Cybersecurity Industry Support

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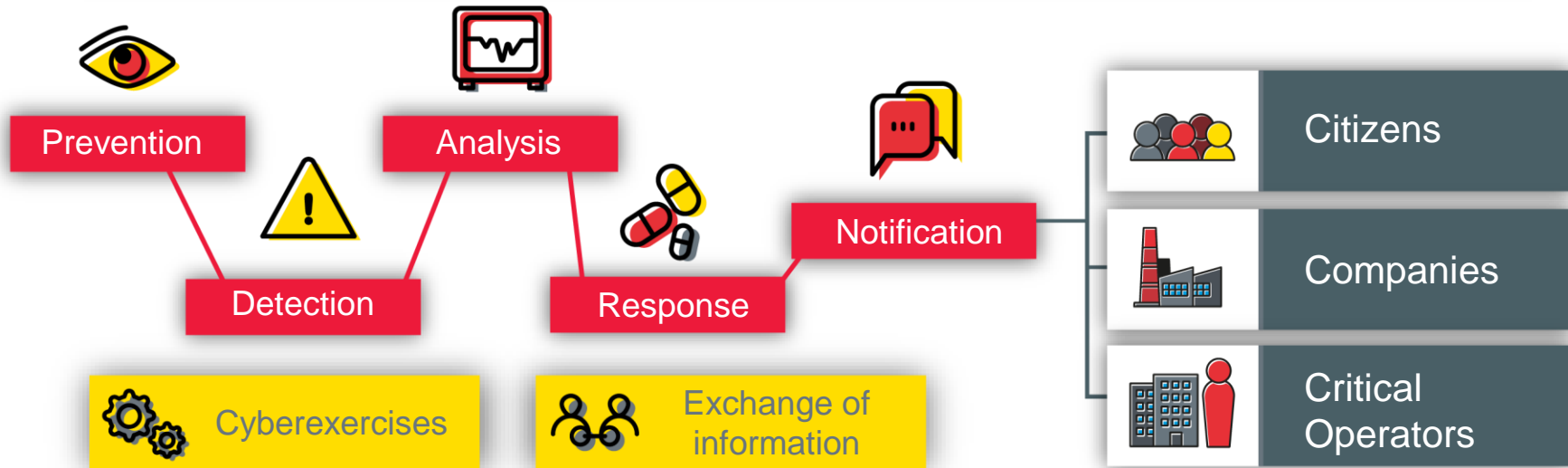# Industry assessment: challenges for cybersecurity growth

Industry associations
- Variety of innitiatives on **regulatory, standards** and awareness aspects.

Innovation
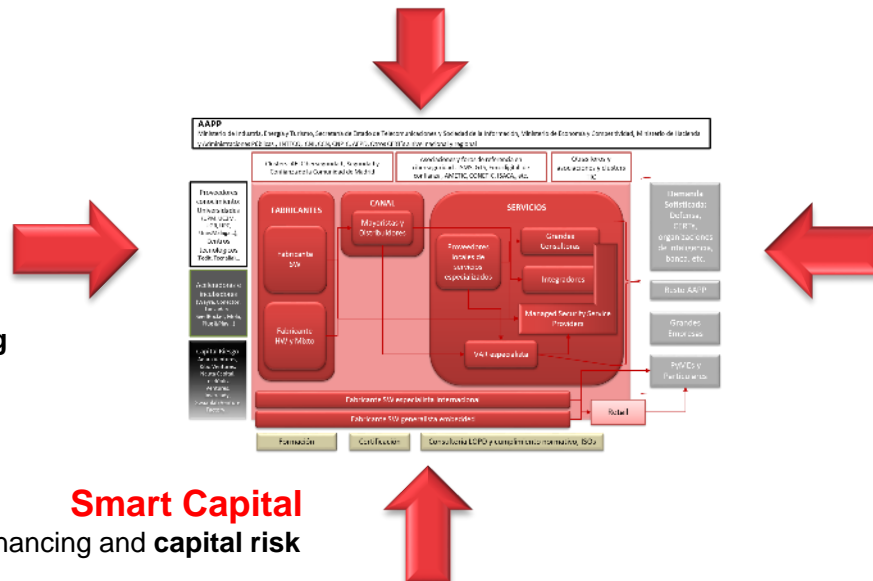- Broad range of research and technological groups but **lack of leadership**

