

Home Page

HOME PAGE — SECTION 1

Page Title

Business Digital Asset Protection

Get a Quote – Per current review in meeting 10.01.26 fine with new location placement

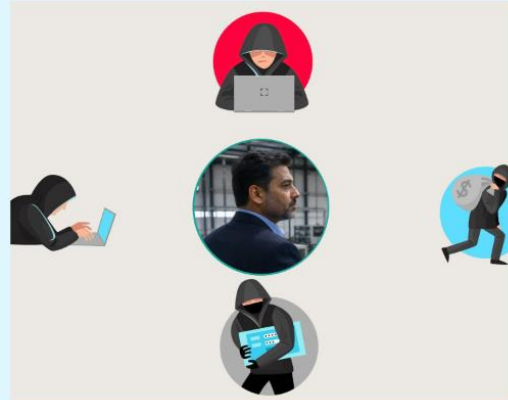
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Take Control of Your Cyber Risk

As cyber threats increasingly target businesses of all sizes, Cyber Liability Insurance provides financial protection and expert support to help organizations respond, recover, and move forward when a cyber incident occurs.

But cyber risk is about more than insurance. Today's businesses need to protect their digital assets, strengthen their security posture, reduce operational risk, and prepare for the threats that can impact business continuity.

Through cyber insurance solutions and access to pre-vetted cybersecurity partners, Futuristic helps organizations strengthen resilience, reduce loss potential, and better prepare for evolving cyber risks.



Take Control of Your Cyber Risk Before a Cybercriminal Does

Cyber threats can disrupt operations, compromise sensitive data, and create significant financial losses. **Futuristics'** Business Digital Asset Protection combines cyber insurance with expert support to help businesses protect what matters, respond effectively, recover faster, and keep moving forward after a cyber incident.

Protection goes beyond the policy. **Futuristic Underwriters** combines specialized cyber insurance expertise with access to pre-vetted cybersecurity partners and risk intelligence to help businesses strengthen their security posture, reduce exposure, and build greater resilience against evolving cyber threats.

Video: Video / Content Recommendation

Keep: Video positioned to the right of the content as currently designed.

Video Text:

Take Control of Your Cyber Risk Before a Cybercriminal Does

Terminology Update:

On first reference, replace “**SMBs**” with “**small and medium-sized businesses (SMBs)**” for clarity.

Video Messaging Recommendation:

Avoid duplicating the full body copy. Use the video to reinforce the value proposition through short, outcome-focused messaging:

Protect Your Data. Protect Your Operations. Protect Your Business.

Respond. Recover. Move Forward.

Business Digital Asset Protection by Futuristic Underwriters.

Marketing / Web Design Notes:

Keep this section concise and visually balanced. The copy establishes the cyber exposure, identifies the product, communicates the business outcome, differentiates Futuristic beyond the insurance policy, and moves the visitor directly toward conversion.

Maintain “**cyber insurance**” prominently within the copy for product clarity and search relevance while using “**Business Digital Asset Protection**” as the broader differentiated positioning.

Visually, review centering, spacing, alignment between the copy and video, and CTA prominence. **Get a Quote** should remain the primary conversion action in this section. Do not add additional copy or competing CTAs here.

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Built for a Broad Range of Businesses

Learn About Us →

Futuristic offers Cyber Security Liability to a broad range of classes for businesses, focusing on organizations that demonstrate strong technology practices and effective cyber hygiene. Take charge of your business with our modular coverage offering. Businesses can tailor their protection by selecting coverage options that meet their unique needs. No minimum premium. Use our application or send us a competitor's.

Cyber Protection Built Around Your Business. Not the Other Way Around.

Learn About Us → No two businesses operate the same and their cyber protection shouldn't have too either.

Futuristics' Business Digital Asset Protection is modular by design, giving businesses the flexibility to select coverage based on specific exposures, priorities, and budget.

Coverage can be structured individually with distinct limits and retentions, so businesses can choose targeted protection for specific exposures or build broader cyber coverage based on what they need.

Whether protecting against first-party losses, third-party liability, cybercrime, or other evolving exposures, our modular approach lets businesses start with what matters today and adapt as they grow.

Different businesses. Different exposures. Protection built to fit.

Marketing and Web Design Recommendations:

This proposed copy replaces the current “Built for a Broad Range of Businesses” language while retaining the original focus on Futuristics’ modular cyber offering and the ability to tailor protection to individual business needs.

Layout: Maintain the current image-left and content-right layout on section 3.

Content Emphasis: Give greater visual prominence to “**modular by design.**” Modularity is a meaningful product feature and should be immediately recognizable to both brokers and business owners.

