

# Partnership Proposal

for co-organising

## the European Cybersecurity Startup & SME Award Pilot

within the framework of the ECSO Cyber Investors Days

### 1. Objective

Over the last months, several partners have requested ECSO to support the organisation of their local events dedicated to cybersecurity investment in Q4-2020. This situation demonstrates the need for a coordinated approach and well defined strategy to continue supporting partners in strengthening cybersecurity investments, as well as implementing ECSO's goal to strengthen the investors community in Europe.

The following proposal for the creation of a European Cybersecurity Startup & SME Award leverages the existing ECSO Cyber Investors Days (CIDs) scheme by linking a series of local events endorsed by ECSO and creating a European Jury which would consist of thought leaders able to give international recognition to the final winners of the Award.

The proposal consists of two main part: a) Communication partnership and b) Award scheme.

### 2. Communication partnership to support local event(s):

- Local Partner leads the communication campaign to attract companies to participate at the local event (not limited to their own territory).
- Local Partner agrees to start communicating about the Award only after ECSO officially announces its launch (see below).
- Local Partner commits to use an indication "Endorsed by ECSO" in its event communication.
- ECSO provides common communication elements, including branding, competition guidelines etc.
- ECSO commits to promote the local event by making at least 2 social media post and at least 1 mention in its internal and external newsletters
- ECSO commits to promote the local event among its network of investors: 1 global announcement (end of June), 1 reminder for each local event with the list of participating startups (one month before the event).

### 3. European Cybersecurity Startup & SME Award scheme

Local Partners are in charge of hosting local events (or organising virtual events if travelling will be not possible) on cybersecurity investment and carrying out the selection procedure of the company to be nominated for the Award. The winners of each local contest will be invited to participate at the Award organised in the context of the ECSO Investor Days (see calendar below).

Like ECSO Cyber Investors Days, the local events are expected to have pitching sessions and B2B meetings with investors (please see 4. ECSO Cyber Investor Days). The major difference from traditional ECSO events is that the startup and SME selection process (if any) will be carried out by the local selection committee, and not by the ECSO Selection Committee. The most promising company winning the local competition will be nominated for the Award organised by ECSO and invited to pitch its solution in front of the European Jury.

ECSO is in charge of the organisation of regular reviews of the Award implementation, in cooperation with the local partners. In order to assess the feedback from partners and initiate the discussion on the rotary approach, the first review meeting will take place before the summer break. After the 2020 Pilot, the calendar of the next edition of the Award, including the final event, will be organised according to a rotary system and discussed within the ECSO WGs activities every year in January-February. ECSO Secretariat is in charge of collecting the partnership requests for future editions and then proposing the 2021 calendar.

#### **Added value and key factor for success:**

The participation of influential experts, representatives of large corporate and end-users (CISOs) and international investors at the European Jury is the main component to ensure the credibility of the Award. As such, each local partner commits itself to propose at least one prominent cybersecurity expert and industry leaders (i.e. investors, corporates) to join the European Jury (see below).

#### **Benefits for startups:**

- Increased international visibility and exposure to investors and corporates. ECSO and local partners commits to promote the results of the Award. ECSO will facilitate the winning startup/SME from each different local event introduction to acceleration programmes specialised in cybersecurity across Europe.
- Pitching opportunity and strengthened image among international investors and corporates.
- Benefits from pitching training.
- Recognition among European network of startups specialised in cybersecurity.

**Benefits for local partners:**

- Being recognised as the leading European locations for cybersecurity startups and investors who are looking for business opportunities.
- Benefiting from the introduction to the first pan-European network of investors.
- Being exposed to European partners and European Commission services.

**Benefits for investors (community):**

- Benefiting from the common calendar of events 'Endorsed by ECSO'.
- Discovering local ecosystems to look for business opportunities and scout the most promising companies.
- Meeting with peers and other specialised investors from other European countries and European Union institutions.

## 4. Roles & Responsibilities

**a) Pre-Selection (if any)**

- ECSO provides a common template (application form) and guidelines to collect the information from startups.
- Local partner carries out the selection process.
- ECSO representative (likely a WG Chair) participates at the local selection.
- ECSO updates and maintains startup database.