Talent
- Limited offer of **specialized training**
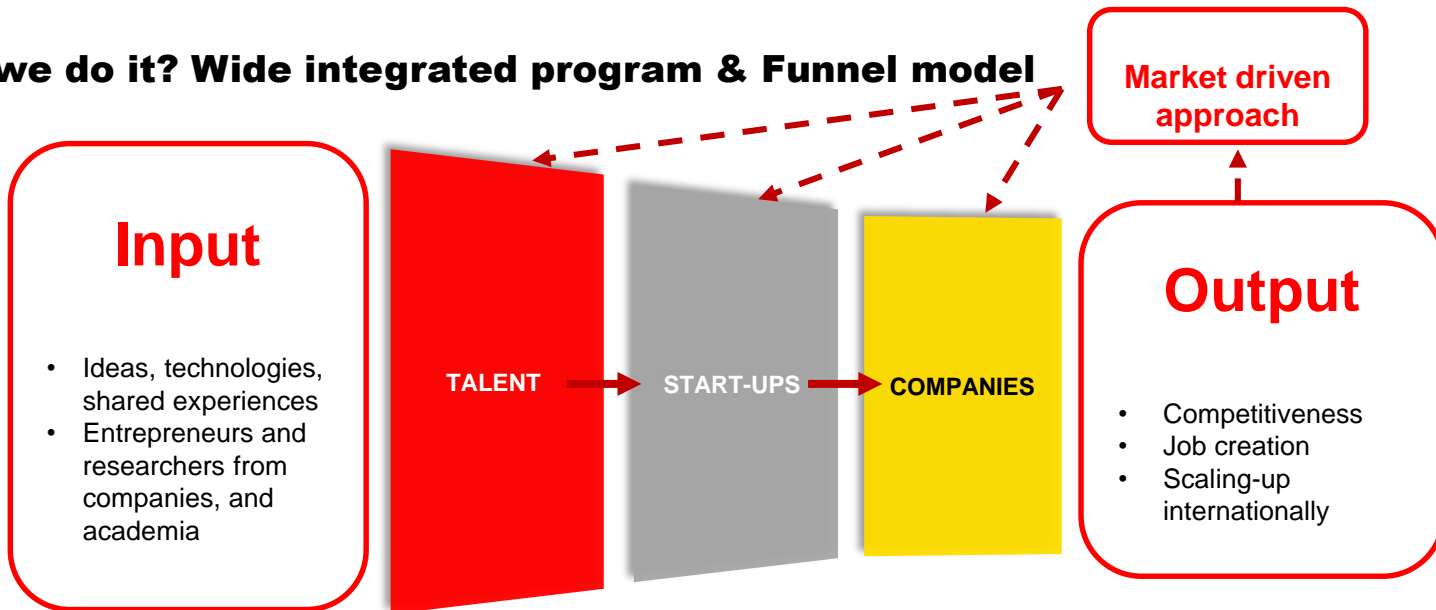- Limited collaboration **University-Industry**

Local demand
- Key role of the Public Administration to develop **innovation ecosystem**
- Product **certification criteria**
- **Public Demand**: Defense, Home Affairs, CERTs, CIPs Authorities, etc

Smart Capital
- Lack of financing and **capital risk**

INCIBE drives cybersecurity innovation

How we do it? Wide integrated program & Funnel model

Market driven approach

Input

- Ideas, technologies, shared experiences
- Entrepreneurs and researchers from companies, and academia

