



Application Instructions

* Final Submission Deadline : 01.10.2015

European Privacy & Cyber Security Innovation Awards

'Awarding Privacy and Cyber Security Innovators'

Award ceremony will take place on 22 October 2015, Brussels - Belgium

Introduction

The European Cyber Security and Privacy Innovation Awards are an initiative by the IPACSO partnership to support the innovative companies and innovators in the domain, seeking to be spotted by partners, future colleagues, customers, investors and media. Europe is global leader in ICT Security solutions, but many of these solutions are known only by some professionals and experts. With this action, we are calling both innovators, entrepreneurs and established companies to announce their innovation and promoting it amongst end users looking for innovative solutions, within the industry, with the investor community and policy makers. This action also calls upon end users and partners to support their suppliers, by informing the European ICT Security community about your discoveries.

The applications will be carefully selected and organized under a series of categories. Based upon the application forms, our highly qualified panel of ICT Security experts, business and technology innovators and venture capital representatives will be evaluating the applications and jointly selecting the most innovative companies in the domain, according to the following principles :

1. Innovation process : how the innovation came about, as a natural evolution, market interaction, customer demand, ...
2. Disruptive nature of the technology
3. Disruptive nature of the service or application
4. Business model
5. Go to market model
6. For the category Most Innovative Research Project: (Perceived) impact on innovation in IT-Security or Privacy, (perceived) impact on new products and services and (perceived) spin off companies, collaborations with the Industry...

Judging Process

1. **Final submission deadline: October 1st, 2015** - The innovator has until October 1st to complete and submit its application
2. Entries will be reviewed and ranked by a panel of judges that will include entrepreneurs, innovation experts, IT security professionals, CISOs, and other academic and industry experts. All ranks will be recorded individually by the experts and collected by IPACSO.
3. The top 3 ranked companies and research institutes for each category will be notified early- October, 2015, and invited to demonstrate their innovation Thursday October 22nd, during the IPACSO Innovation Awards event, in Brussels. During that day the IPACSO Jury will select the winners for each category after a joint deliberation. During this deliberation, the respective companies can be asked for further clarification during their presence.
4. All entries will also be advertised and promoted on the ipacso.eu website and related platforms of IT Security clusters and other business promoters, with a company and product profile, logo's and audio visual materials during at least 12 months. The winners will be able to use the award logo and will be invited to participate in the selection process of the 2016 awards.

Pre-qualifications for Most Innovative Products and Services Categories:

In order to balance out some starters, some pre-qualifications for (3) additional points :

1. The product has been in the market for less than three years (launched after October 2012)
2. The product or service has the potential to make a significant impact on the information security space
3. The product can be demonstrated live and on-site during the Innovation Awards event, October 22nd

Application Instructions

Read these instructions carefully. Final applications must be received October 1st at 5pm, and filled out according to the applications instructions as outlined below, in order to be reviewed by our expert jury. For Universities and Research Institutes, applying for the award category 'most innovative research project', alternative information is requested for some of the instructions below; and some of the questions do not apply. Read carefully.

Information about the nominator and nominee

If you are nominating another company for the award, you only need to fill out this section of the application form. We will contact the innovator and request additional information. Include the following information in your application:

Personal Information, I am*

- Client of the Innovator
- Business Partner of the Innovator
- Research Partner of the Innovator
- Other Partner of the Innovator
- Employee of the Innovator
- Founder / Owner of the Innovator
- I don't have any relation with the Innovator

**Only one option possible*

I am nominating:

- Organization/ Team Name
- Type of Organization (Individual, Team, Business Entity, which includes universities)
- E-mail contact for Team Leader - Main contact Innovator:

Information about the Innovation: Evaluation criteria

The next sections contain instructions to describe your innovation. Continue with your application form, and take into account the evaluation criteria.

Applications will be assessed using the following criteria:

- Applied innovation model
- Understanding of the market - Completeness of vision and concept
- Understand forces at work in the market and position in the value chain - Soundness of innovation
- Understand the economic incentives of clients– Go to market model
- Understand privacy and / or cyber security innovation value chain - Disruptive nature of the approach / solution
- Feasibility, scalability, performance, and ease of use of the final solution
- Applicability to multiple vertical industries, horizontal applications – or Focus
- Technical maturity and viability

Description of the Innovation – 5 points on the clarity and comprehensiveness of the description and additional support materials

Include the following information in your application:

Title of your nomination / Innovation

Type of Innovation *

- Product or Service innovation
- Process innovation
- Position innovation
- Organizational structure innovation
- People / Management innovation
- Marketing innovation
- Paradigm innovation / shift

** select only one*

Innovation Value Chain Phase *

- Idea Generation
- Selection Process
- Development Process
- Diffusion Process

** select only one*

Abstract - Short Description (max 2500 characters)

Provide a short description of the Innovation, supporting your nomination.

[Research institutes and universities should provide a description of their research project. Only research projects with an expected or realized impact on innovation will be considered (e.g. collaboration with the Industry, perceived impact resulting into new products and services, spin-off companies, etc.)

