



ECSO – a Silo Buster for Cyber Security SMEs

*Report on the ECSO Business
Matchmaking events across Europe
2017-2019*

#InvestCyber

May 2019

ECSO Business Matchmaking events across Europe

Enhancing the Visibility of the European Cyber Security SMEs

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

ECSO Business Matchmaking events aim to increase the visibility of the European cyber security market players and to foster the European cyber security market consolidation.

These events provide a unique forum for the European cyber security startups to meet the European investors. In order to reach out to different European cyber security ecosystems, each edition of the event is organised in a different European city, together with the local partners.

ECSO Working Group 2, focusing on cyber security investment and market deployment, and ECSO Working Group 4, focusing on support to SMEs and regional cooperation, coordinate the strategy and implementation of these events.

ECSO Business Matchmaking events are designed to support companies positioned on the entire cyber security value chain and to cover the different investment phases, ranging from seeding to strategic investments, to mergers and acquisitions (M&A).

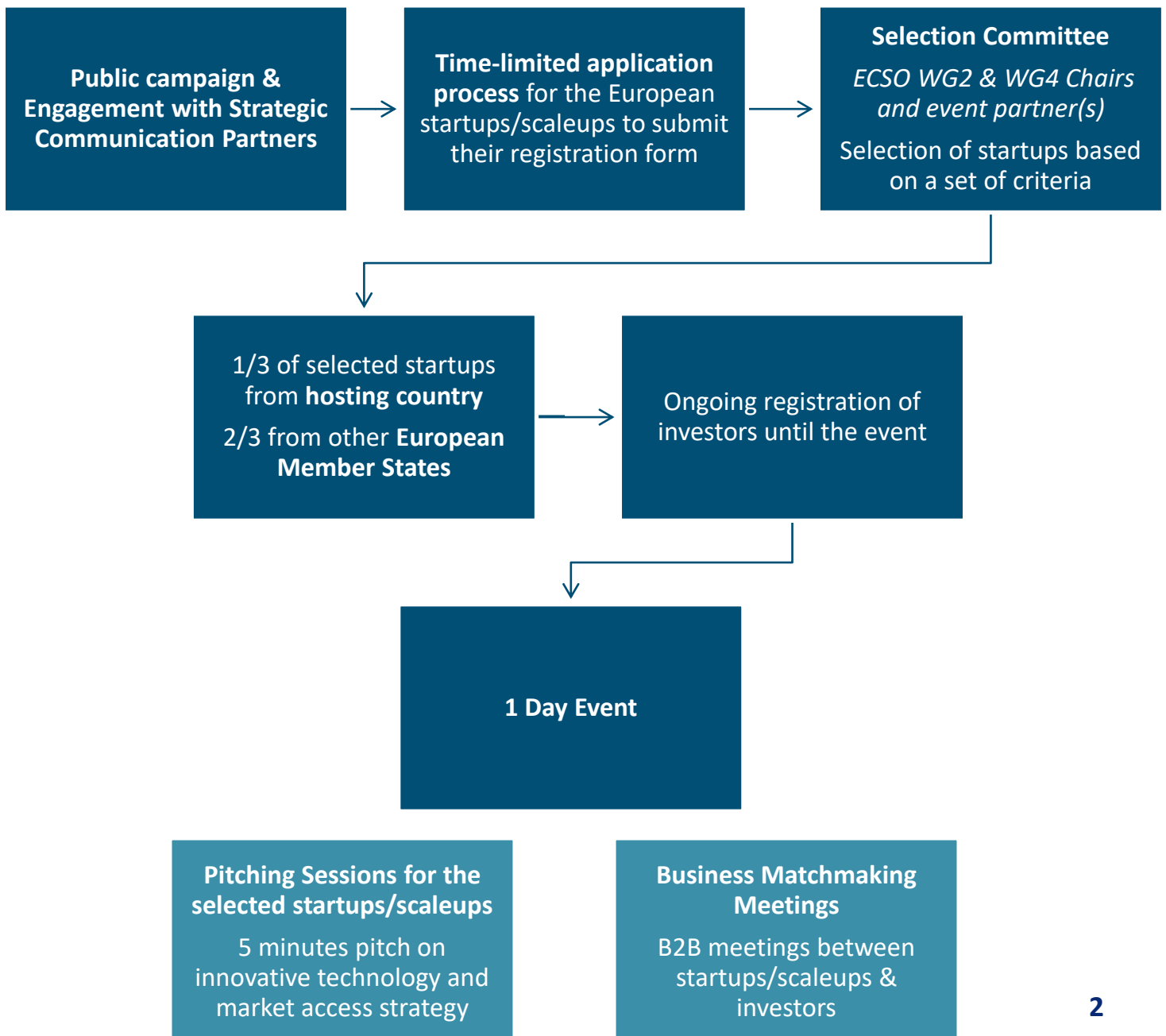
ECSO Business Matchmaking events represent ECSO's ambition to launch a European cyber security industry roadshow, which would significantly help to promote the European cyber security technology and expertise.