TALENT → **START-UPS** → **COMPANIES**

Output

- Competitiveness
- Job creation
- Scaling-up internationally

CHALLENGES AND SOLUTIONS IN CYBERSECURITY

TECH TRANSFER	ACCELERATOR	To INDUSTRY CLUSTER
COMMUNITY DEVELOPMENT	MENTORING AND TRAINING	NEW PRODUCTS
BUSINESS MODELING	SCALABILITY	INTERNATIONAL SUPPORT
PRIZE AWARDS	INVESTORS - DEMO DAY	COLABORATION

Strategic actions to suport national cybersecurity sector

In a nutshell, INCIBE implements a **complete programe** including activities to increase **local demand, new tech suppliers, and stronger international positioning**.

Strategic actions:

1 - Cluster Development to support existing companies
Supporting market development, higher visibility abroad, latest trends and opportunities

2 - R&D transfer to solve industry tech challenges
Better alignment and communication between academia and industry

3 – Developing new start-ups and entrepreneurship
Incubation and accelearation programs

1. Cluster development (Business & networking at International Event)

+2,000 participants and 136 speakers

enise Encuentro Internacional de Seguridad de la Información

Main Track
- Conferencias | Paneles
- 600 pax | Premio
- Jornadas Derecho

Entrepreneurship hall
- Ciberemprende: 20 pitches + 150 público
- Speed-dates: 20 start-ups + 10 inversores

Parallel activities
- **Operadores estratégicos**
  - 100 pax | 21-oct
- **Desarrollo de ideas**
  - 30 pax

Technical workshops
- Automóvil conectado
- Smart Cities
- Robótica

30 pax | 22-oct | 23-oct

International Business Forum
- Países | 25 compradores

Trade Show
- 65 stands | 5 Speakers Corners
- 1.500€ | 25' | Stands
- 3 Institucionales

Objectives
- Develop international **business deals**
- Showcase **innovative solutions**
- Promote Spanish cybersecurity **visibility**
- Increase **networking** in national and international markets.

Target Audience
- Cybersecurity experts
- ICT professionals
- Entrepreneurs
- Authorities
- Investors
- Customers

Activities
- Different tracks
- IBF & Trade show
- Technical workshops
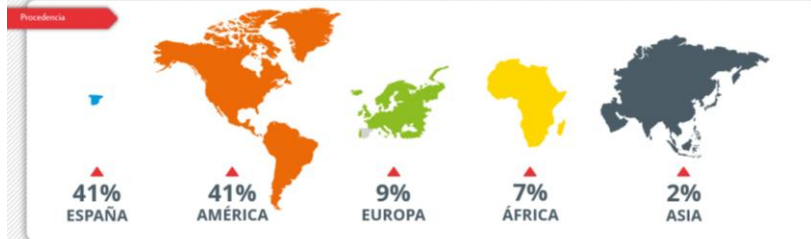- Start-ups pitches
- Access to finance
- Speaker corners

Next edition: 22-23 October 2019, León

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330 estudiantes de **44** países

Incident resolution cooperation

41% ESPAÑA
41% AMÉRICA
9% EUROPA
7% ÁFRICA
2% ASIA

Procedencia

Género
72% **28%**

Distribución por tracks

| 18% | 14% | 9% | 18% | 7% | 7% | 21% | 6% |
| CERT N1 | CERT N2 | FCS N1 | FCS N2 | PM Ext N1 | PM Ext N2 | PM Int N1 | PM Int N2 |

Asistentes que han contestado a la encuesta de satisfacción: 35,5%

CyberSBC18

9,16
Nivel de satisfacción
(sobre 10 puntos)

99%
Recomendarían
el evento

9,9
Los contenidos resultan
interesantes y de utilidad
(sobre 10 puntos)

feedback de los alumnos

Nivel de satisfacción general - Talleres

😀	89%
🙂	8%
😐	1%
☹️	2%

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1. Cluster development (international visibility)

