

# Community Ownership Presentation

# A New Chapter. ■

Today marks a significant milestone in Pwned Labs' journey – we're opening up ownership to the very people who made this possible: our incredible community.

Why are we doing this?

- To stay tightly aligned with our mission and the real needs of learners and practitioners, as we grow
- The best ideas arise from those closest to the problems – we want to innovate with our community, not just for them
- To give our most engaged supporters a chance to benefit from the success they've helped create

**We're raising \$360,000 in our first-ever community round.**

Investors will receive the same class of shares as the founders, with full rights and alignment, access to updates, early features and behind-the-scenes direction.

# Our Company ■

- We launched Pwned Labs in 2023 with one simple rule: grow through real customer value, not venture capital. Two years later, we're the leading multi-cloud security-upskilling platform - trusted by 120+ enterprises (including Fortune 50 companies) and 30,000+ practitioners working in AWS, Azure, GCP, and Kubernetes.
- Our team ships fast, releasing multiple major updates each year and maintaining a catalogue of 100+ hands-on labs. Learners get 100+ hours of free content and access to a sponsorship program that removes cost barriers. Students have already logged 80,000+ hours of skill-building on Pwned Labs.
- We invite investment from the same community we serve so our incentives stay fixed on one goal: delivering career-ready cloud, AI, and cybersecurity skills for the next generation of builders, defenders, and offensive professionals.

# Our Mission ■

We have three clear missions.

- Democratize access

Keep barriers low through extensive free content, sponsorships, and accessible pricing.

- Deliver job-ready mastery

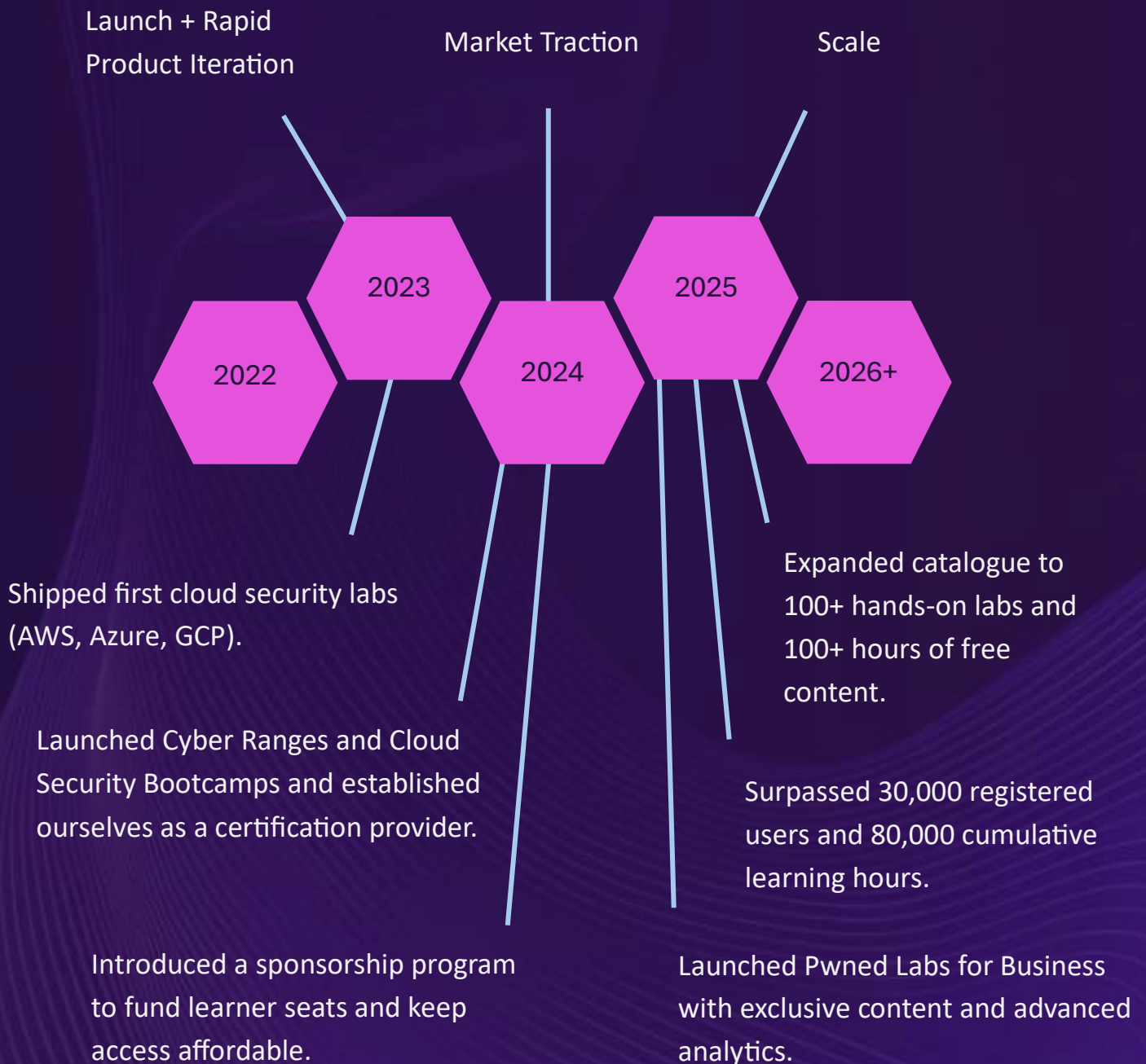
Provide the industry's best real-world labs, CTFs, and projects across cybersecurity, cloud, and AI - skills that translate directly to high-growth careers for builders, defenders, and offensive security specialists.