“A unique forum for the European startups and scaleups specialised in cyber security”

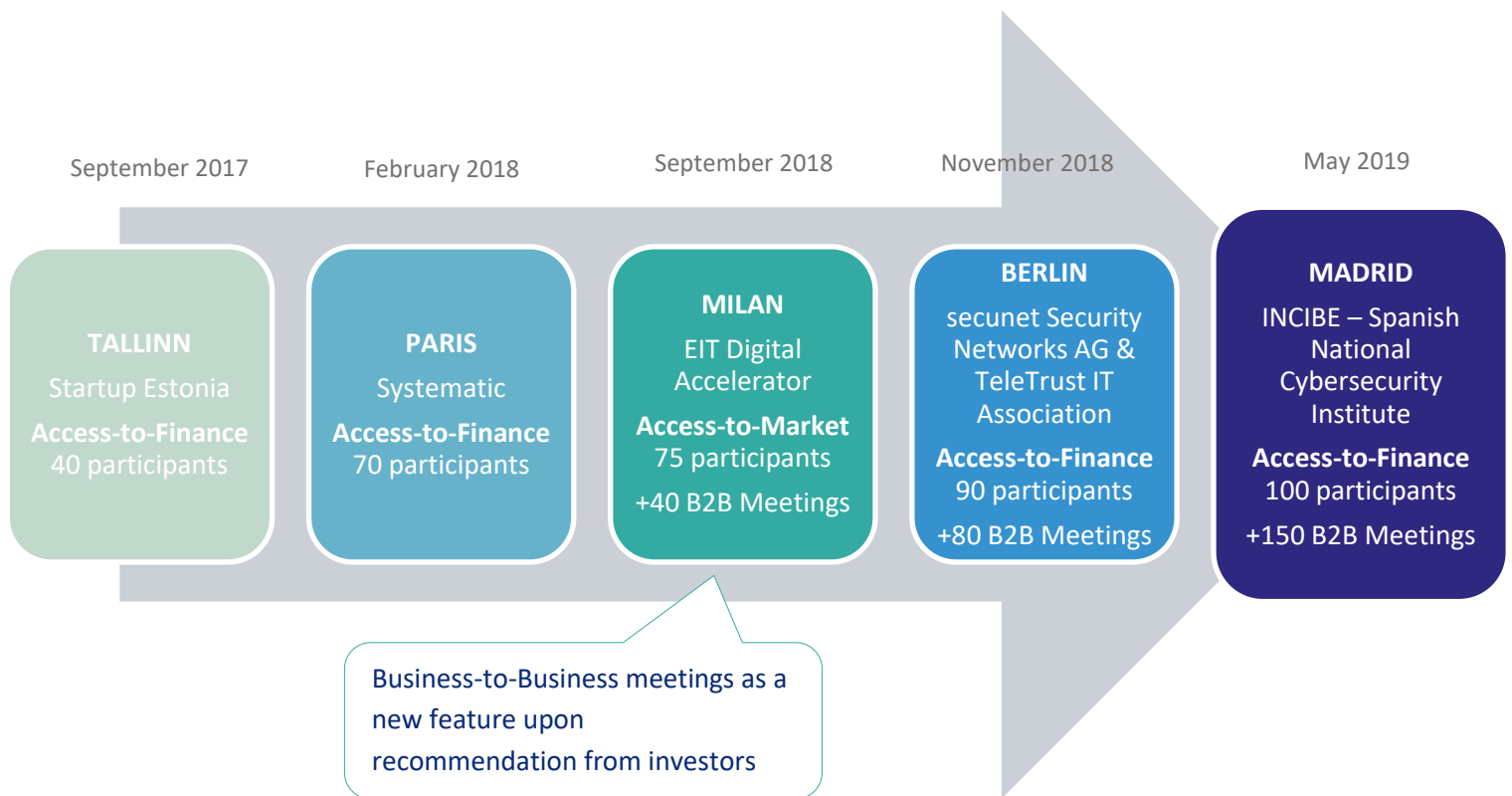
Format of Events

COVERING DIVERSE INVESTMENT PHASES: from seeding to strategic investment and M&A.

COVERING THE ENTIRE VALUE CHAIN OF CYBER SECURITY: fraud, identity & access management, application web security, network security, end-point security, cyber security services, governance risk & compliance, mobile security, data protection, mobile security, ICS & IoT security, cloud security.