Networking agendas and business stands: Trade missions and brockerage events at Cybersecurity Week, InfoSecurity London, RSA San Francisco, CyberTech TelAviv…

2. R&D transfer (solve industry challenges)

Piloting projects to solve end users' challenges and create solutions for future market leaders

Dynamize the demand of innovative solutions not available in the market
- Public instruments such as **pre-commercial public procurement** to encourage adoption.
- Focus around main challenges and **specific use cases** to develop the supply of innovation capabilities and environment for experimentation and testing

Increase cybersecurity supply capacities
- **Competence** training and knowledge centers
- Facilities for **experimentation** and **rapid prototyping**.

Facilitate tech transfer to market
- **PoCs into MVP** that solve client needs
- **IPR** protection
- **Talent skills** transfer into SMEs and start-ups

2. R&D transfer (talent development)

Orchestrating the National R&D Excellence Network in Cybersecurity

To avoid fragmentation and reach critical mass
- +100 Research teams
- +1.000 Researchers
- Infrastructure

Coordination & priorization
- National Cybersecurity Research Agenda
- European Commission NIS-Strategic Research Agenda

Objectives
- Knowledge transfer to Industry
- Spin-offs / Start-ups
- Attract Seed Capital / Venture Capital (VC).

2. R&D transfer (training itineraries)

INCIBE as a Centre of Excellence
Promotes talent and advanced professional training

Cybersecurity R&D&I
Network of Centres of Excellence

Grants for excellence
of advanced research teams

National Conferences
on Cybersecurity Research

Workshops
"Cybersecurity Spaces"

CyberCamp
competitions

European/Iberoamerican
Challenges

Raise awareness and disseminate cybersecurity among the families

+24,000
participants

57
Speakers

Identify and promote talent

3rd edition of **CYBEROLYMPICS**

167
Schools registered

1,143
Participants

Make the m
professional
opportunitie

43
Finalists
INDIVIDUAL CTF
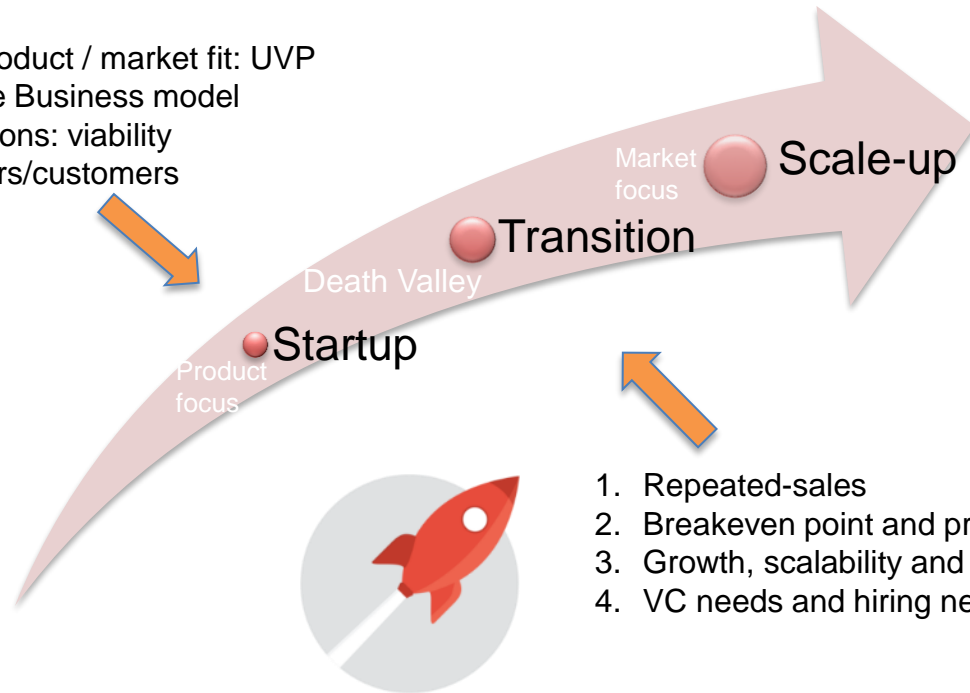
546
Participants

HACKATHON

9
teams

28
participants

3. Developing new start-ups and supporting SMEs

1. Technologies - Product / market fit: UVP
2. Seeking adequate Business model
3. Validate assumptions: viability
4. First early adopters/customers

