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.

LAVAWALL

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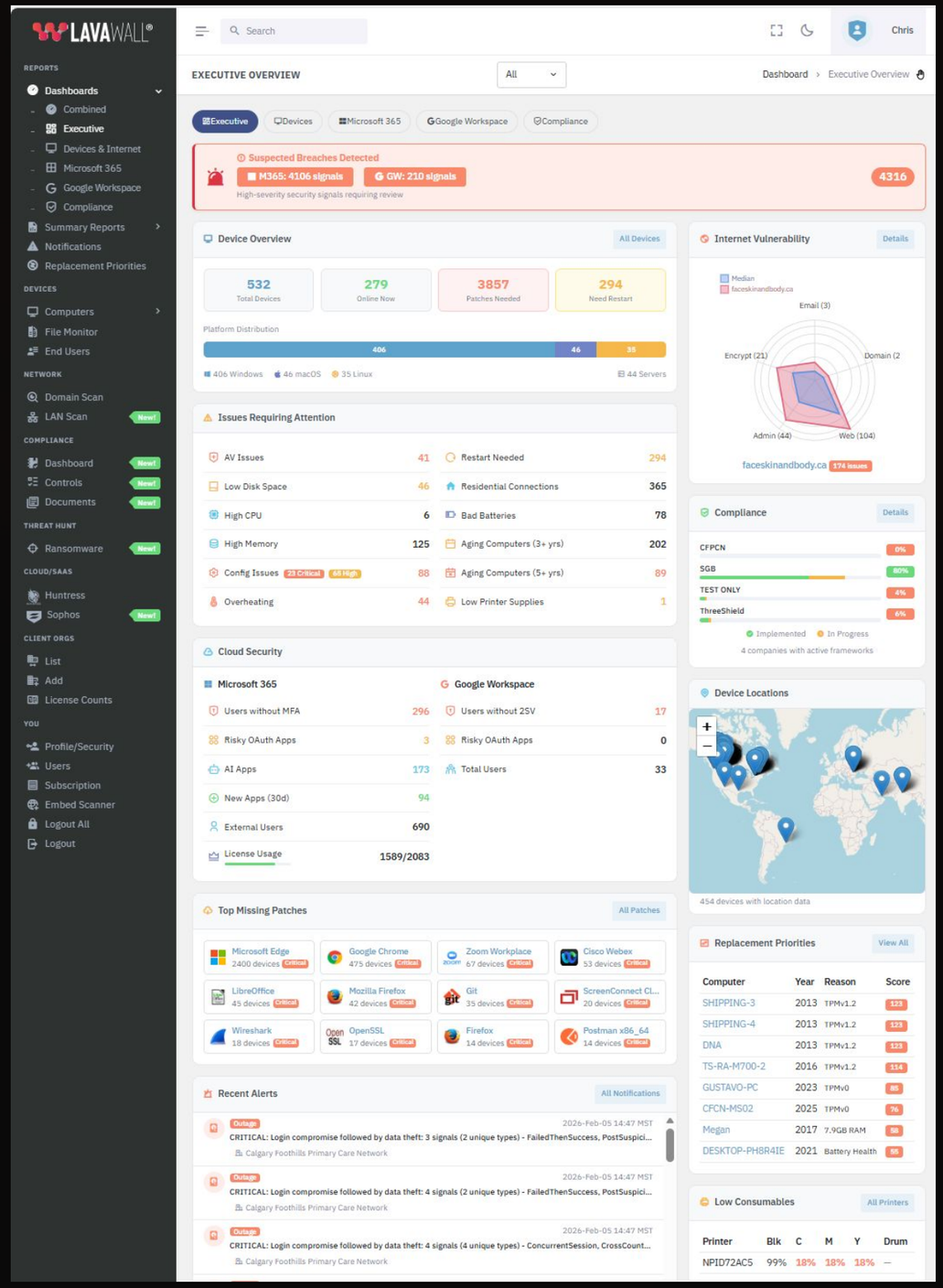


THE PROBLEM

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.

THE SOLUTION

A Preventative Security Intelligence Layer

Endpoints

Windows, Linux, Mac devices

Compliance Signals

28+ frameworks pre-populated and templated

Identity & SaaS

Microsoft 365, Google Workspace

Event Logs

EDR, AD, Endpoint, SAAS, Firewall

LAN Assets

On-prem devices and inventory

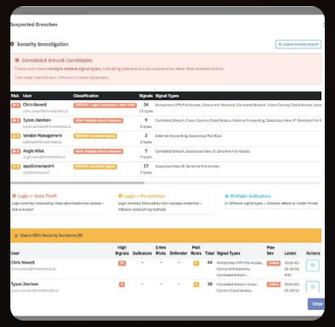
Lavawall consolidates and correlates signals across your entire security stack:

- 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.