Timeline of Events



SNAPSHOT: Cyber Investor Days in Berlin // 27-28 November 2018

PARTNER EVENT: the German cyber security and cyber defence company **SECUNET SECURITY NETWORKS AG** and **TELETRUST – IT SECURITY ASSOCIATION GERMANY**.

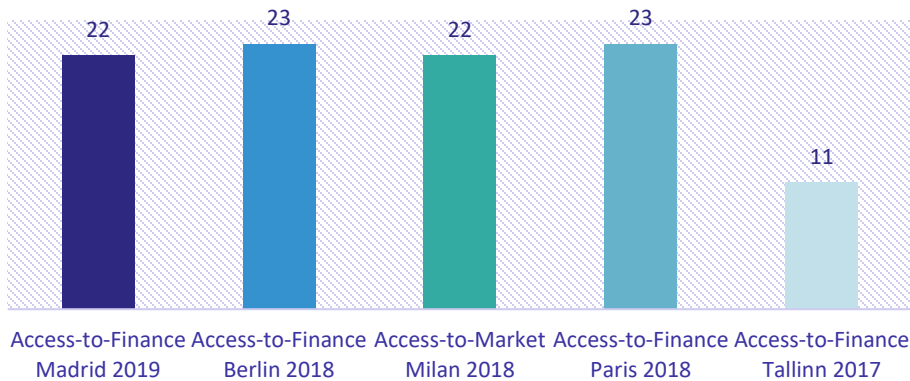
The event gathered 90 participants from 12 different European countries, including Belgium, Cyprus, Czech Republic, Denmark, Estonia, France, Germany, Italy, Poland, Portugal, Spain, the Netherlands, United Kingdom

Key figures:

