**Start-ups & scale-ups application form[[1]](#footnote-1)**

**CYBER INVESTOR DAYS**

***2 May 2022 – 3 to 5.30 pm // digital***

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 sent to [***pitch@eurobits.de***](mailto:pitch@eurobits.de)

**DEADLINE:** ***11 April, 12 noon***

**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]* |

Your personal data controller is eurobits e.V. – Center of Competence for IT Security, registered at Lise-Meitner-Allee 4, 44801 Bochum, Germany. Please note that the data you provide in the application form will be used for the selection of the cybersecurity start-ups and SMEs to the Start-Up Pitch Event on 4 October 2021 from eurobits as part of the European Cyber Security STARtup Award organised by the European Cyber Security Organisation (ECSO). eurobits 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. eurobits undertakes not to disclose the information and documents of any kind whatsoever. At any moment, you can email eurobits via kontakt@eurobits.de and ask for the removal of your data. In order to obtain detailed information about your rights, please contact us directly via kontakt@eurobits.de, or by posting a letter to: eurobits e.V., Lise-Meitner-Allee 4, 44801 Bochum.

1. [↑](#footnote-ref-1)