



Security Startup Challenge

Take the challenge. Grow your business.
Secure the future.



Startups for cybersecurity: join a unique global project Become an official supporter of the Security Startup Challenge 2015

Where: Jerusalem, Berlin, San Francisco, Singapore, Moscow, Luxembourg, Boston

When: 22 March – 21 August 2015

Whether you're a business accelerator, business incubator, venture fund, or investment bank – if you're a startup equity partner, you should support Security Startup Challenge 2015.

What is Security Startup Challenge 2015?

Security Startup Challenge is the first global program to harness the dual expertise of the venture capital and cybersecurity industries. This unique acceleration program, created with input from **Kaspersky Lab**, one of the leading developers of security solutions for endpoint users, and venture industry leaders **Mangrove Capital Partners** and **ABRT Venture Fund**, is designed to provide startups with access to cutting-edge business, cybersecurity, and cross-industry expertise from around the world.

The program has been created for startups developing cybersecurity solutions, and for startups in areas — such as **fintech, healthcare, mobile, the Internet of Things** and **the Cloud** — where cybersecurity is a high priority. Security Startup Challenge will enable entrepreneurs to realize their business ideas on a global scale; networking opportunities will provide a chance to share with, and learn from, the best industry professionals, resulting in an international community of cybersecurity startups with the knowledge and skill to tackle the IT security problems of today and tomorrow.

Why should my organization support Security Startup Challenge?

Cybersecurity is a booming business: CB Insights estimated that the cybersecurity market grew from \$3.7 billion in 2002 to \$87 billion in 2014, and is expected to reach \$121 billion in 2017. It's not surprising that cybersecurity is also a target for investors: according to CB Insights, in Q2 2014 alone, \$767 million was invested in information security startups. The active involvement of equity partners ensures support for new entrepreneurs and technologies and benefits startups and partners alike.

How Security Startup Challenge 2015 works

Security Startup Challenge 2015 starts in March 2015 with preliminary two- and three- day workshops in five cities **around the world**: Jerusalem (22 – 24 March), Berlin (26 – 27 March), San Francisco (7 – 8 April), Singapore (16 – 17 April) and Moscow (23 – 24 April).

The main three-month acceleration program starts in May: Luxembourg I (26-30 May), Luxembourg II (7-11 July) and finishes in August at MIT in Boston (17-21 August). Prizes of \$50,000, \$20,000 and \$10,000 will be awarded to the three best teams.

Startups apply separately for the workshops and the main program. Startups are welcome to participate concurrently in other acceleration programs. Security Startup Challenge 2015 is free of charge for startups, with financial support being provided by sponsors.

Supporting Security Startup Challenge 2015

Start feeling the benefits of supporting Security Startup Challenge 2015 in your region — **Europe, the United States or Asia** — either with a standardized package, or a more individualized approach. Your organization will profit from opportunities to:

- heighten your brand recognition and claim a leading position in the cybersecurity industry segment with cross-branding and image campaigns
- access cybersecurity and business industry contacts through participation in the cybersecurity startup community
- establish contact with key cybersecurity market leaders participating in Security Startup Challenge 2015
- leverage technical and marketing expertise to increase demand and startup valuation

**BE THE FIRST TO BECOME A PART OF SECURITY STARTUP CHALLENGE GLOBAL COMMUNITY.
CONTACT US TO DISCUSS SUPPORTING OPPORTUNITIES, WORKING TOGETHER AND MORE.**

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