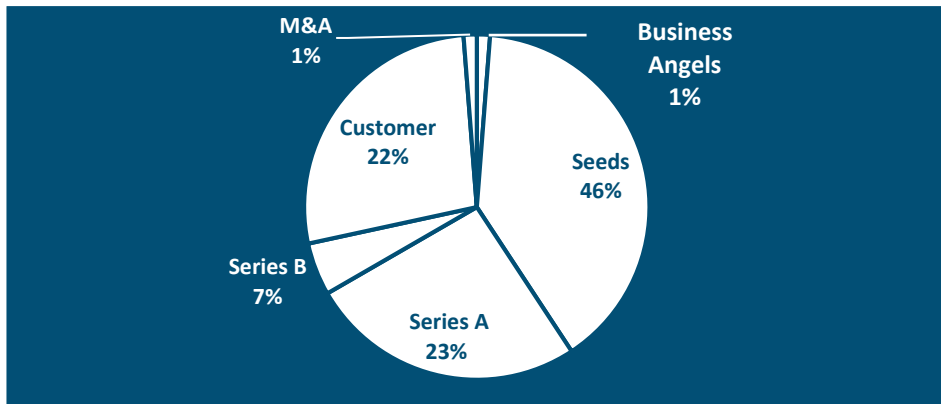
- 2 pitching sessions for startups,
- 23 selected startups (over 40 applications) covering the entire cyber security value chain,
- 31 investors engaged in the strategic business matchmakings,
- over 60 business-to-business meetings organized,
- 2 honorary keynote speakers – Andreas Koenen, Director General CI, Cyber and Information Security at **German Federal Ministry of Interior, Building and Community**, Francisco Alves da Silva, Quasi-equity investment officer, **European Investment Bank**.

2017-2019 Event Statistics

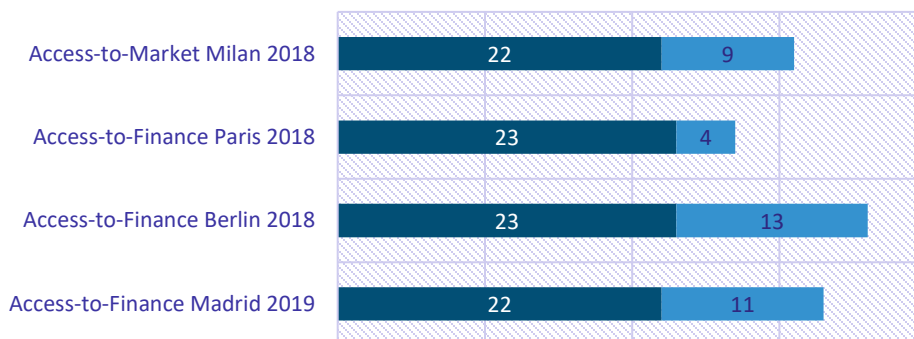
PARTICIPATION OF SELECTED STARTUPS & SCALEUPS



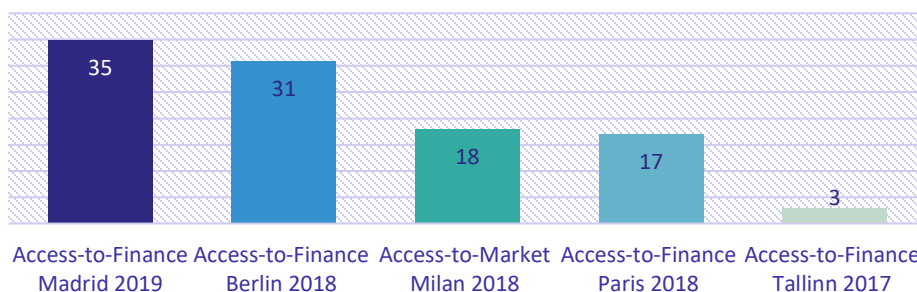
INVESTMENT NEEDS OF THE SELECTED STARTUPS & SCALEUPS



BALANCE OF THE SELECTED AND REFUSED APPLICATIONS FROM STARTUPS & SCALEUPS



PARTICIPATION OF THE INVESTORS & INTEGRATORS



Sample of the attending institutions, investors and companies

INSTITUTIONS

European Commission
European Investment Bank
German Federal Ministry of Interior, Building and Community
ZITIs - German surveillance agency independent from police and secret service