Additional materials to support the nomination

This application can be supported by documentation, executive summary or PowerPoint materials up to a maximum of 10 pages, excluding links to online videos or other relevant files.

Description of the Proposed Technical Approach – 10 points on the completion of the proposed technical approach

Provide a detailed description of the proposed technology (do not include confidential information):

Detailed description of the innovation or research project (maximum of 1 A4)

Describe also shortly how the innovation is managed within the organization / team, whether a specific model has been used, which tools have been used. Also highlight the methodologies used for the macro analysis, and ideation or product management activities. Indicate whether there is already a business case / business plan available.

Results (max 2500 characters)

Describe perceived results of the innovation (analytical and/or empirical) showing feasibility, scalability, performance, market analysis. Refer to existing market studies, indicate research results and refer to existing papers. Describe the need

Key differentiators (max 1000 characters)

Describe key differentiators of the innovation from other solutions. Technical, product, pricing, geographical, and other differentiators can be applied. Research institutes applying for the most innovative research project – category may mention the key differentiator from other research, (perceived and/ or achieved) results in terms of product capitalization and impact on the security – privacy markets...

Case studies (max 2500 characters)

Provide case studies - Use Cases of successful application of the proposed solution. Describe a virtual or real scenario on how the innovation will be used and applied, describe the result.

Business / Financial Model / Value Proposition and Vertical Supply - Value Chain (max 1000 characters)

Describe both cost and revenue model, indicating the various components and drivers affecting the business. Indicate price ranges. This section is not mandatory for research institutes.

Market Segmentation / Go to Market Model / Application(s) that can leverage the proposed solution. (Max. 1000 characters).

Describe how to go about putting the innovation in the market, direct, indirect. Elaborate on the value chain. This section is not mandatory for research institutes.

Technical Maturity Self - Assessment (The current level of readiness) - 3 points on the quality of the self-evaluation, based upon other information provided

Technical Maturity Level

The Technical Maturity Level is based upon the principles used in the European Commission Horizon 2020 for applications in work program 2014 – 2015. Select one of the options below and provide a short description that supports the selected maturity level.

- TRL 1 – basic principles observed
- TRL 2 – technology concept formulated
- TRL 3 – experimental proof of concept
- TRL 4 – technology validated in lab
- TRL 5 – technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)
- TRL 6 – technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)
- TRL 7 – system prototype demonstration in operational environment
- TRL 8 – system complete and qualified
- TRL 9 – actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies)

Innovation Model and Intellectual Property Status (Patented, patent pending, trade secret, etc.)

Shortly describe how the organization came about the innovation and what the current status of the IPR is, if any.

Proposal Team Experience - 3 points on the complementarity, indication of completeness of the team

Shortly describe the expertise and capabilities of responder, include any relevant prior projects, case studies, publications, etc.

Submitting your proposal

All completed proposals in .doc or .pdf format including attachments must be sent to innovationawards2015@ipacso.eu

READY TO SUBMIT AND NEXT STEPS

1. You've completed your registration form according to the instructions, in the document format in .doc or .pdf
2. You've collected all the necessary attachments needed
3. You've sent the completed form AND attachments to IPACSO
4. You've received a confirmation of receipt from the IPACSO team
5. You will be automatically registered to participate to the Awards Ceremony on October 22nd 2015 in Brussels, Belgium
6. You will be contacted in advance if you have been selected in the shortlist. You will be invited to set up a small booth / table top presentation during the awards.
7. You prepare 3 slides with your innovation, and electronic documentation that will be included in the attendee pack
8. Upon selection, you will be called during the Awards Ceremony to give an elevator pitch presentation of the innovation based upon your presentation and have your own company booth at the exhibitor area
9. Pictures will be taken to be used to promote your activities, you will be put in contact with press and media representatives
10. Your innovation will be advertised for at least 12 months on the IPACSO website and activities

QUESTIONS?

Contact the IPACSO Innovation Awards Team

EMAIL: innovationawards2015@ipacso.eu

PHONE: +31 6 220 40 562

IPACSO- a private consortium aimed at supporting Privacy and Cyber Security innovations in Europe

Get in touch with key project partners, operating in Belgium, Ireland, Switzerland, US, Germany

	
<p>LSEC – Leaders in Security (BE): Not for profit security cluster, association of security companies, researchers, and end users:: lsec@ipacso.eu</p>	<p>WIT-TSSG (IE) : Project coordinator, the leading security research centre in Ireland: tssg@ipacso.eu</p>
	
<p>Vasco Data Security (BE-CH-US): European leader in authentication technologies vasco@ipacso.eu</p>	<p>Espion Group (IE) : Research & Development of new services and products on ICT security challenges espion@ipacso.eu</p>
	
<p>DIW Berlin (DE) : Research group working on identifying economic incentives diw@ipacso.eu</p>	<p>WIT- RIKON (IE) : Innovation methodologies as instruments for development and guidance of companies rikon@ipacso.eu</p>