AI-native security awareness for Eurasia

ShieldWise trains teams against AI-powered attacks — bilingual (EN / ქართული), built for the Caucasus & Eurasia SMBs the incumbents ignore.

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THE PROBLEM

People are the breach — and AI just made it worse.

Firewalls got good, so attackers moved to the humans. Now AI arms them — and generic, English-only training can't keep up.

#1

Human error is the leading breach vector — phishing & social engineering, not exotic zero-days.

AI

Attackers now use AI — LLM-crafted phishing, voice-clone vishing, deepfakes. Cheap, fluent, convincing.

≈0

Regional SMBs running awareness training — in their own language, against modern attacks. The category is empty.

WHY NOW

AI is on both sides of the fight.

ATTACKERS ARMED WITH AI

Static, English-only training is obsolete.

When lures are AI-generated and localized, employees need training that matches — against AI-powered attacks, in their own language. A generic annual video doesn't cut it anymore.

THE INCUMBENT CAN'T SERVE HERE

1.9★ KnowBe4 · Trustpilot · ~85% one-star

Expensive, English-only, enterprise-focused. No answer for a 40-person Georgian company that needs modern training, in its own language, at an SMB price.

The wedge: we use AI to deliver localized, modern training at a price and scale no US enterprise incumbent will match for this region.

THE SOLUTION

One AI-native platform for your human-risk posture.

Multi-tenant, bilingual (EN / ქართული), live in production — with AI at every step of a continuous loop.

01
Onboard
Import a company's whole team into its own tenant.

→

02
Train
AI-authored, localized courses & scored quizzes.

→

03
Test
AI-generated phishing lures on live employees.

→

04
Score
One Risk Score per person — and per org.

↻ A CONTINUOUS LOOP — BEHAVIOR MOVES THE SCORE, THE SCORE DRIVES THE NEXT AI-TAILORED CAMPAIGN

THE PRODUCT

Not a deck. Live in production today.

ORG RISK SCORE

One number for human-risk posture — the metric a manager can actually act on.

Risk Score

Every employee starts at 100 and moves with real behavior.

Course Library

63 AI-localized courses, EN / ქართული.

AI Phishing Sims

LLM-crafted, company-tailored lures with click tracking.

Free public tools

Password & breach checkers — the top of the funnel.

AI · THE ENGINE

AI runs through the whole stack.

LIVE / IN BUILD

AI-generated & localized content LIVE

We author & localize EN/KA courses and simulations with LLMs — how two people ship a 63-course bilingual catalog on ~$20/mo.

AI-generated phishing simulations IN BUILD

Company-tailored, LLM-crafted lures — not a fixed template library.

ROADMAP where AI takes us

- **Adaptive learning** — paths personalized by role, department & past mistakes.
- **Predictive risk scoring** — ML that flags who's likely to fall next.
- **AI inbox-triage sims** — LLM email scenarios graded server-side.
- **Security copilot** — in-context, just-in-time nudges for employees.
- **Training vs AI threats** — deepfake, vishing & AI-phishing modules.

The AI moat: localized AI content in an underserved language is defensible & uneconomic for a US incumbent to copy — and AI-driven generation gives a two-person team radical capital efficiency.

THE MARKET

A greenfield, under-measured region.

TAM	Global security-awareness training	≈ $5B
SAM	Caucasus & wider Eurasia SMBs	$130–190M
SOM · 3YR	Georgia-first beachhead	$3–5M

BOTTOM-UP LOGIC

~1.5–2M SMBs across the Caucasus & neighbouring markets. Even at low single-digit adoption and a $1–3K annual contract, the reachable market is nine figures.

Our 3-year target: a few thousand SMB deployments in Georgia and its immediate neighbours — a rounding error on the TAM, a category-defining business for us. Region is under-measured; ranges shown deliberately.

COMPETITION

We win where they can't follow.

- **AI-native**
  Content & sims generated by AI — not a static, aging library.
- **Localization**
  Native Georgian UI & content — not a machine-translated bolt-on.
- **Price & SMB fit**
  Self-serve per-seat SaaS vs. enterprise contracts & sales cycles.

TRACTION

Live, validated, and AI-efficient.

3
companies onboarded on free beta

82
phishing simulations sent

63
AI-localized courses, EN / ქართული

~$20
/mo infra — AI-native, two founders

DESIGN PARTNERS

Zen Dental · Webapp · GoSMS · + live multi-tenant in prod

Status: pre-revenue — converting design partners to a first paid client now.

HONEST LEARNING

European University piloted, then churned on pricing. It reset how we package & price for paid — informing the conversion motion now underway.

BUSINESS MODEL

Per-seat SaaS. Land free, expand paid.

LAND

Free tools & free beta

Public security tools and a no-friction beta get us inside the org with zero sales cost.

CONVERT

Per-seat subscription

Billed to the company, priced for SMBs — $ [per employee / mo] once value is proven.

EXPAND

Seats, verticals, compliance

More seats, vertical packs (e.g. healthcare), and compliance add-ons grow the account.

Moat: AI-driven localization + SMB price + region-specific compliance — a stack no global incumbent will rebuild for this market.

GO-TO-MARKET

Free tools are the funnel.

Free public security tools — password & breach checkers → inbound

↓

Demo — self-booked via Calendly

↓

Free beta onboarding — prove value inside the org

↓

Convert to paid — → expand: region + verticals

TEAM

Two full-stack founders who build and teach.

SM

Sandro Maisuradze

CEO & Co-founder · Product & build

Leads product and platform build — the app, AI content pipeline, phishing engine and go-to-market.

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VA

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CTO & Co-founder · Content & platform

Leads course content and platform development — authors the bilingual catalog and owns architecture & risk scoring.

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Complementary, hands-on founders who both write code and produce the training — shipping an AI-native product together on ~$20/month. Imagine it funded.

THE ASK

Raising $100K to ship the AI engine and turn beta into revenue.

BUILD

Ship the AI adaptive-learning & predictive-scoring engine.

CONVERT

Design partners → paid, plus a first GTM hire.

RUNWAY

12–18 months to first meaningful ARR and the seed round.

Let's build the region's security layer together. **Sandro Maisuradze** • sandro@shieldwise.ge