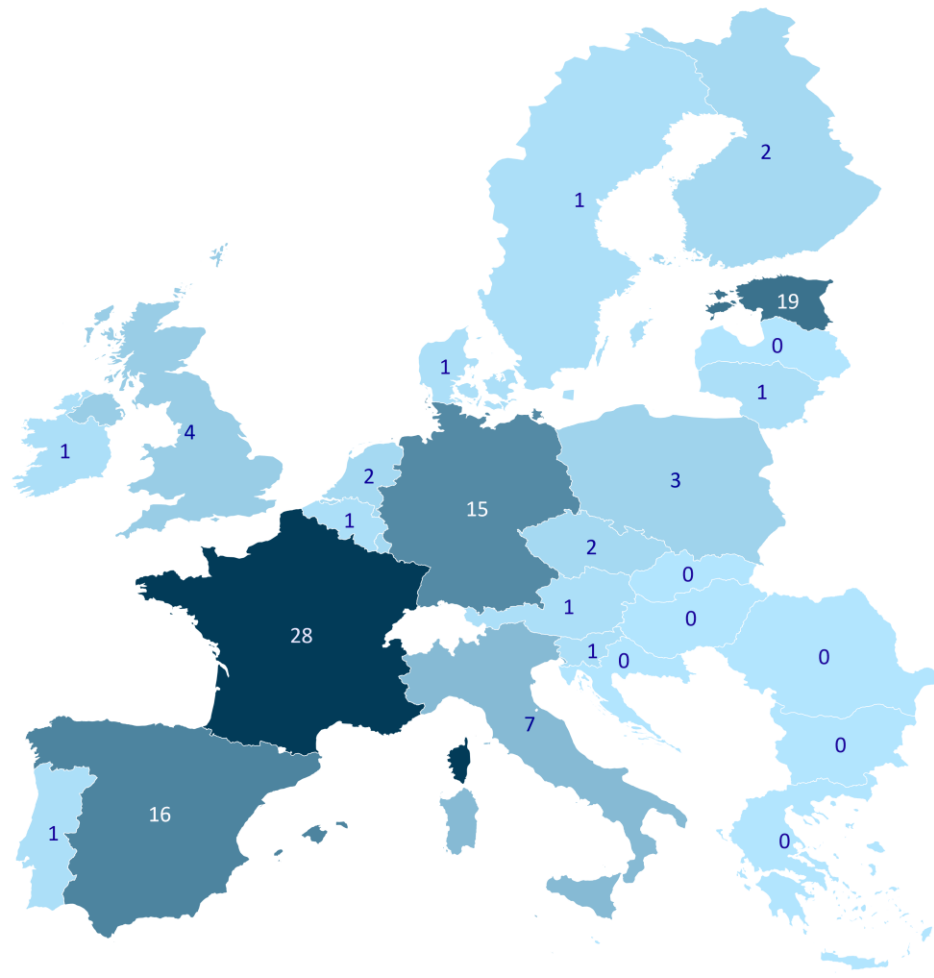
INVESTORS & VENTURE CAPITALISTS

ACE Management
Airbus Venture
eCapital Cyberfonds
Hasso Plattner Ventures GP GmbH
High-Tech Gründerfonds
IBB Beteiligungsgesellschaft
Inveready
Maxburg Capital Partners GmbH
Orange Digital Ventures
Redstone Digital
Seventure Partners
Sonae Investment Management
Swanlaab

CORPORATES

Bosch
Ericsson
F-Secure
Giesecke+Devrient Ventures
IBM Security
Rohde & Schwartz cybersecurity GmbH
secunet Network Security AG
Thales Station F- Programme
UL
Vitrociset
Wayra

Participating Startups & Scaleups by Country (2017-2019)



Powered by Bing
© GeoNames, MSFT, Navteq

Startups & Scaleups Application Form

NAME OF THE STARTUP LOGO

Unique Value Proposition - Problem, Solution, Product:

COMPANY's PROFILE

Website:

Market segment:

Employees:

Product Launch:

Headquarters Address:

Market & Go-to-Market Strategy:

CONTACTS

Name, Surname:

Email:

Phone:

+ 1 representative:

Business Model & Use of Proceeds:

FINANCIAL INFORMATION

Current Stage:

Previous Capital:

Monthly Burn Rate:

Capital Seeking:

Competition on the Market:

INVESTORS

List:

Team Size:

BOARD

CEO Funder,

CTO Funder,

Etc.