**b) Local Jury**

- ECSO provides evaluation criteria of the Award, which can guide the local selection process as well.
- Local Partner manages and chairs the Jury.
- Local Partner invites recognised experts from cybersecurity industry to evaluate the pitching companies.
- Local Partner invites ECSO representative (likely a WG Chair) to participate in the work of the local jury.

**c) Event Organisation**

- ECSO provides advice on logistics and best practices for successful implementation of the event on the basis of ECSO experience (see 4 ECSO Cyber Investor Days).

**d) Official communication of the Award**

- ECSO supervise the Award communication at the European level:

- proposes the draft of the announcement of the Challenge to be validated by the local partners,
- releases the official announcement of the Challenge by the end of June,
- liaises with the European Commission (Startup Europe, ICT-33 Pilots, EIB, EIF and other European partners),
- introduce the finalists to international acceleration programmes → communicates the final winner.
- Local partners advertise the Award through their respective channels.

#### **e) European Jury**

- ECSO provides secretarial services for the European Jury
- ECSO provides the evaluation criteria to be used for the startup and SME selection
- The European Jury is composed of:
  - ECSO representatives (e.g. Chairman, Secretary General, WG2-WG4 Chairs)
  - European cybersecurity experts (providers and integrators)
  - Representatives of large corporates (CISO of end-users, large industry) and public authorities working with cybersecurity issues)
  - Representatives of the local partners
- Local partners commit to nominate candidates to participate at the Jury

#### **f) Selection criteria**

- Applying startups and SMEs will be evaluated by the jury according to a list of criteria, provided by ECSO (see Annex II of this document).
- ECSO recommends local partners to use the same list of criteria for the selection of the local winner to be nominated for the final contest.

#### **g) Calendar Q4-2020**

- 15-16 Sep - SECURITYMADEIN.LU - Cybersecurity Luxembourg Startup Pathway
- 2nd Oct - Saint Quentin en Yvelines - Paris Cyber Week / Horizon Cyber
- 18<sup>th</sup> Nov - Brittany region - European Cyber Security Week (18 Nov)
- 1<sup>st</sup> Dec - 8<sup>th</sup> ECSO Cyber Investor Days in cooperation with eurobits e.V.
- 8<sup>th</sup> Dec - Final award ceremony (physical or virtual) during the ECSO Board of Directors/High level event.

#### **h) Proposed Roadmap**

- By end of June agreement on the Award scheme, communication material and announcement of the ECSO Award by ECSO Secretariat
- After ECSO announcement, local partners are allowed to communicate on their local award event
- 17<sup>th</sup> August ECSO sends reminder to its investors' community on Luxembourg event

- 1<sup>st</sup> September ECSO launches the 8<sup>th</sup> Investor Days selection campaign in cooperation with eurobits e.V.
- 2<sup>nd</sup> September ECSO sends reminder to its investors' community on SQY event
- 19<sup>th</sup> October ECSO sends reminder to its investors' community on ECW event
- 1<sup>st</sup> December ECSO announces the list of selected companies to participate at the 8<sup>th</sup> ECSO Investor Days and Final Award ceremony

## About the ECSO cybersecurity business matchmaking events

**INTRODUCTION.** The ECSO cybersecurity business matchmaking event series, also known as Cyber Investors Days (CIDs), have been designed to provide access-to finance and/or access-to market opportunities for the European cybersecurity startups and SMEs. The ECSO initiative also provides investment opportunities for investors and integrators, hereby contributing to the consolidation of the still highly fragmented European cybersecurity market.

**EUROPEAN OUTLOOK.** To reach out to different European cybersecurity ecosystems, each edition of the event is organised in a different European city in close cooperation with the local partner. The ECSO Cyber Investor Days already took place in Tallinn (September 2017), Paris (March 2018), Milan (September 2018), Berlin (November 2018), Madrid (May 2019), Luxembourg (October 2019), Brussels (May 2020 digital).

**ACHIEVEMENTS.** The initiative has been growing in popularity and the industry scene would indicate that this is set to continue throughout the upcoming years. Since its launch in 2017, the ECSO Cyber Investor Days have received more than 450 participants and hosted more than 400 B2B meetings. The number of the European cybersecurity startups and SMEs applying to the event has increased by nearly five times: from 11 applications received for Tallinn edition to 50 applications received for Luxembourg and Brussels edition. The event also experienced a growing recognition among the European and international investors. More than 140 investors from Europe, United States and Japan have participated at the ECSO Cyber Investor Days to date. Three cybersecurity investment deals by eCapital entrepreneurial Partners AG (Germany) and ITrust (France) were initiated and successfully closed as a result of the events.