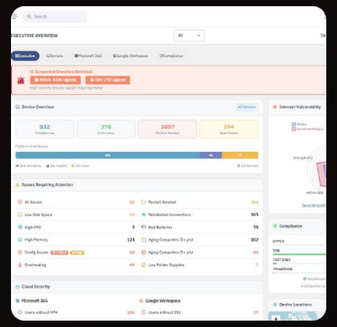
What Makes Lavawall Different

Correlation, Context, and Explanation



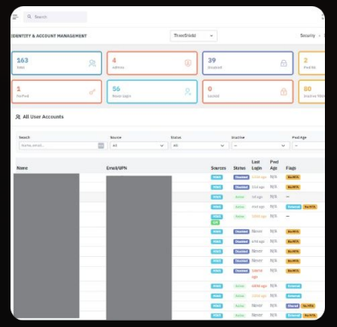
Signal Correlation

Cloud alerts correlated with device and user behavior



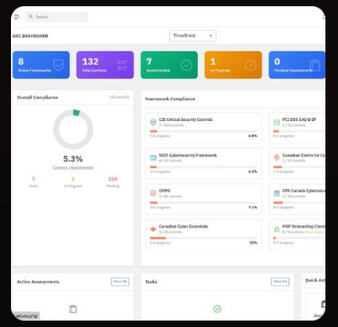
Multi-Platform Analysis

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

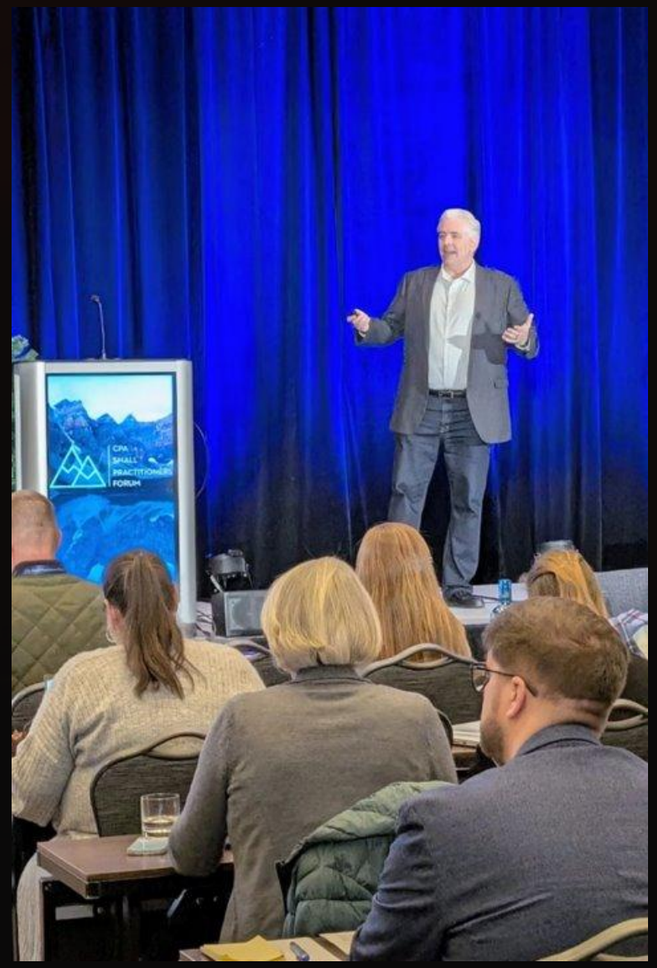
Proactive Fix

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 (10× 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

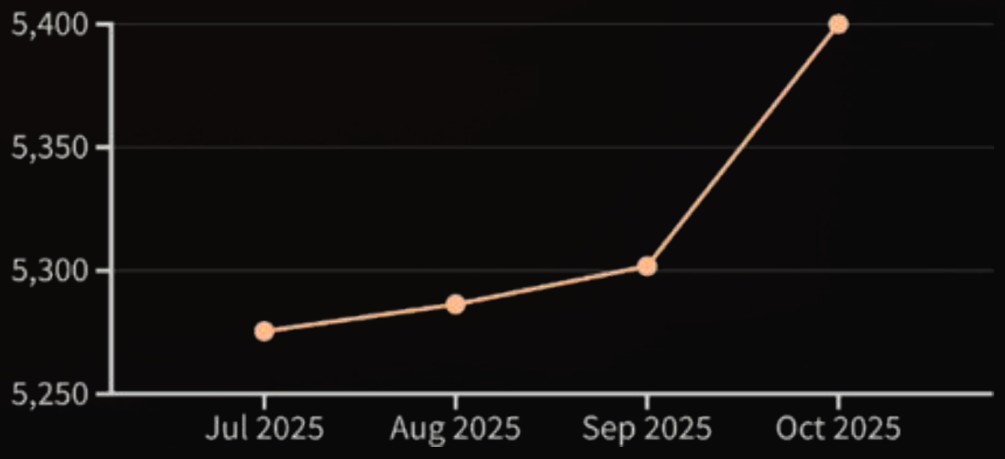
Compliance-Sensitive Industries

Accounting,
professional services,
and regulated SMBs

Early Validation & Traction

50+

Active Companies
ICP + Non-ICP



Domains scanned with Lavawall

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

65,000 North American MSPs

C$5.5B ARR

Total ARR North American Opportunity

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

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

THE ASK

Seeking Customers, Partners, and Investors

Our Goal

Make preventative security intelligence the new standard

01

U.S. MSPs & Lean IT Teams

Adopt and validate Lavawall

02

Strategic Partners

Accelerate distribution and market reach

03

Investors

Scale marketing, sales, and channel execution