**Start-ups & scale-ups application form**



**ECSO CYBER INVESTOR DAYS**

***17 October // The Hague, the Netherlands***

**Don't miss your chance to meet with fellow cybersecurity entrepreneurs and industry leaders and attend the pitch event & B2B meetings**

European cybersecurity start-ups and scale-ups are invited to provide their company’s profile and indicate whether they are looking for **access-to-finance** opportunities (B2B meetings with potential investors). Companies seeking **access-to-market** opportunities (B2B meetings with potential customers and partners, i.e. integrators, corporates etc) are also invited to apply.

**IMPORTANT:** The duly filled **application form (pdf)** and the **5-7 slides pitch deck (pdf, 1 MB size)** shall be submitted via the **official registration website (**[**link**](https://securitydelta.nl/events/hsd-events/cyber-investor-days-startup-scale-up-application-2022-10-17)**)**.

**DEADLINE:** **14 September (Wednesday)**

**ADVICE**: Keep your application convincing and concise. Respect the indicated character limit.

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| *[Insert company’s name]* | *[Insert company’s logo]* |

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| **WOMEN4CYBER STARTUP AWARD**  ECSO and the Women4Cyber Foundation have joined forces to give recognition to the cybersecurity companies founded or co-founded by women and/or to the companies with at least 50% female employees.  The Women4Cyber STARtup Award will be given to the female-led company, selected by the jury for the ECSO’s Cyber Investor Days and ECSO’s Cybersecurity STARtup Award\*.  If your company has been founded or co-founded by a female entrepreneur and/or more than a half of your company’s staff is female, and you would like to be considered for the Award, please indicate so below and provide the name(s) of your (co)-founder(s) and the composition of your team.  \*To be considered for this Award, the company’s pitch will have to be delivered by a female representative. |
| **I would like to be considered for the Women4Cyber Start-Up Award: YES / NO**  *[insert a short description of your company, including the names of your (co-)founders and team]* |

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| **COMPANY PROFILE** | **CONTACT DETAILS** |
| **Market Segment: to be identified in the table below**  **Product Launch:** *[insert]*  **Employees:** *[insert]*  **HQ Address:** *[insert]*  **Website:** *[insert]* | **Name, Surname:** *[insert]*  **Email:** *[insert]*  **Phone:** *[insert]*  **+1 representative (name, surname, email):** *[insert]* |
| **YOUR INVESTORS** | |
| *[please list them down here]* | |
| **YOUR BOARD** (CEO, Founder, CTO etc): | |
| *[please list them down here]* | |

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| **UNIQUE VALUE PROPOSITION – Problem, Solution, Product** | |
| **Target Audience / Customer** | *[insert]* |
| **Statement of Need & Opportunity** | *[insert]* |
| **Product / Service Name** | *[insert]* |
| **Key benefits / Problem-solving capacity** | *[insert]* |
| **Primary Competitive Alternative** | *[insert]* |
| **Statement of Primary Differentiation** | *[insert]* |
| **MARKET & GO-TO-MARKET STRATEGY – 400 characters max**  (Channels, geographies, segment priorities) | |
| *[insert, 400 characters max]* | |
| **BUSINESS MODEL & USE OF PROCEEDS – 400 characters max**  (Non-recurring vs. recurring; please quantify your use of proceeds – how much € & for what) | |
| *[insert, 400 characters max]* | |
| **COMPETITION ON THE MARKET – 400 characters max**  (Names & countries of your Top 5 contenders for the same customer budgets) | |
| *[insert, 400 characters max]* | |
| **TEAM SIZE AND TEAM VISION – 400 characters max**  (Relevant & well-rounded experiences, industry-specific skills, clear roles, notable advisors) | |
| *[insert, 400 characters max]* | |
| **COMPANY COMPETITIVENES: TOP 3 ADVANTAGES – 400 characters max**  (P.S. ‘we have the best team’ will not count as a competitive advantage – it must be systematic advantages) | |
| *[insert, 400 characters max]* | |

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| **FINANCIAL INFORMATION** | | | | | |
| **Current Stage:** *[insert]*  **Previous Capital:** *[insert]*  **Monthly Burn Rate:** *[insert]*  **Capital Seeking:** *(does not apply for access-to-market opportunities)*:*[insert]* | | | | | |
| **ANNUAL FINANCIAL OVERVIEW & PROJECTION** *(in thousand euros, €)* | | | | | |
| **Financial Year** | **2020** | **2021** | **2022** | **2023** | **2024** |
| **Revenues** |  |  |  |  |  |
| **Expenditure** |  |  |  |  |  |
| **Net profit** |  |  |  |  |  |

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| **MARKET SEGMENT**  (Mark the capabilities and categories that your company meets) | | |
| **Capability** | **Solution Category** | **Company’s market segment** |
| **IDENTIFY** | Asset Mangement |  |
| Business Environment |  |
| Governance & Risk Management |  |
| Risk Assessment |  |
| Risk Management Strategy |  |
| Supply Chain Risk Management |  |
|  | | |
| **PROTECT** | Identity Management & Access Control |  |
| Awareness and Training |  |
| Data Security |  |
| Information Protection Processes and Procedures |  |
| Maintenance |  |
| Protective Technology |  |
|  | | |
| **DETECT** | Anomalies and Events |  |
| Security Continuous Monitoring |  |
| Detection Processes |  |
|  | | |
| **RESPOND** | Response Planning |  |
| Communications |  |
| Analysis |  |
| Mitigation |  |
| Improvements |  |
|  | | |
| **RECOVER** | Recovery Planning |  |
| Improvements |  |
| Communications |  |

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| **HOW DID YOU FIND OUT ABOUT THE EVENT?**  (Please indicate how you learned about this edition of the ECSO Cyber Investor Days) |
| *[comment here]* |

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| **Thank you for you submission! You will hear back from us asap.** |