pinkteam LABS

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Phishing simulation tested the inbox. We test the relationship.

The highest-impact attacks on executives come through a relationship, not the inbox. Pink Team Labs is building the measurement layer: consent-based honeypot and elicitation testing, scored like a red team engagement.

STAGE
Pre-revenue · signing design partners

CATEGORY
Human-layer security testing

BUYERS
CISO, general counsel, insider risk, FSO

BEACHHEAD
Semiconductors, AI, defense industrial base

PROBLEM

Training exists. Measurement doesn't.

- **Phishing simulation** is measured but narrow: clicks, not conversations.
- **Government campaigns** (Think Before You Link, The Nevernight Connection) are broad but unmeasured.
- **Executives** holding the crown jewels get the same generic modules as everyone else.

WHY NOW

From spy novels to board agendas.

- Relationship-based targeting of executives now reaches board investigations and congressional briefings. CISOs need an answer to "have we ever tested this?"
- Generative AI makes convincing personas cheap for adversaries, in more languages and at more targets at once.

MARKET: EXISTING BUDGETS, 2025 GLOBAL ESTIMATES (CONSERVATIVE END OF PUBLISHED RANGES)

$2.9B–$6.5B	**$3.2B–$3.8B**	**$2.5B–$2.7B**	**≈ $0.28B**
Security awareness training	Insider risk management	Penetration testing	Social engineering testing, mostly phishing

No published estimate separates out long-duration, relationship-based testing. Beachhead: ~10,000 US cleared defense companies are required to run insider threat programs. 1,000 target accounts × ~$50K (planning assumption) ≈ $50M. Sources on the investor page.

MODEL

TIER	ROLE
1 · Briefing	Land: highest margin, short cycle
2 · Online sim	Scale: per participant, tooling compounds
3 · Red cell	Premium: largest deals, case studies
Retests	Recur: ~40% of the original fee

Year-one plan: 11 engagements, two discounted design partners, ≈ $212,500 planned bookings. A plan, not results.

ROADMAP, DEC 2026 – NOV 2027

WHEN	GATE
Dec–Feb	Legal ready: counsel sign-off, E&O bound
Mar–May	Pilot proof: 2 case studies, zero complaints
Jun–Aug	Repeatable: 3 paid deals, 1 partner channel
Sep–Nov	Year one: ≈ $212.5K booked, retests

WHY WE WIN

The only offering that combines long-duration relationship approaches, measured scores, executive focus and a counsel-reviewed consent framework. Every engagement adds to a benchmark dataset competitors can't copy.

GO TO MARKET

Design-partner pilots in semiconductors/AI and healthcare, conference talks, executive protection partners, and referrals from insider-risk and trade-secret law practices.

Talk to the founder.

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