

cyberwatching.eu

The European watch
on cybersecurity & privacy

Bringing EU Cybersecurity & privacy research
results closer to the market

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 Trust-IT Services
Communicating ICT to markets

 UNIVERSITY OF
OXFORD

 Balboni
Bolognini
& Partners

 European
Digital SME
Alliance

CONCEPTIVITY
360°
SECURITY

 aei ciberseguridad
Agrupación Empresarial Innovadora
CIBERSEGURIDAD y Tecnologías Avanzadas

 CITIC
Centro Andaluz de Innovación y
Tecnologías de la Información
y las Comunicaciones

 AON

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ICT - A land of opportunity but...

SMEs

- ◆ Lack of awareness of socio-economic impact
- ◆ Lack of resources, skills and expert knowledge
 - ◆ Risk management
 - ◆ What do I do?
 - ◆ Legal implications of a data breach?
- ◆ So many products, so little money!

Research & Innovation

- ◆ Cyber security is a pillar of the EC's Digital Single Market
- ◆ Massive EU & national funding in R&I
- ◆ Services targetting vertical sectors & SMEs
- ◆ Limited results reaching market = limited impact on SMEs

Cyberwatching.eu: Bringing R&I closer to end-users

Making EU and National Research & Innovation
findable and usable

We help you take your cybersecurity
and privacy solutions to market

Join us & be the first to
showcase your offers!

Be part of the cyberwatching.eu ecosystem — join the community now

cyberwatching.eu is the European observatory of research and innovation
in the field of cybersecurity and privacy

cyberwatching.eu Services



OBSERVATORY

Monitor R&I initiatives on cybersecurity
across the EU and Associated Countries



R&I SERVICE CATALOGUE

Clustering R&I projects for a Catalogue of
cyber security & privacy services



MARKETPLACE

Helping Buyers and Sellers find the right
R&I services, products & best practices



SME END-USER CLUB

Cyber security & privacy services for SMEs

**Our main assets are:
Observatory, Service catalogue, Marketplace and SME end-user club**

Asset #1 – Observatory



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SME END-USER CLUB

Cyber security & privacy services for SMEs

- ◆ **Monitor all cybersecurity and privacy R&D initiatives** across EU and at National level – Already 150+ identified
- ◆ Clustering projects based on cybersecurity taxonomy & PCA
- ◆ Cluster events on TRL analysis & (re-)usability of research results
- ◆ Synergies & convergence for future funding opportunities

A European technology radar

Asset #2 – Catalogue of Services



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SME END-USER CLUB

Cyber security & privacy services for SMEs



- ◆ Online catalogue of **R&I projects and services**
- ◆ Single access point for all EU & National projects
- ◆ Service-oriented offers: user needs, pain points, changing people's lives, target stakeholders, mapped & to taxonomy

Make your Cybersecurity & privacy results more findable & accessible
Submit your project: <http://bit.ly/2xiQh17>

Asset #3 – Marketplace



OBSERVATORY

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SME END-USER CLUB

Cyber security & privacy services for SMEs



- ◆ A Marketplace of **cybersecurity & privacy “services”**
- ◆ **Suppliers:** R&I projects with results for testing, validation or adoption.
- ◆ **Users:** SMEs find new solutions and services
- ◆ **The win-win** mechanism can take place both at research synergy level and at commercial level, in developing new business opportunities

Connecting research results with both the supply and demand side of the cybersecurity & privacy industry

Asset #4 – SME End-User Club



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MARKETPLACE

Helping Buyers and Sellers find the right R&I services, products & best practices



SME END-USER CLUB

Cyber security & privacy services for SMEs

- ◆ Prime and guided access to Marketplace: Affordable & free cyber security & privacy services
- ◆ Free events, guides and discounted consultancy on legal, cyber insurance and standards & certification
- ◆ EU-wide collaboration opportunities with SMEs & R&I funding

Ensuring that the EU research investments actually address real users' needs in an effective way
Sign up today: <http://bit.ly/2i28Xvi>

A unique supply & demand marketplace



- Test & validate results with SMEs
- Increased impact & exploitation opportunities
- Return of Investment for EC & national funding agencies
- More trusted & secure service for the Digital Single Market

- Free & affordable cutting-edge services
- Support to implement new services
- Free expert guidance: legal, cyberinsurance, standards & certification
- Visibility & synergies at a European & global stage
- Innovate to launch trusted & secure services & products

A pragmatic approach to democratise cybersecurity & privacy

Collaboration

- ◆ Cybersecurity taxonomy
- ◆ Mapping & clustering R&I initiatives
- ◆ International collaboration
- ◆ Policy alignment
- ◆ Joint workshops & annual events
(Spring 2018)
- ◆ Standards & certification
- ◆ SME engagement



Thank you for your attention! Questions?

Contact

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