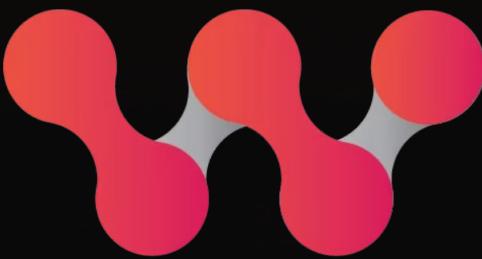


# Unified Security Intelligence That Prevents Breaches and Wins Deals

Preventative cybersecurity for MSPs and lean IT teams. Correlating endpoint, identity, cloud, SaaS, and compliance signals.

 **LAVA**WALL

LAVA WALL®

REPORTS

- Dashboards
- Combined
- Executive
- Devices & Internet
- Microsoft 365
- Google Workspace
- Compliance
- Summary Reports
- Notifications
- Replacement Priorities

DEVICES

- Computers
- File Monitor
- End Users

NETWORK

- Domain Scan
- LAN Scan

COMPLIANCE

- Dashboard
- Controls
- Documents

THREAT HUNT

- Ransomware

CLOUD/SaaS

- Huntress
- Sophos

CLIENT ORGS

- List
- Add
- License Counts

YOU

- Profile/Security
- Users
- Subscription
- Embed Scanner
- Logout All
- Logout

EXECUTIVE OVERVIEW

All

Executive Devices Microsoft 365 Google Workspace Compliance

Suspected Breaches Detected

M365: 4106 signals GW: 210 signals

High-severity security signals requiring review.

4316

Device Overview

532 Total Devices 279 Online Now 3857 Patches Needed 294 Need Restart

Platform Distribution

406 Windows 46 macOS 35 Linux 44 Servers

Issues Requiring Attention

Category	Count	Details
AV Issues	41	Restart Needed 294
Low Disk Space	46	Residential Connections 365
High CPU	6	Bad Batteries 78
High Memory	125	Aging Computers (3+ yrs) 202
Config Issues	23 Critical 68 High	88 Aging Computers (5+ yrs) 89
Overheating	44	Low Printer Supplies 1

Cloud Security

Service	Count	Details
Microsoft 365	296	Users without MFA 17
Google Workspace	67	Users without 2SV 0
Risky OAuth Apps	3	Risky OAuth Apps 0
AI Apps	173	Total Users 33
New Apps (30d)	94	
External Users	690	
License Usage	1589/2083	

Top Missing Patches

Software	Count	Severity
Microsoft Edge	2400	Critical
Google Chrome	475	Critical
Zoom Workplace	67	Critical
Cisco Webex	53	Critical
LibreOffice	45	Critical
Mozilla Firefox	42	Critical
Git	35	Critical
ScreenConnect CLI...	20	Critical
Wireshark	18	Critical
OpenSSL	17	Critical
Firefox	14	Critical
Postman x86_64	14	Critical

Recent Alerts

Outage CRITICAL: Login compromise followed by data theft: 3 signals (2 unique types) - FailedThenSuccess, PostSuspicious... 2026-Feb-05 14:47 MST

Outage CRITICAL: Login compromise followed by data theft: 4 signals (2 unique types) - FailedThenSuccess, PostSuspicious... 2026-Feb-05 14:47 MST

Outage CRITICAL: Login compromise followed by data theft: 4 signals (4 unique types) - ConcurrentSession, CrossCount... 2026-Feb-05 14:47 MST

Low Consumables

Printer	Blk	C	M	Y	Drum
NPID72AC5	99%	18%	18%	18%	-

# The Security Stack Is Fragmented—and Failing

## **Siloed Tools**

Security tools operate in silos across endpoint, cloud, identity, and network.

## **Alert Noise**

Alerts lack context, creating noise instead of clarity for teams.

## **Manual Burden**

Lean IT teams and MSPs lack time for manual correlation.

## **Reactive Compliance**

Compliance visibility is reactive and incomplete.

**Result:** Breaches go undetected, incidents escalate, and trust is lost.



# The Cost of Blind Spots Is Rising

85%

**SMB Reliance**

SMBs rely on MSPs or small IT teams for security

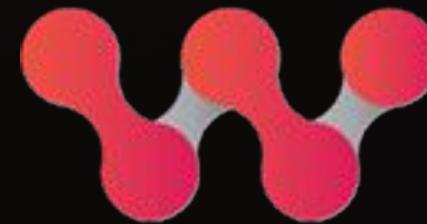
- Cloud-first attacks bypass traditional perimeter tools
- Compliance expectations increase without added staff
- Customers expect answers, not alerts