Market focus

Scale-up

Transition

Death Valley

Startup

Product focus

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Catalyst for cybersecurity innovation

1. Repeated-sales
2. Breakeven point and profitability
3. Growth, scalability and cash flow
4. VC needs and hiring new key people

3. Entrepreneurship (seed incubator program)

Next call 3rd of May

INCIBE STRATEGIC INNITIATIVE
New companies and industry players

Inspirational events +25 practical workshops for initial ideas on different segments CIP, BC, IoT, Cloud, AI…
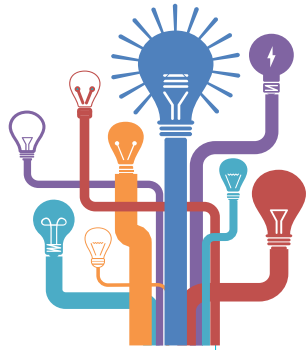
Annual program 2018 - develop new projects

Objectives:

- Generation of a **community** of Cybersecurity **entrepreneurs**
- Business **virtual training, coaching and incubation** program – **Top 30 selection**
- **Finalists invited to attend event of reference**
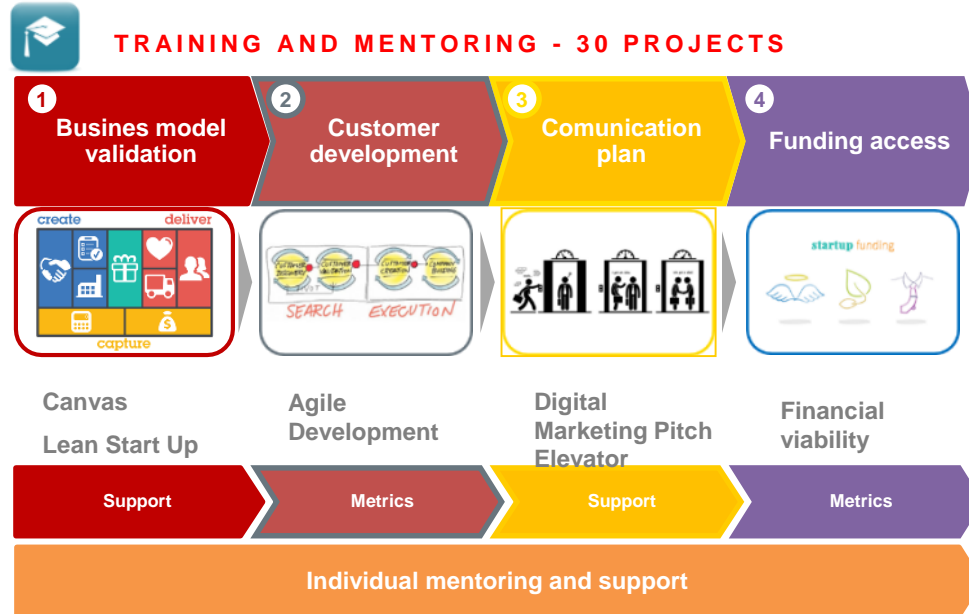- ENISE networking, **pitch and Venture day**

Seed stage start-ups:

TRAINING AND MENTORING - 30 PROJECTS

Agile methodologies

1 Busines model validation	2 Customer development	3 Comunication plan	4 Funding access
Canvas Lean Start Up	Agile Development	Digital Marketing Pitch Elevator	Financial viability
Support	Metrics	Support	Metrics

Individual mentoring and support

3. Start-ups (international accelerator)

Early growth stage start-ups:

Call opened until 5th of May

Program objectives

- ✓ Make participant companies **more competitive.**

- ✓ **Improve founders ability** to lead viable high potential projects.