**DRIVING FORCE.** ECSO Working Group 2 on 'Market Deployment, Investments and International Collaboration' and ECSO Working Group 4 on 'Support to SMEs, Coordination with Countries and Regions' coordinate the strategy and implementation of these events.

## Key Features of the ECSO Cyber Investor Days (virtual or physical)

**DURATION.** Two-day event, featuring:

- 1<sup>st</sup> DAY (afternoon) – tailored ECSO WG2 workshop for investors, integrators and CISOs, as well as a separate training session for startups and SMEs organised by local partner.
- 2<sup>nd</sup> DAY (full day) – investor/integrator introductions and startup/SME pitches, followed by the pre-scheduled B2B meetings.

**VENUE.** The event is foreseen to take place physically or virtually. In case of physical event, the local partner commits to provide the venue suitable for the nature of the event. The venue(s) shall have at least two rooms suitable for the workshop and the training session on the 1<sup>st</sup> day. The rooms shall accommodate around 45 and 30 people respectively. The venue also shall have a big open space area, which is big enough to accommodate 80-100 people for the pitch sessions and B2B meetings on the 2<sup>nd</sup> day. Two smaller rooms (max 40p) could be available for hosting different pitching tracks (seed / growth stage) as well as individual business meetings upon participants' request for both days.

**PARTICIPANTS.** The target audience for the event includes:

- Cybersecurity startups and SMEs – 20-25 startups/SMEs to be selected by the local Jury based on their applications and presentations submitted to the Local Partner; firm deadline.
- International investors and integrators/CISOs – around 50 corporates and investors to be invited to register their participation and provide information about their investment profile or what kind of technology solutions they are looking for; no firm deadline.

**LOCAL SELECTION PROCESS.** Startups/SMEs applications are reviewed and evaluated by the local Jury. The Jury is made up of a ECSO representative and experts representing the market and industry, as well as the Local partner representatives. Local partner will provide the application form for the startups (see Annex I), where selection criteria are indicated.

**INVESTEMENT PERIMETER:** The event will focus on the startups and SMEs looking for investors and/or integrators. Regarding the funding stage, the ambition is to cover the entire investment value chain (from seed to growth investment rounds).

**B2B MEETINGS.** To ensure the smooth and efficient implementation of the event, both selected startups/SMEs and registered investors/integrators will be invited to use B2B platform to pre-schedule their meetings in advance. Some last minute, spontaneous meetings would be available on the day of the event. **Important note:** The Local Partner commit to provide and manage the B2B platform for the event.

**CATERING (if physical event).** The Local Partner commit to provide the catering for the two days event (coffee breaks for both days and lunch for the second day). Sponsor might be found

among the registered companies or organisers network to sponsor the informal investors dinner on the 1<sup>st</sup> day.

**EQUIPMENT.** The local partner commit to provide the basic equipment needed for a smooth implementation of the event, including microphones, projectors, high tables and related equipment for the B2B meetings etc.

**Considering key features of the event, the Local Partner accepts the following responsibilities:**

- Actively promotes the event among within its stakeholders network and beyond (marketing, disseminating information, sharing invitations);
- Provides ongoing communication support on social media and offline;
- Actively participates in the Selection Committee for startups;
- Provides access to a B2B platform;
- Provides a venue with a suitable setting for a two-day event, as described above;
- Provides basic equipment for a smooth implementation of the event, as described above;
- Provides the catering for the two-day event.

**As the main organiser of the event, ECSO carries the following responsibilities:**

- Actively promotes the event within its network and beyond;
- Produces and shares communication materials, including announcements, invitations etc;
- Ensure the visibility of the Local Partner by including its logo on all communication materials and publications;
- Coordinates and manages the application process for startups/SMEs and the registration for investors/integrators;
- Leads the event coordination process and serves as a main contact point for the startups/SMEs and investors/integrators;
- Coordinates and oversees participants’ registration on the B2Bs platform.

