



PRESS RELEASE

CYBER GURU RAISES \$25M SERIES B TO EXPAND ITS CYBERSECURITY TRAINING PLATFORM

P101 is backing Cyber Guru since 2021 and with this second follow on investment the capital injected into the company rises to € 6 million

October 24, 2024 – [Cyber Guru](#), the fast growing cybersecurity awareness training platform which enables organisations to increase their resistance to cyber threats by changing employee behaviour, today announced it has raised **\$25 million** in Series B funding.

Riverside Acceleration Capital, a growth equity investment firm that specialises in partnering with B2B software companies to navigate the transition from their early scale-up phase to their rapid acceleration stage, led the round with participation from EduCapital, the largest European Edtech and Future of Work focused investment fund, and existing investors Adara Ventures and P101 Ventures.

P101 has supported Cyber Guru **since 2021** and with this second investment - made through the Programma 102 fund - the capital injected into the company rises to **EUR 6 million**.

The investment announced today will capitalise on Cyber Guru's leading market position by accelerating the company's aggressive AI-driven contextual training roadmap, increasing sales and marketing resources, and expanding its Go-To-Market operations across Europe to sustain the company's continued customer growth.

Founded in 2017, Cyber Guru has now established itself as one of the fastest growing startups across Southern Europe as it delivers a comprehensive and modern security awareness training platform to security leaders of organisations of any size and vertical. Cyber Guru's over 700 customers benefit from a complete platform to change employee behaviours, manage human risk, and achieve compliance with minimal resources. Today, over 1 million active users in more than 90 countries are continuously trained by the platform's automated training paths, which are based on advanced learning methodologies and powered by a proprietary AI-driven Machine Learning model.

"We are delighted to continue supporting Cyber Guru on its international growth path. Their cutting-edge platform has the potential to go global, and we will continue to put the experience gained by P101's cyber security team at the service of this new stage of their journey" declared **Giuseppe Donvito, Partner at P101**. *"In an increasingly digital world, cybersecurity is not just a technical requirement; it's a foundational pillar*



for trust and innovation. At P101, we believe that investing in robust cybersecurity solutions is essential for fostering resilient businesses and protecting the future of technology."

"Securing this investment from Riverside and EduCapital, along with the continued support from Adara and P101, is a monumental step in our journey to scale internationally. Our mission is to improve an organisation's resistance to cyberattacks, by transforming user behaviour. With our proprietary Machine Learning model and the use of advanced learning methodologies, we've built a comprehensive security awareness training platform that is effective in managing and reducing human risk, and now we are poised to take this vision worldwide" added **Gianni Baroni, CEO and founder of Cyber Guru.**

About Cyber Guru

Cyber Guru is the most effective cybersecurity awareness training platform, enabling organisations to increase their resistance to cyber-attacks by changing employee behaviour. The platform trains employees to become the first line of defence against cyber threats, while minimising the impact on organisational productivity. Leveraging a proprietary AI-powered, adaptive Machine Learning model and behavioural science methodology, Cyber Guru offers a holistic security awareness training platform that is engaging, effective, and which delivers a real improvement in an organisation's security posture. Leading organisations of all sizes and verticals, in the public and private sector, rely on Cyber Guru to transform employee awareness of, and resilience to, sophisticated attacks – ultimately creating a human barrier against cyber-crime. For more information, please visit www.cyberguru.io

P101 SGR

P101 SGR stands as a prominent venture capital fund manager in Italy, specializing in investments in innovative and technology-driven European companies. Established in 2013 by Andrea Di Camillo, the firm boasts a diverse investor base, including Azimut, CDP, European Investment Fund, Fondo Pensione BCC, Unicredit, Cassa Forense, and other institutional investors, along with significant contributions from major Italian entrepreneurial families. P101 SGR currently manages five funds, including the first retail investment vehicle for venture capital developed in collaboration with Azimut Group. With assets under management of around 500 million euros, P101 has completed over 260 investments in more than 50 companies, generating approximately 1.7 billion euros in revenue in 2023 and employing over 5000 people. Throughout its 10+ years of operation, P101 has been instrumental in fostering the development of the Italian innovation ecosystem, supporting the growth and international expansion of companies such as Fatmap (Strava), Habyt, Milkman, MusixMatch, Tannico, Deporvillage, and Musement.

www.p101.it

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