Company Competitiveness - Top 3 Advantages:

[company's name & HQ information]	Financial year	2018	2019	2020	2021
	Revenues				
	Expenditure				
	Net profit				

* in thousand euros (€)

Strategic communication partners

Regional, national and international

ECSO unites 250 members, including large companies, SMEs and startups, research centres, universities, end-users, operators, clusters and associations, as well as the local, regional and national administrations. Reaching out to more than 2000 entities across the European Union, ECSO has developed a solid network of communication partners. Through their communication channels and established networks, our partners enable a successful dissemination of information to the local players.

Some of the strategic communication partners, to mention but a few:



Social Media Visibility

Reporting period: 1 June 2018 – 31 December 2018

*Social media statistics will be updated after the Madrid edition



Messages/Tweets	94
Organic impressions	173 993
Engagement	2 808

- **94 tweets** on ECSO business matchmaking events appeared on Twitter.
- In total, it earned **173 993 organic impressions**, indicating the number of times users saw the message/tweet on Twitter without paid promotion, and **2 808 engagements**, indicating the number of times users interacted with a tweet (liked, shared, clicked on its hashtags and links).



Messages/Posts	25
Organic impressions	24 642
Engagement	1 155

- **25 posts** on ECSO business matchmaking events appeared on LinkedIn.
- In total, it earned **24 642 organic impressions**, indicating the number of times users saw the message/tweet on LinkedIn without paid promotion, and **1 155 engagements**, indicating the number of times users interacted with a post (liked, shared, clicked on its hashtags and links).

Report on the ECSO Business Matchmaking events across Europe 2017-2019 // May 2019

ECSO
@ecso_eu

24 European #startups selected to meet investors @ Cyber Investor Days in Berlin 🇩🇪 Asking what is the added value of their #cybersecurity solutions? Answer: #Innovation, #Diversity, #Maturity. Going to be a blast! #InvestCyber Cc @sweepatic @XignSys @P3KI @quoscient @sissden



CyberSec_EU
@Cybersec_EU

Congrats 🌞 @ecso_eu for the successful 'Cyber Investor Days' that you organised in #Berlin bit.ly/2SksNif

Your initiative to bring together investors with #cybersecurity #startups & #SMEs is great. Access to market & finance is essential for great ideas to thrive!



11:16 AM - 30 Nov 2018

European Cyber Security Organisation (ECSO)

1 was in #Milan, gathering together the innovative eups and industry leaders for the strategic business

s-to-the-Market-&Finance series, dedicated to nd SMEs, was a great success. ambitious scaleups, showcasing their innovative nd 16 influential integrators and end-users, searching lutions to protect their industries against \$ 70 participants from across Europe were registered gs organised.

k all the innovative scaleups & European industry to consolidate European cyber security industry ecial thanks to the EIT- Digital Accelerator team for a ery next business matchmaking event between eaders will take place on 28 November 2018 in te in your calendars!

ECSO @ecso_eu · May 14

CYBER INVESTOR DAY in **Madrid** is going to an end, but the B2B meetings between European #cybersecurity startups & investors are still in a full swing! #InvestCyber 🌟



ECSO
@ecso_eu

Only slightly more than one month is left to go until the #InvestCyber Strategic Business Matchmakings event in Milan 🇮🇹 A lot of influential European INTEGRATORS have already registered their participation & we still continue receiving t! GONNA BE A BLAST! 🌟

Circle Networks
@cirlcenetworks

Follow



Many thanks to the European Cyber Security Organisation @ecso_eu for making the Investor Day on 28 November in Berlin such a smooth event. #investCyber



3:14 AM - 3 Dec 2018



ECSO
European Cyber Security Organisation (ECSO)
1,418 followers
4mo • Edited

Are you one of the ambitious European #CyberSecurity #startups or #SMEs, or maybe one of the influential #investors, interested in the most innovative #tech solutions? If yes, our CYBER INVESTOR DAYS in Berlin (Germany), organised together with **secunet Security Networks AG** & **TeleTrust - IT Security Association Germany**, might be of interest to you.