- Empower enterprises

Offer a 360° upskilling platform – role-based paths, live environments, and advanced analytics – so organizations everywhere can increase their resilience, keep their teams sharp and future-proof.

# Growth Journey.

## Milestone



## Evidence of Growth and Impact

# Our Community. ■

The Pwned Labs community is the largest dedicated cloud security learning community in the world, bringing together over 30,000 practitioners across offensive, defensive, and cloud domains. It's known for being an open, encouraging space where both newcomers and experienced professionals can level up together.

Now 7,500 strong on Discord alone, the community is highly active – sharing insights, solving challenges, and supporting each other daily. Community members shape the platform directly, with their feedback driving new labs, features, and content. With regular community events, CTFs, and sponsorships to support access, it's where the next generation of cloud security talent is forged.

Student moderators help keep the community focused and welcoming. Looking ahead, we're building toward a global, always-on learning network, where peers support each other, experienced voices offer guidance, and learning happens together.

# Social Proof.

*“This might be a little random but I just had my first external pentest as a professional, and I'm happy to say that I made multiple high-risk findings based on things I learned from pwnedlabs. Just wanted to express my gratitude for the platform. Thanks!”*

*“I actually just landed my first cyber role and it was because I was the only candidate with AWS skills, which I got from the bootcamp!!!”*

*“Hi everyone! What a fantastic community this is. I work as an Azure and MS security architect with almost all of the MS cert collected. I'm also a Security MVP and are in the phase of moving more into the purple side and into DevSecOps. Thank you for an amazing platform.”*

Hear directly from the community:

<https://www.linkedin.com/search/results/content/?keywords=pwned%20labs>

# Business Model.

Pwned Labs operates a resilient dual business model: direct-to-practitioner (B2C) and enterprise-focused (B2B). On the B2C side, users pay for access to advanced upskilling labs, bootcamps and certifications, while also engaging in free community events. On the B2B side, enterprises subscribe to tailored training environments, private cyber ranges, and skills assessment environments, leveraging a strong B2C2B effect.

Pwned Labs also offers comprehensive penetration testing services specializing in AWS, Azure, Microsoft 365, GCP, and on-premises environments. Some of our clients include large US-based organizations and government entities.