Scalability Message: Emphasize the ability to select protection based on current exposures and evolve the insurance program as the business grows.

Cross-Sell Strategy: Retain **Learn About Us** → as the pathway to Futuristics’ broader product offering. This allows the cyber page to support additional product discovery without distracting from the primary cyber message.

Coverage Detail: Avoid adding individual coverage tiles to this section. The homepage already provides a dedicated coverage section explaining Breach Response, Business Loss, Cyber Crime, and Third-Party Liability.

Program Specifications: Reserve revenue eligibility, policy limits, carrier information, placement capabilities, and other underwriting specifications for the Program Highlights section. This keeps Section 2 focused on the product’s value proposition rather than technical details.

Positioning: Present budget flexibility as **choice and scalability**, rather than affordability. The intended message is that businesses can structure protection around their current exposures and needs, with the ability to expand that protection as their operations evolve.

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Program Highlights



Designed for businesses with strong technology practices and effective cyber hygiene, our Cyber Liability program offers flexible protection with:

- 🔧 **Cyber Crime:** Maximum sub-limit of \$250,000
- 🔧 **Superior Claims Management:** Includes "pay on behalf" wording
- 🔧 **Digital Placement:** API/Agency digital placements available
- 🔧 **Continuous Cyber Hygiene Monitoring:** Partnership with KYND to assess, price, and monitor cyber hygiene
- 🔧 **A-Rated Carrier:** Southlake Specialty Insurance Company – AM Best A-rated
- 🔧 **Non-Admitted Paper:** No minimum premium
- 🔧 **Revenue Eligibility:** Up to \$250 million in revenues
- 🔧 **Policy Limits:** Maximum limit of \$1 million per policy

→ [Know More](#)

- Cyber 101
- Cyber PPT

PROTECTING DIGITAL ASSETS. STRENGTHENING RESILIENCE.

Futuristics' Business Digital Asset Protection combines flexible cyber insurance with specialized claims support, streamlined digital placement, and cyber risk intelligence to help small and medium-sized businesses protect digital assets, strengthen resilience, and manage cyber risk with confidence.

Our solution brings together the coverage, capabilities, and risk intelligence businesses need to stay protected and prepared:

- **Responsive Claims Support:** "Pay on behalf" and reimbursement capabilities designed to support an efficient response when a cyber incident occurs.
- **Streamlined Digital Placement:** API and agency digital placement capabilities designed to simplify access and support an efficient quoting experience.
- **Continuous Vulnerability Monitoring:** KYND intelligence helps policyholders identify vulnerabilities, monitor cyber hygiene, and support informed risk assessment.
- **A-Rated, Flexible Capacity:** Non-admitted coverage through AM Best A-rated Southlake Specialty Insurance Company, with no minimum premium.

Marketing Recommendations

- Replace "**Program Highlights**" with "**Protecting Digital Assets. Strengthening Resilience.**"
- Maintain a clean structure: **headline** → **one branded paragraph** → **transitional statement** → **four concise, benefit-driven bullets.**

- Maintain **vulnerability-focused language** for KYND rather than generic “cyber exposure” terminology. The dedicated KYND content can provide the deeper explanation of scanning, external vulnerabilities, risk indicators, and underwriting intelligence.
- Consolidate **A-rated carrier, non-admitted paper, and no minimum premium** into one stronger market-facing bullet rather than presenting them as separate specifications.
- Keep detailed eligibility and policy specifications, such as **revenue eligibility and policy limits**, out of this high-level value proposition and place them within the appropriate underwriting/product information.
- Move **flyers, applications, downloadable materials, and supporting documents** into the dedicated Resources section to keep this portion of the site focused on the product’s core value proposition.

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What Does Cyber Liability Insurance Cover?

Our modular coverage structure addresses the financial, operational, and third-party exposures that can arise following a cyber incident.



Breach Response

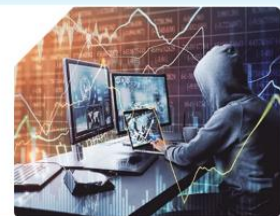
Our modular coverage structure addresses the financial, operational, and third-party exposures that can arise following a cyber incident.

- | | | |
|-----------------------------------|-------------------|--------------------|
| • Privacy Breach | • Betterment | • Data Restoration |
| • Computer Forensics Expert Costs | • Cyber Extortion | • Public Relations |

Business Loss

Protection for financial losses arising from disruption to your business:

- | | |
|---|---------------------|
| • Business Interruption from breaches or system failure | • Reputational Harm |
| • Dependent Business Interruption | |



Protection Built for the Risks Behind a Cyber Event

A cyber event can affect more than your data. It can disrupt operations, impact revenue, compromise sensitive information, and create liability to customers and other third parties. Our coverage is designed to respond across the different ways a cyber event can impact your business.