## Organisational Roadmap of the ECSO Cyber Investor Days

Action	Responsibility	Deadline
<b>Save-the-Date announcement to:</b> ECSO Members and its network of around 700 primary contacts (investors, startups from previous editions, clusters, DIHs etc), as well as Local partners.	ECSO Local Partners	<i>tbc</i>
<b>Draft agenda:</b> ECSO to propose the draft agenda to Local Partners for a common review.	ECSO	<i>tbc</i>



<p><b>Invitations to startups/SMEs &amp; investors/integrators:</b> ECSO Members and its network of around 700 primary contacts (investors, startups from previous editions, clusters, DIHs etc), as well as the local partner</p>	<p>ECSO Local Partners</p>	<p><i>tbc</i></p>
<p><b>Startups/SMEs applications (deadline and management):</b> To be agreed based on the date of the event. All applications are managed by ECSO Secretariat</p>	<p>ECSO</p>	<p><i>tbc</i></p>
<p><b>Ongoing Communication:</b> Announcements on social media, using #InvestCyber hashtag, and e-mail reminders to the respective networks and stakeholders</p>	<p>ECSO Local Partners</p>	<p><i>tbc</i></p>
<p><b>ECSO Selection Committee for startups/SMEs:</b> ECSO sets up and manages the Committee meeting, as well as provides all the necessary information to its members (ECSO WG2 and WG4 Chairs and Local Partner representatives).</p> <p>The Committee meeting will be held <u>online</u> on the agreed date and will last between 1-2 hours.</p> <p>All the submitted applications and the evaluation form will be shared with the Committee members well in advance before the meeting.</p>	<p>ECSO Local Partners</p>	<p><i>tbc</i></p>
<p><b>Announcement of the startups/SMEs selection results:</b> Startups to be informed about the results.</p> <p>Selected startups to be asked to confirm their participation and send required materials (marketing description, logo and capital seek information) to ECSO.</p> <p>Investors and communication partners to be informed about the selection results.</p>	<p>ECSO</p>	<p><i>tbc</i></p>
<p><b>B2B platform and startups/SMEs catalogue:</b> B2B platform to be set for startups/SMEs registrations.</p> <p>Startups/SMEs catalogue to be finalised and shared with investors/integrators.</p> <p>Investors/integrators to be invited to register on the platform.</p> <p>NOTE: It is important to provide more time for business exchanges on the B2B platform.</p>	<p>ECSO</p>	<p><i>tbc</i></p> <p><i>tbc</i></p> <p><i>tbc</i></p>
<p><b>Investors/integrators workshop and startups/SMEs training session:</b></p>	<p>ECSO</p>	<p></p>

The agendas to be finalised and shared with the respective participants.	Local Partners	
<b>Startups/SMEs preparation for the pitch session:</b> Guidelines to be shared with the participants	ECSO	<i>tbc</i>
<b>Closing registration for investors/integrators:</b> Registered investors/integrators to be contacted to confirm their participation, as well as their profile conformity with the event.	ECSO	<i>tbc</i>
<b>Pre-event logistics and event setup</b> Agendas for the workshop, training session and the main day event to be prepared, disseminated to participants and printed.  Registration lists to be prepared and printed.  The venue for both days to be prepared, including preparation of the rooms, technical equipment etc.	ECSO Local Partners	<i>tbc</i>

## About European Cyber Security Organisation (ECSO)

The European Cyber Security Organisation (ECSO) is the official counterpart to the European Commission in implementing the contractual Public-Private Partnership (cPPP) on cybersecurity, which was signed in June 2016.

ECSO is the voice of the European cybersecurity stakeholder's community. It unites a variety of the European cybersecurity stakeholders, including large companies, SMEs and startups, research centres, universities, end-users, operators, clusters and associations, as well as the local, regional and national administrations across the European Union (EU) Member States, the European Free Trade Association (EFTA) and H2020 Programme associated countries. To date, ECSO has more than 250 members and reaches out to more than 2000 entities.

ECSO is the forum to design, develop and launch concrete initiatives aiming to support the development of the European market, industry competitiveness and the European ecosystem.