# The Market. ■

- The intersection of AI, cloud and cybersecurity is driving massive demand for skilled professionals, creating one of the most dynamic and high-growth areas in tech.
- Cloud adoption continues to accelerate across every industry, with 70%<sup>1</sup> of enterprises already using hybrid multi-cloud architectures – a figure projected to reach 90% by 2027<sup>2</sup>.
- Enterprises increasingly need practical, up-to-date training that maps to real threats and real infrastructure.
- Pwned Labs is uniquely positioned to innovate and serve both learners and employers at this critical inflection point.

[1] <https://info.flexera.com/CM-REPORT-State-of-the-Cloud-2025-Thanks>

[2] <https://www.gartner.com/en/newsroom/press-releases/2024-11-19-gartner-forecasts-worldwide-public-cloud-end-user-spending-to-total-723-billion-dollars-in-2025#>

# Our Product.



Our practical, hands-on training across AWS, Azure, and GCP covers both red and blue team scenarios. From cloud security reviews, privilege escalation, and lateral movement to detection engineering and threat investigation, our labs replicate real-world environments and teach the same tools used by professionals.

Our Cyber Ranges simulate realistic enterprise setups, allowing learners to carry out attacks and understand how to secure their own environments.

The Cloud Security Bootcamps – widely recommended across the community – take learners from beginner to certified and job-ready, combining theoretical knowledge with deep, scenario-driven challenges, led by industry-recognised practitioners.

For enterprises, Pwned Labs for Business provides exclusive labs, red and blue cyber ranges, and tailored playlists, enabling teams to develop skills that directly map to real-world cloud threats.

# The Founders.



**Ian Austin**

Chief Executive Officer

Seasoned cybersecurity practitioner, leader and startup builder / scaler. Last two roles in the cybersecurity upskilling industry were focused on strategy, content innovation and winning business. Expert market knowledge.



**Syed Sheeraz Ali**

Chief Technology Officer

Accomplished information security professional and open-source advocate. Speaker at events like Nullcon and c0c0n and founding member of Seaside conference. Holder of 21 CVEs.



**Rob Alport**

Chief Marketing Officer

Experienced marketing leader with a track record of creating, building and scaling marketing functions to drive revenue. Extensive expertise in content, product and brand building.

# Our Team.

- Our existing angel investors are cybersecurity practitioners and founders of successful businesses.
- Team includes current red and blue team professionals with real-world experience.
- Deep track record of scaling startups from early traction to sustainable growth.
- Collaborate with domain experts in offensive, defensive, and cloud security.
- Proven history of improving enterprise security in complex, high-stakes environments.
- We're a global team, united by a shared mission to reshape how the world learns cloud security.

# The Investment Opportunity.

We're opening a **\$360,000 community round** to help scale Pwned Labs while keeping our mission tightly aligned with the people who matter most – our users. Community investors will receive the **same class of shares as the founders**, ensuring full alignment and equal rights.

Investors also get access to regular update presentations, behind-the-scenes insight into our roadmap, and early access to upcoming features and launches. It's a chance to invest not just in a product, but in the future of cybersecurity education.

We're looking for active investors who are excited to promote the business and help unlock new opportunities. The minimum investment amount is \$10,000, either as an individual or through a self-managed syndicate.

# Thank you.

Enquiries: [ian@pwnedlabs.io](mailto:ian@pwnedlabs.io)

<https://pwnedlabs.io>

For details on financials, valuation, investment timeline, and use of funds, email [ian@pwnedlabs.io](mailto:ian@pwnedlabs.io) with your LinkedIn profile and a short note on your interest.



 **PWNED LABS**

## Cloud Security Training To Protect Your Business

[GET A DEMO](#)

### Online Learning Platform

Our self-paced online learning platform gives your team access to dedicated business content, including labs and cyber ranges.

Track usage and performance through our platform analytics to understand where skills gaps appear, and create custom playlists to ensure all areas are effectively covered.