Breach Response

Respond quickly when a cyber event happens.

Coverage helps manage the immediate costs of investigating, responding to, and recovering from a cyber incident.

- Privacy Breach
- Computer Forensics Expert Costs
- Betterment
- Cyber Extortion
- Data Restoration
- Public Relations

Business Loss

Protect your business when operations are disrupted.

Coverage helps address financial loss when a cyber event or system failure interrupts your business or impacts critical third-party providers.

- Business Interruption from Breaches or System Failure
- Dependent Business Interruption
- Reputational Harm

Cyber Crime

Protect against cyber-enabled financial loss.

Coverage helps respond when criminals use technology, deception, or fraudulent communications to steal money or manipulate financial transactions.

- Computer Fraud
- Funds Transfer Fraud
- Social Engineering Fraud
- Telecom Fraud

Third-Party Liability

Protect your business when a cyber event impacts others.

Coverage helps address liability arising from privacy, security, regulatory, and media-related claims involving customers, partners, or other third parties.

- Privacy & Security

- Regulatory Proceedings
- Media

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Additional Cyber Enhancements

Extend the program with additional coverage options designed around evolving cyber exposures:

- **Dependent Business Interruption:**
Outsourced provider and system failure
- **Voluntary Shutdown:**
Coverage with embedded wrongful collection
- **Social Engineering Fraud:**
Including other property
- **Vendor or Client Payment Fraud:**
Protection against fraudulent payment instructions
- **Artificial Intelligence:**
Protection against emerging AI-related risks

FUTURISTIC UNDERWRITERS

Section 6: Additional Cyber Enhancements

Title:

More Coverage. More Protection. More Confidence.

Cyber risk evolves. Your coverage can too.

Subtext:

Go beyond core cyber protection with additional enhancements designed for emerging technology, operational dependencies, digital fraud, and the evolving ways businesses operate.

Featured Enhancements boxes:

Dependent Business Interruption

Helps protect your business when a critical provider or system disruption impacts operations.

Voluntary Shutdown

Additional protection when shutting down systems may be necessary to help contain a cyber event and limit further loss.

Artificial Intelligence

Addresses emerging risks associated with the growing use of AI in business and digital operations.

Vendor or Client Payment Fraud

Helps protect against financial loss when fraudulent payment instructions target transactions with vendors or clients.

Social Engineering Fraud – Other Property

Extends protection for social engineering schemes beyond funds to certain tangible property.

These should be presented as **featured examples**, not a complete list of available enhancements. The current document already identifies these five enhancement areas.

Add a sixth branded tile using the same visual treatment as the featured enhancement icons.

FUTURISTIC + More

Explore Additional Cyber Enhancements

Make the tile actionable and link it to the appropriate **Resources** area where the broader endorsement/coverage resource can be accessed.

Design Intent / Recommendation

Retain the branded icon/tile approach but strengthen the section so it is immediately clear that the displayed enhancements represent only a selection of available options rather than the full offering. The “**FUTURISTIC + More**” tile should visually complete the group while creating a natural pathway for brokers and business owners who want to explore additional coverage opportunities.

This section should feel like a **curated showcase of additional protection**, not a complete endorsement schedule. The goal is to highlight relevant and evolving exposures, create interest in additional coverage, and encourage users to explore the broader resources without overcrowding the homepage.

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EXTENDED PAGE 1 - CHECK ANOTHER TAB



Why Does My Business Need Cyber Liability Coverage?

SECTION 5: LINK TO EXTENDED PAGE 1

Recommended Website Copy

Headline:

Understand the Risk Behind the Coverage

Supporting text below:

Cyber risk goes beyond the attack itself. See the financial, operational, and evolving threats businesses face and why preparation and resilience matter.

CTA Button:

Explore Cyber Risk →

Link:

Extended Page 1 – *Cyber Risk By the Numbers*

Marketing & Design Recommendations

Replace the current “**What Does Cyber Liability Insurance Cover?**” / “**Know More**” promotional section with the updated risk-focused messaging above. The current placement leads directly into Additional Cyber Enhancements.

Move this entire section **below Additional Cyber Enhancements** to create a more intentional progression:

Core Coverage → Additional Cyber Enhancements → Understand the Risk Behind the Coverage → Extended Page 1

Design Intent

Use a business-centered image showing everyday operations with subtle digital dependency. Avoid generic hacker or padlock imagery. This positioning reinforces that **cyber risk is a business issue, not just an IT problem.**

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