## ANNEX I

### START-UP/SME APPLICATION FORM<sup>1</sup>

to

### CYBER INVESTOR DAYS

[time] // [place]

Applicants are kindly asked to fill in the form and send it together with a 5-slide presentation to [wg4\\_secretariat@ecs-org.eu](mailto:wg4_secretariat@ecs-org.eu)

**DEADLINE:** tbc

[Insert name of the start-up/SME]	[Insert logo]
<p>Unique Value Proposition – Problem, Solution, Product:</p>	<p><b>COMPANY'S PROFILE</b>                      Website:                      Market Segment: <u>to be identified in the table below</u>                      Employees:                      Product Launch:                      Headquarters Address:</p>
<p>Market &amp; Go-to-Market Strategy:</p>	<p><b>CONTACTS</b>                      Name, Surname:                      Email:                      Phone:                      + 1 representative:</p>

<sup>1</sup> Your personal data controller is the European Cyber Security Organisation (ECSO), registered at Rue Montoyer 10, 1000 Brussels, Belgium. Please note that the data you provide in the application form will be used for the selection of the start-ups/SMEs to the xx edition of the Cyber Investor Day, taking place on xx xx xxxx. ECSO will use the provided contact details for the organisational purposes of the event: to update the participants about the selection results, the logistics and other event-related information. ECSO undertakes not to disclose the information and documents of any kind whatsoever. At any moment, you can email ECSO via [wg4\\_secretariat@ecs-org.eu](mailto:wg4_secretariat@ecs-org.eu) and ask for the removal of your data. In order to obtain detailed information about your rights, please contact us directly via [wg4\\_secretariat@ecs-org.eu](mailto:wg4_secretariat@ecs-org.eu), or by posting a letter to: European Cyber Security Organisation (ECSO), 10 rue Montoyer, 1000 Brussels, Belgium.

<b>Business Model &amp; Use of Proceeds:</b>	<b>FINANCIAL INFORMATION</b> Current Stage: Previous Capital: Monthly Burn Rate: Capital Seeking:
<b>Competition on the Market:</b>	<b>INVESTORS</b> List:
<b>Team Size:</b>	<b>BOARD</b> CEO Funder, CTO Funder, etc.
<b>Company Competitiveness - Top 3 Advantages:</b>	

	Financial year	2018	2019	2020	2021
<b>[Insert company's name &amp; HQ information]</b>	<b>Revenues</b>				
	<b>Expenditure</b>				
	<b>Net profit</b>				

\* in thousand euros (€)

## Market Segment

(please, identify which capability(-ies) and categories your company meets)

Capability	Solution Category	Company's market segment
<b>IDENTIFY</b>	Asset Mangement	
	Business Environment	
	Governance & Risk Management	
	Risk Assessment	
	Risk Management Strategy	
	Supply Chain Risk Management	
<b>PROTECT</b>	Identity Management & Access Control	
	Awareness and Training	
	Data Security	
	Information Protection Processes and Procedures	
	Maintenance	
	Protective Technology	
<b>DETECT</b>	Anomalies and Events	
	Security Continuous Monitoring	
	Detection Processes	
<b>RESPOND</b>	Response Planning	
	Communications	
	Analysis	
	Mitigation	
	Improvements	
<b>RECOVER</b>	Recovery Planning	
	Improvements	
	Communications	

## ANNEX II

### LIST OF CRITERIA FOR THE STARTUP AND SME SELECTION

1. **European-based business.** Company is headquartered and runs majority of its operation in the European Union Member States (EU27), European Free Trade Association (EFTA), European Economic Area (EEA) countries and the United Kingdom (UK)
2. **Scalable, disruptive and innovative.**
3. **Growth ambition / plan.** Companies should present a well-thought-out growth strategy to convince potential investors and business partners that their investments will produce returns later on.
4. **Go-to-market strategy.** Companies should outline the necessary steps they are undertaking to succeed in the cybersecurity market and scale up into global businesses.
5. **Business Model & Use of Proceeds.** Companies should present their plan how it is going to spend the financial capital received to scale up its business.
6. **Team size and team profile.** Companies should present their leadership and management / execution potential.

Table 1. Example of the evaluation table to be used by the local and international juries

European Cybersecurity STARTup Award 2020	EVALUATION CRITERIA					
	European-based business	Scalable, disruptive and innovative	Growth ambition / plan	Go-to-market strategy	Business Model & Use of Proceeds	Team size and team profile.
Company A						
Company B						
Company C						
...						