- ✓ Develop and **add new innovative players** to the Spanish Cybersecurity Cluster.

- ✓ Accelerate **sustainable growth** in all start-ups in the program.

- ✓ Improve the founders´ ability to **attract and excite investors**.

- ✓ **Avoid death rate** of new projects due to lack of **resources**.

Activities

- ✓ **Agile and lean start-up techniques** to accelerate business model validation.

- ✓ **Workshops and training sessions** with experienced mentors.

- ✓ **Best practices and case studies** review with experts from the industry.

- ✓ **Personalized support** the development of business plans and access to finance**.**

- ✓ **Milestones progress** and financial support.

Program generates high interest:

>30 Collaborating organizations

>70 Meetings with investors, customers and business partners

11 Cybersecurity challenges proposed by Large Corporations

+150

Hours of training / start-up

Potenciales Clientes – Socios comerciales

Eleven Paths · indra · FUJITSU · DNV·GL · Giesecke & Devrient Creating Confidence.

PAYTPV · renfe · everis · SABICO group · BBVA · MAPFRE

Financiación pública

enisa · CDTI

Fondos de inversión

swanlaab VENTURE FACTORY · ADARA VENTURES · Sabadell · JME

ie · AREA 31 · Caixa Capital Risc · Sodical Instituto Financiero

Desarrollo de negocio - Internacionalización

eit Digital · iCEX · SPAIN TECH CENTER STC

tecnalia ventures Technology Value for Growth

RENIC Red de Excelencia Nacional de Investigación en Ciberseguridad · Centro de Ciberseguridad Industrial · ECS EUROPEAN CYBER SECURITY ORGANISATION · DSN · incibe_ INSTITUTO NACIONAL DE CIBERSEGURIDAD · tecnalia · Inspiring Business · enisa European Network and Information Security Agency

3. Start-ups (Success stories and 2019 new program)

Key indicators: hiring & capital

dinoflux

Threat Intelligence Platform for early malware detection

Syneidis Cybersecurity

Encrypted content to transfer and secure information

KYMATIO

Insider Threat detection and employee incident prevention

secureKids

Parental control on mobile devices

ENSOTEST

Anomaly detections in electrical substation networks

SMARTFENSE HARDENING DE USUARIOS

Online Training platform and employee awareness

NEWRALERS

Insurance fraud detection through AI

Dualogy Security

Security analysis of every asset exposed to the Internet

keynetic

Digital identity and access control based on SDN

THANKS A LOT!!!