**Security must move from reactive tooling to preventative intelligence.**

# A Preventative Security Intelligence Layer

**Compliance Signals**  
28+ frameworks  
pre-populated and  
templated

**Event Logs**  
EDR, AD, Endpoint,  
SAAS, Firewall



## Endpoints

Windows, Linux, Mac  
devices

## Identity & SaaS

Microsoft 365, Google  
Workspace

## LAN Assets

On-prem devices and  
inventory

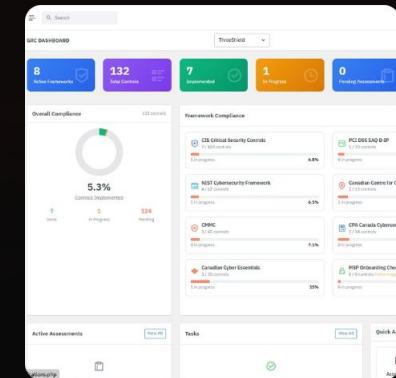
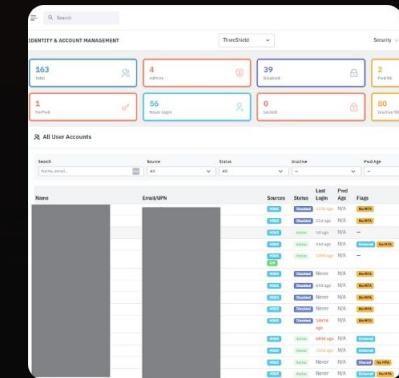
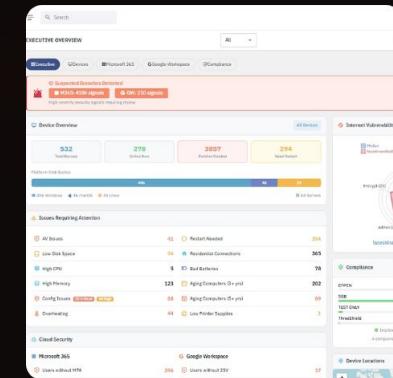
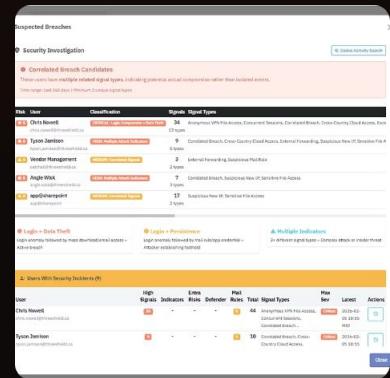
Lavawall consolidates and correlates signals  
across your entire security stack:

- Endpoints (Windows, Linux, Mac)
- Identity & SaaS (Microsoft 365/Entra, Google Workspace)
- LAN assets and network visibility
- OS and application event logs
- Configuration, patching, and GRC

compliance  
Lavawall explains **why** issues occur and **where** to act.

# What Makes Lavawall Different

## Correlation, Context, and Explanation



### Signal Correlation

Cloud alerts correlated with device and user behavior

### Multi-Platform Analysis

Event logs analyzed across OS platforms

### Identity Integration

Identity risks tied to endpoint and network state

### Continuous Compliance

Compliance gaps surfaced continuously, not during audits

This depth exposes issues other tools miss—and reduces false positives.

# Legacy competitors

Vulnerability Scanners  
Lavawall: Full domain coverage,  
but less deep

RMM Tools  
300x patching  
30% efficiency gain  
Integrated sales



Patch and Config  
Lavawall: 300x coverage

SIEM & Alerts  
Lavawall: Automated correlation with  
lower data storage; fewer false  
positives by correlating with endpoint  
data

M365 tools like SaaS Alerts and Petra  
have false positives without device  
correlation

Lavawall is the MSP sales engine with that correlates cloud, endpoint, endpoint, network, patches, configurations, and events for world-class security

# Fewer Fires, Faster Resolution



## Earlier Detection

Breach detection through cross-signal correlation

## Reduced Fatigue

Less alert fatigue for lean teams

## Faster Analysis

Quick root-cause identification

## Proactive Fix

Remediation before users complain

Customers resolve issues faster and avoid costly escalations.



COMMERCIAL

IMPACT

# Security Insight That Wins Deals



**Insight-driven outreach achieves 20% meeting rates (10x industry-average)**

- Demonstrated risk visibility drives near-100% conversion in early pilots
- Clear findings expand managed security attach rates
- Providers differentiate by showing risks competitors miss

Lavawall turns security depth into sales leverage.

