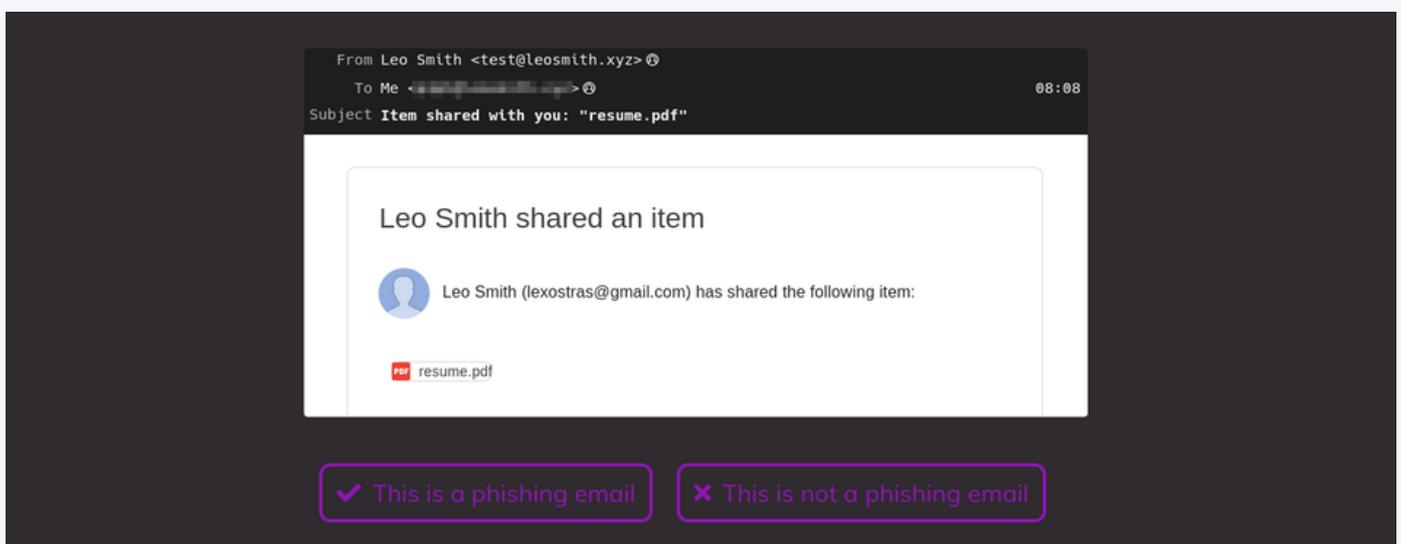


E-learning

Included in every provided phishing campaign is provided a free awareness training exercise which is accessed if a employee does click the link located in the phishing email. Inside of this awareness page a presentation on phishing is provided and a "guess the phishing email" exercise to train employees through practice in discovering phishing emails.

Those exercises are structured in a way so that the employee has multiple examples of phishing email varying in difficulty from simple scam emails to advanced attacks that could be seen targeting an organisation.

- 1 Understanding phishing emails
- 2 Prevention methods
- 3 Training to locate those emails



Pricing

Phishing Campaign

1000 €

Details of the pricing



Meeting for campaign organisation and choosing the software to impersonate

Free



Creation of the email and of the phishing campaign

500 €



Educational content to teach employees about the danger of phishing.

Free



Report on statistic per department targeted and overall engagement with remediation advice.

500 €

Optional additions



Additional company entities to be targeted by the attack

150 €



Capture credentials during the phishing.

120 €

Terms and Conditions

1

Upon signing the contract and receiving half of the full payment Leo Smith will start working on the engagement on the specified starting date inside of the contract.

2

During the entirety of the engagement Leo Smith will be in contact with the client to give updates on the overall results and the progress of the engagement.

3

A report will be provided at the end of the engagement by Leo Smith after receiving the end of the payment on the last scheduled day.

4

If not satisfied by the provided report Leo Smith is available for two week for any inquiries or edits to the report in order to clarify or modify the information on the report and give advice to help in mitigating any of the found vulnerabilities.

Next Step



Email me and schedule a call
via contact@leosmith.xyz



Book a meeting on calendly:
<https://calendly.com/leosmith-xyz>



More information can be found
here: <http://leosmith/freelance/>