

Introduction



Protos Labs is a Singapore-based **cyber risk management** group founded by former cyber leaders from **Booz Allen Hamilton**.

- 1** Our vision is to **uplift Asia's resilience against cybercrime** by combining cyber risk software with cyber insurance.
- 2** **Protos Labs** is our risk solutions arm while **Protos Cover** is our licensed insurance entity in Singapore.
- 3** We are accoladed by the **Cybersecurity Regulator in Singapore**.
- 4** We have presence in **SG, MY and ID**.

Founders



Joel Lee

- Co-founder and CEO
- Ex-Booz Allen
- Certified Insurance Professional (BCP, PGI, CGI)



Simeon Tan

- Co-founder and CTO
- Ex-Booz Allen
- Certified Insurance Professional (BCP, PGI, CGI)

Advisors

Gerald Lim

- Chairman, Phillip Insurance
- Ex-CEO, Marsh and Aon SEA
- President, SIBA

Investors



We are backed by **top-tier investors across APAC.**

Clients & Partners

Enterprise Cyber Risk Mgmt



Cyber Insurance

LLOYD'S



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We work with some of the **most credible names in Asia** and beyond.

Awards & Achievements



First few Asian Insurtechs to be admitted into Prestigious Lloyds of London Lab



Ranked 7th out of Top 50 Insurtechs in APAC



Top 20 Startups in Singapore



Cyber Newcomer of the Year 2023 (Nominee)



Winner, CSA National Innovation Call 2021



Finalise, OCBC Emerging Enterprise 2023

About Us



Founded in 2021, Protos Labs is a Singapore-based **cyber insurtech** startup with offices in **Singapore, Malaysia, Hong Kong**.



Supported by the **Cybersecurity Regulator in Singapore**.



Founded by Joel Lee and Simeon Tan, **ex-Booz Allen cybersecurity leaders** with extensive experience advising Global 500 MNCs, government agencies and national security missions.



Specialise in cyber risk solutions to **help insurers and enterprises prioritize, mitigate and quantify cyber risks**.

Milestones

Protos means “first” in Greek

Our “Firsts”



First early-stage startup to win the Cybersecurity Agency of Singapore (CSA) Innovation Call



First SG company to work with the Lloyds of London (world’s largest insurance marketplace)

Our Mission

We enable enterprises and consumers to make better cyber risk decisions

Our Vision

To uplift Asia's resilience against cybercrime through holistic cyber risk management

Our Products and Services

- 1) Cyber Insurance
 - a. Cyber Third Party Administrator (TPA)
 - b. Cyber Underwriting

- 2) Enterprise Risk Management
 - a. Risk Prioritization
 - b. Risk Quantification

Protecting Asian businesses from the high cost of a cyber attack



To **solve the most difficult problems in cyber risk management** by combining our experience in cyber operations, risk management and AI/ML.



To help Asian businesses mitigate the **complexity and cost** of cyber risks. **Asia is ranked #1 in the world in cybercrime**, yet the high cost of cyber attacks to a business are not well understood.



To effectively **reduce risks against what truly matters** - real-world cyber attacks. We do this by employing our unique and proven **threat-based approach** and **connecting that to your risk management programme**.

How We Solve For Complexity and Cost in Cyber Risk Management:

- 1) Cyber Insurance
 - a. Underwriting and Actuarial Pricing
 - b. Active Prevention

- 2) Enterprise Risk Management
 - a. Real-Time Cyber Risk Governance
 - b. Cyber Risk Quantification

WHO WE ARE

Protos Labs is a **cyber risk management** company founded by **ex-Booz Allen** cyber leaders and accoladed by the **Cybersecurity Regulator in Singapore.**



OUR VISION

To push the frontier of cyber risk management.

Bad guys are constantly innovating new ways to attack and so should your approach to managing cyber risks. We believe that effective cyber risk management is only truly effective when it is ***informed by and measured against*** what truly matters – the ***real-world bad guys.***



WHAT WE DO

We build ***cyber risk tools*** that ***keep pace with the bad guys*** and apply this –

- 1) Enterprise Cyber Risk Management
- 2) Cyber Insurance Underwriting