# Built for MSPs and Lean Internal IT



## Managed Service Providers

MSPs managing  
50–5,000+ endpoints  
across multiple clients

**Primary focus:** U.S. and North American expansion



## Internal IT Teams

Teams without  
dedicated SOC  
resources needing  
unified visibility



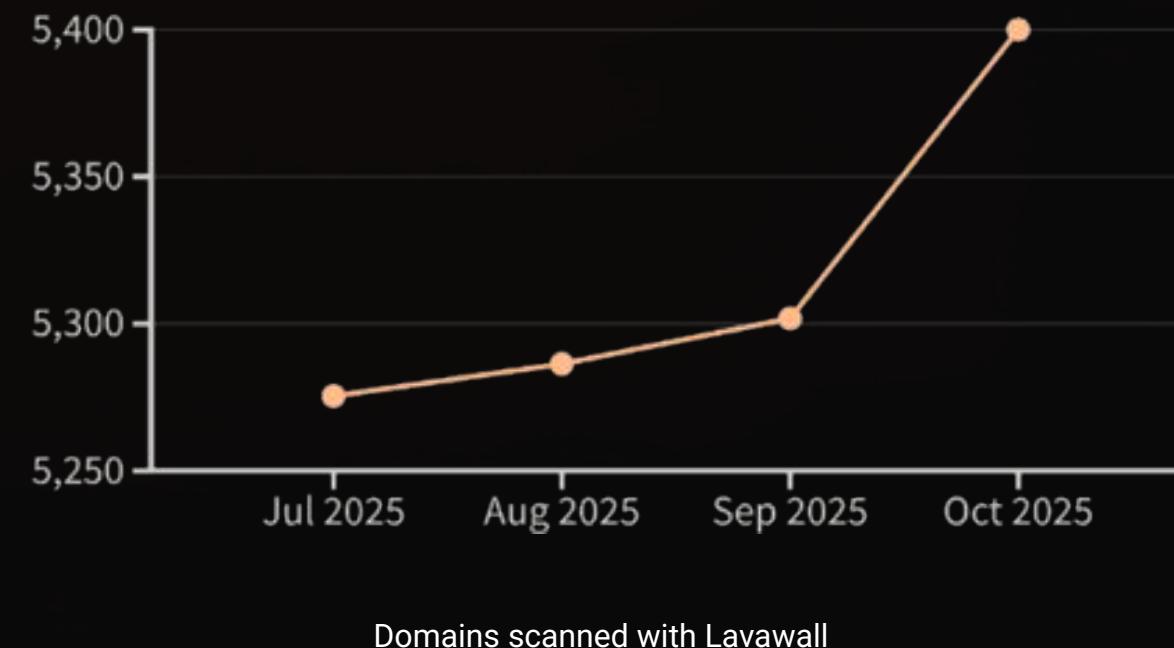
## Compliance-Sensitive Industries

Accounting,  
professional services,  
and regulated SMBs

# Early Validation & Traction

**50+**

Active Companies  
ICP + Non-ICP



## Full Per Computer

C\$1.75/device/mo

No-brainer add on vs. \$1.25M average breach Cost

## Marketing Only

C\$100 monthly



# Risks & Mitigations

## Adoption: change resistance

- Low-friction entry tier
- Agentless option
- Proven conference conversion

## Competitive Risk

- Application approach and stagnation at 25 vs 7,533
- Focus on operations vs. prospecting & retention

## Security & Privacy

- Canadian hosting
- Minimal data retention
- Zero-trust encryption
- SOC2 roadmap
- Developed by auditors

## Scaling

- RDS optimized
- Multi-host platform

## Distribution

- Conference strategy
- Partner pull-through

## Price sensitivity

- Proven sales benefit
- Tiered pricing

## Dependencies

- API Change monitoring
- Cache & batch approach

## Execution

- IRAP enabling hiring
- Modular codebase

## Compliance

- Founder with 25 years of compliance experience

# Initial Market Focus

41 Priority MSPs in Calgary & Edmonton



**C\$3.5M ARR**

Potential ARR from initial target group

\$5.3M ARR of 3-year North America serviceable market including early adopting internal IT teams

65,000 North American MSPs



**C\$5.5B ARR**

Total ARR North American Opportunity

# The Team Behind Lavawall



**Chris Nowell**

- 25 years of cybersecurity
- Space Shuttle to fintech
- CISSP, CISA, MBA



**Saad Alkafir**

- Transformed Lavawall to a scalable, cross platform powerhouse
- Security degree and certifications



**Tyson Jamison**

- DevOps & MSP experience
- Application hunter
- Cybersecurity diploma and certs



**Angie Wisk**

- High-growth startup experience
- Efficiency, relationships
- MBA with MSSP experience

# Seeking Customers, Partners, and Investors

## Our Goal

Make preventative security intelligence the new standard

01

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### **U.S. MSPs & Lean IT Teams**

Adopt and validate Lavawall

02

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### **Strategic Partners**

Accelerate distribution and market reach

03

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### **Investors**

Scale marketing, sales, and channel execution