1. **Goverment competitive program vs private**
- Trusting label
- Neutrality
- Independent Steering committee
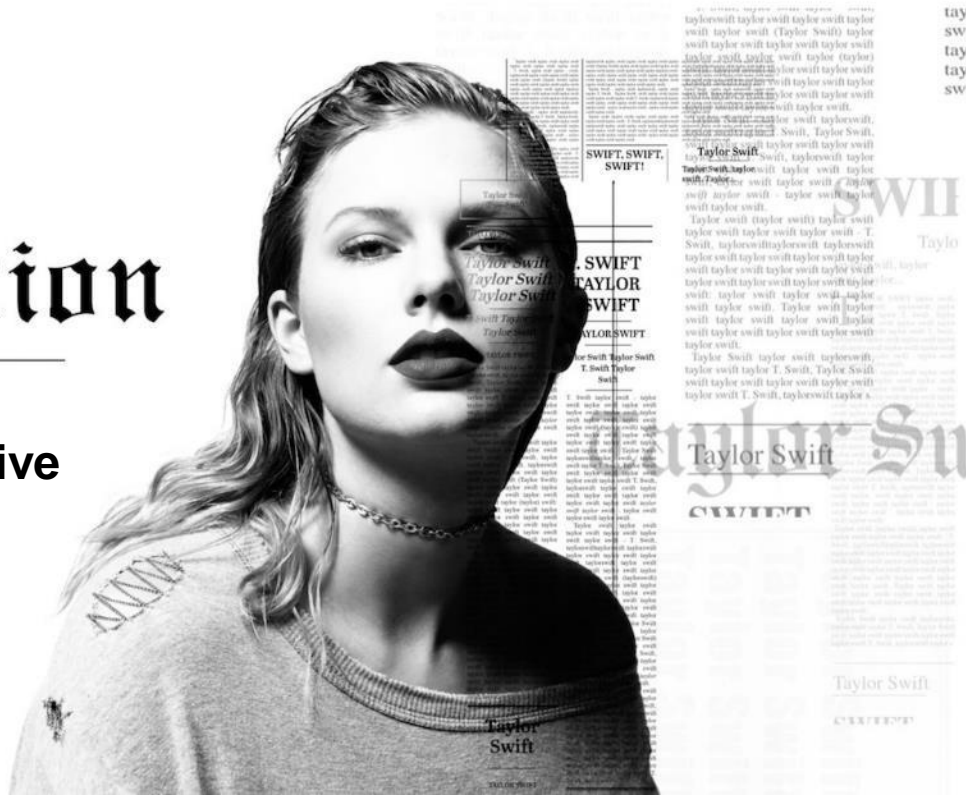
2. Specialization
- Unique Vertical Accelerator
- Starting 2014, pioneers worldwide Match 37, Cylon
- Showcase in EU: invitation to explain model

10 key advantages to select Cybersecurity Ventures

3. Program results
- Increased participation each year
- Success stories and media interest
- Investors and job creation

10 key advantages to select Cybersecurity Ventures

4. Intensive acceleration
- Practical program: for busy people
- Focused: traction and financial KPIs
- Business development: UVP, sales growth, and leadership

5. Flexible Program
- CEOs work in parallel
- Part time 6 months cycle
- Develop founders' business to a new level
- Impact on strategy, execution and people.
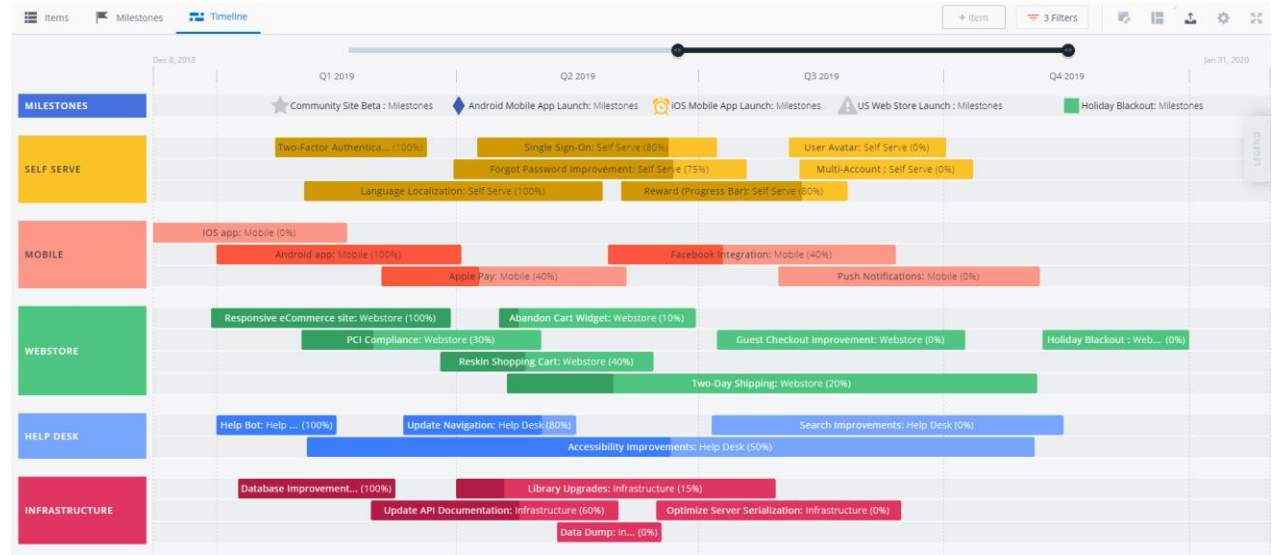
10 key advantages to select Cybersecurity Ventures

