



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:

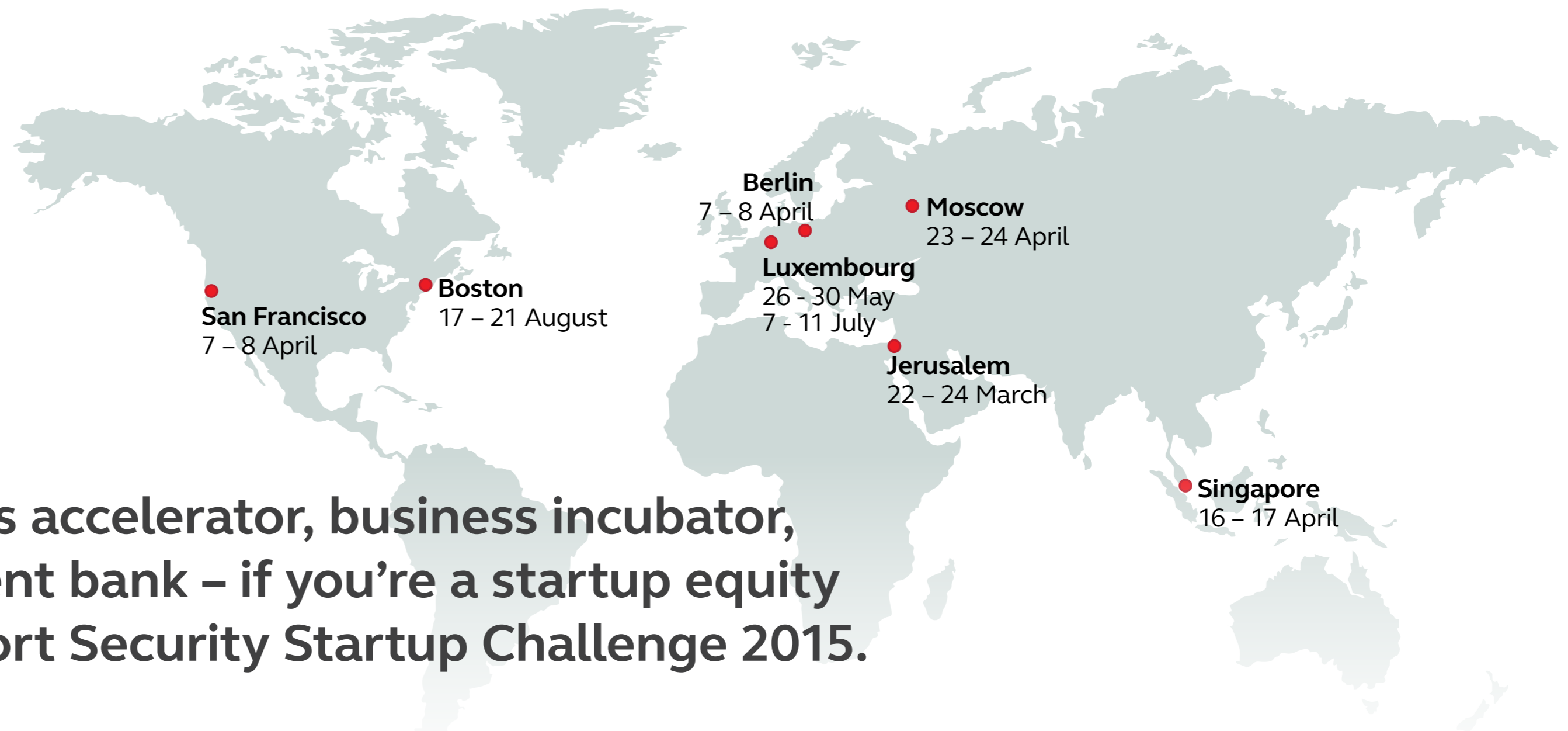
Jerusalem, Berlin, San Francisco,
Singapore, Moscow, Luxembourg,
Boston

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.

www.SSC2015.org



What is Security Startup Challenge 2015?

- SSC 2015 is the first global program to harness the dual expertise of the venture capital and cybersecurity industries.
- SSC 2015 is a unique acceleration program because it is designed to provide startups with access to cutting-edge business, cybersecurity, and cross-industry expertise from around the world.
- SSC 2015 is supported by Kaspersky Lab, one of the leading developers of security solutions for endpoint users, and venture industry leaders Mangrove Capital Partners and ABRT Venture Fund.

Who are the participating startups

1 – startups developing cybersecurity solutions

2 – startups in areas — such as fintech, healthcare, mobile, the Internet of Things and the Cloud — where cybersecurity is a high priority

SSC 2015 goals

1 – SSC 2015 is to enable entrepreneurs to realize their business ideas on a global scale;

2 – Networking opportunities of SSC 2015 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.
- Cybersecurity is also a growth area: in Q2 2014, **\$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)

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 Massachusetts Institute of Technology in Boston (17 – 21 August).

Prizes of \$50,000, \$20,000 and \$10,000 will be awarded to the three best teams.

How startups apply

- Startups apply separately for the workshops and the main program at the website
- 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

If you have questions or suggestions on how your organization will benefit from supporting Security Startup Challenge 2015, contact us now!

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