During the event, the most promising European cyber security startups and SMEs have an opportunity to pitch their solutions and meet the influential German and international investors during strategic business matchmaking sessions.

#Deadline is approaching fast. More information about applying: https://lnkd.in/dWt_XVY



Acknowledgement

Institutional Event Partners

EIT Digital Accelerator

Wolfgang Kniejski, Business Developer, Germany
Paolo Magni, Business Developer, Italy
François Morin, Business Developer, France
Bram Spitzer, Business Developer, the Netherlands

INCIBE – Spanish National Cybersecurity Institute

Felix Barrio, Head Manager of Contents and Research on Cybersecurity; Member of the ECSO Board of Directors
Ignacio Caño Luna, Head of innovation and entrepreneurship
Diana Paulina Suarez Clavijo, Industry, Talent and R&D support

secunet Security Networks AG and Teletrust – IT Security Association Germany

Gerd Müller, Sales Director European Institutions, ECSO Vice Chairman
Christine Skropke, Head of Public Affairs
Daniel Müller, Public Affairs Project Manager

Startup Estonia

Marily Hendrikson, Cyber Defence Project Lead

Systematic Paris-Region

David Ofer, Vice President & Board Member, Itrust; Systematic Paris Region
Isabelle de Sutter, Head of European Affairs
Rodrigue Germany, Head of Thematic Group « Digital Trust, Security & Defense » and « Information System », Systematic Paris Region
Isabelle Veil, Manager REIndustry Programme

Business Matchmaking Partners

Enterprise Europe Network (EEN)

Fundación para el conocimiento madrid+

Reyes Sansegundo Romero, Technology Transfer and European Programmes Unit

Members of the ECSO Selection Committee

ECSO Working Group 2, Market deployment, investments and international collaboration

Javier Diéguez, Director, Basque Cybersecurity Centre

Chair to ECSO WG2 on Market deployment, investments and international collaboration

Peter Rost, Director Business Development and Strategy, Rohde & Schwarz Cybersecurity

Chair to ECSO WG2 on Market deployment, investments and international collaboration

Ulrich Seldeslachts, CEO, LSEC - Leaders In Security

Chair to ECSO WG2 on Market deployment, investments and international collaboration

Csaba Virag, Head of Cybersecurity Competence Centre, Cyber Services Zrt.

Chair to ECSO SWG2.1 on Market knowledge

Carlos Moreira da Silva, Investment Director - Cybersecurity and Telco Technologies, SONAE Investment Management

Chair to ECSO SWG2.2 on Investments and innovative business model

Iuliana Enache, Business Development Manager, Detack

Chair to ECSO WG2.3 on International cooperation, global competitiveness and support to export

ECSO Working Group 4, Support to SMEs and cooperation with EU Member States and Regions

Sebastiano Toffaletti, Secretary General, European DIGITAL SME Alliance

Chair to ECSO WG4 on Support to SMEs and cooperation with countries and regions

David Ofer, Vice President & Board Member, Itrust; Systematic Paris Region

Chair to ECSO SWG4.1.1 on Venture Capitals and Private Investors

ECSO Secretariat

Luigi Rebuffi, Secretary General

Danilo D'Elia, Senior Policy Manager

Ana-Isabel Llacayo, Policy Manager

Notes

Notes

Need More Information?

Contact the European Cyber Security Organisation (ECSO)

RUE MONTOYER 10, 1000 BRUSSELS, BELGIUM

+32 (0) 2 777 02 50

WG4_SECRETARIAT@ECS-ORG.EU

WEBSITE: [HTTP://WWW.ECS-ORG.EU](http://www.ecs-org.eu)

ECSO is registered at the EU transparency registry: 684434822646-91