6. Full ecosystem immersion
- National networking, facilities and partnership collaboration
- Potential customers, investors, integrators, suppliers…
- Link to international most relevant actors to scale up
- Easier to implement project roadmap and strategies

Index ▲ 1.56 ▼ 0.78

7. High quality training curricula

- Key aspects on needs
- Tailored content
- Specific individual assessment
- Roadmap progress
- 360º feedback and support

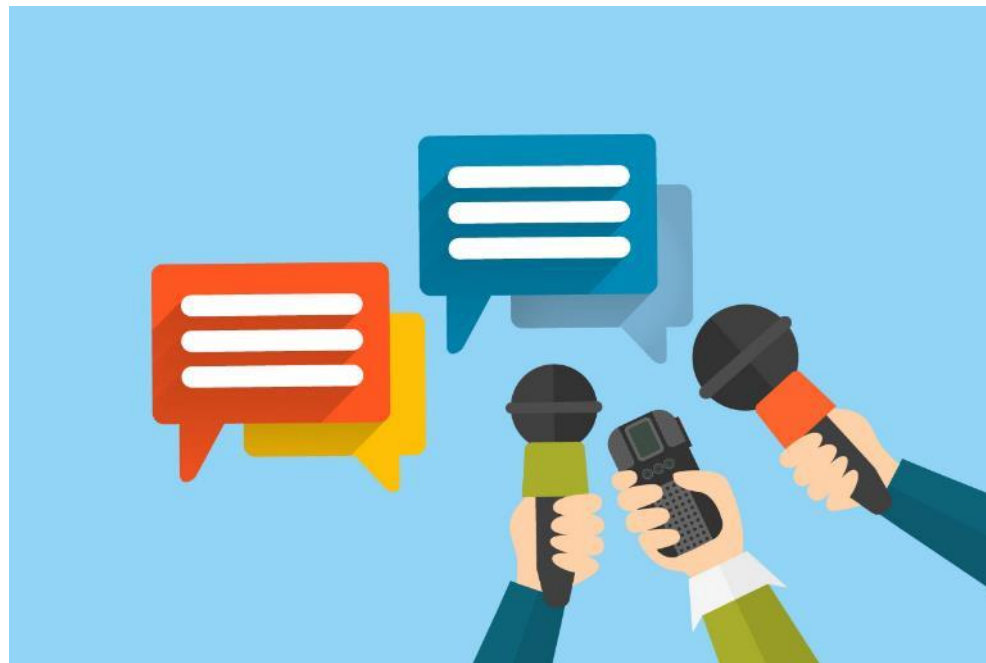## 8. Highly recognized mentors and coaches

- Different perspectives for effective and efficient
- Blended training: F2F, remote, group and individual assignments, and networking events.
- Successful entrepreneurs
- Cybersecurity experts, customers and investors

9. International Venture day

- Final party
- Public event and media coverage
- Evaluation criteria & committee
- Best cybersecurity scale-ups

10. Every start-up is a winner

- Celebration of success
- Big benefits in kind, no cost and everything included:
1. Pocket money for travelling & accommodation
2. No ask for equity
3. Cash prizes
4. High visibility

Are you ready? Apply now!!!

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