pinkteam LABS

pinkteamlabs.com
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Phishing tests measure clicks. We measure conversations.

Sooner or later, a charming stranger will ask one of your executives a question they shouldn't answer. Pink Team Labs runs consent-based honeypot and elicitation simulations (recruiters, investors, conference contacts, even romantic interests), then measures what your people give away and whether they report it.

THE PROBLEM

The most expensive social engineering never sends a link.

It arrives as a relationship, built over weeks on LinkedIn, at conferences and over dinner, that escalates toward a request for nonpublic information. Awareness training covers it. Nobody measures whether that training holds.

WHO IT'S FOR

Anyone with a crown jewel.

- Executives, assistants and sensitive-access staff
- Semiconductors, AI, defense industrial base, healthcare and finance
- Bought by CISOs, general counsel, insider risk leads and facility security officers

SERVICES

TIER 1 · HALF DAY

Briefing & tabletop

A threat briefing built on real public cases, then a facilitated tabletop where your leadership walks through an approach and decides when to report it.

TIER 2 · 25–250 PEOPLE

Online approach simulation

Recruiter, investor, journalist, peer and (opt-in) romantic personas reach out over 60 to 90 days. Disclosure and reporting are scored.

TIER 3 · 3–8 EXECUTIVES

Executive red cell

Trained role players, in person and online, across a 90-day window, with a full private debrief for each participant.

Add-ons: retests at 6 or 12 months · executive digital footprint review · train-the-trainer license.

HOW EVERY ENGAGEMENT RUNS

01 Scope
Objectives, roles, channels and disclosure limits, agreed with security and legal.

02 Consent
Every participant agrees in writing to a window, not a time. Romance is a separate opt-in.

03 Operate
4 to 12 weeks of approved scripts. No recording by default.

04 Debrief
One-on-one and private. No ambushes, no shaming.

05 Report
Aggregate results mapped to controls you can fix.

WHAT YOU GET

- Measured disclosure and reporting rates, by pretext and role group
- Findings mapped to fixable controls, ranked by severity
- Private debriefs that teach people to spot and report the next approach
- A retest plan to prove the fixes worked

RULES WE NEVER BREAK

- No contact with anyone who hasn't consented, including family
- No physical intimacy or sexual content, in any scenario
- No disciplinary use: sponsors see aggregate results only
- No impersonating real people, companies or agencies

Start with a Tier 1 briefing for your executive team.

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