



Effective models for start-ups on NIS Recommendations

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Validation Workshop | Brussels | 10th November

European Union Agency for Network and Information Security



Target audience of recommendations



- Recommendations for EU Policy Makers
- Recommendations for National Policy Makers
- Recommendations for NIS Industry

Recommendations



EU Policy Makers

National Policy Makers

NIS Industry

Recommendations for EU Policy Makers 1/2



1. Adapt the public-sector procurement process to facilitate access for NIS start-ups at EU level
2. Establish EU-wide trusted cybersecurity labels or certifications for NIS products & services.
3. Create a European cluster specialized in cybersecurity to develop the attractiveness of the EU for innovative NIS start-ups.
4. Align EU funding mechanism to NIS start-ups ecosystem needs
5. Build up all skills of the cybersecurity ecosystem

Recommendations for EU Policy Makers 2/2



6. Further build the regulatory framework of the NIS sector to increase awareness and demand for NIS products and services and continue harmonisation of existing national framework at the EU level
7. Pursue simplification of administrative tasks for start-ups creation
8. Build a EU stock exchange market for technologies
9. Encourage the creation of industrial research chairs in universities aiming at bridging research subjects and market expectations to foster the creation of solutions adapted to market needs.
10. Communicate on NIS start-up success stories in the EU to increase attractiveness for investors of the cybersecurity domain.

#1 Adapt the public-sector procurement process to facilitate access for NIS start-ups at EU level



Encourage the selection of start-ups in tendering processes by introducing a procurement policy such as a European “Small Business Act” which would set different incentive measures on the public-sector market to favour SMEs.

#2 Establish EU-wide trusted cybersecurity labels or certifications for NIS products & services



- build trust for customers within the EU and provide a stamp of approval for international markets that other regions do not have.
- alleviate market fragmentation nowadays reinforced by existing national certification schemes
- certification or qualification process shall be light-touch to favour wide acceptance by start-ups
- Compliance assessment could be achieved through by mutual recognition by peer organisations in the EU
- assessment shall consider existing national initiatives and allow trust between national schemes and EU schemes

#3 Create a European cluster specialized in cybersecurity to develop the attractiveness of the EU for innovative NIS start-ups



- establish a European hub specialised in cybersecurity to allow start-ups to create common products and to meet with large companies and other stakeholders
- set up a mentorship platform for this cluster that will facilitate and recommend matchmaking of start-ups with mentors to facilitate knowledge and how-to

#4 Align EU funding mechanism to NIS start-ups ecosystem needs



Create new funding programmes specific to start-ups and adapted to their needs.

Adapt funding mechanism rules to allow large companies to have tax credit or funding when developing Proof of Concept with NIS start-ups.

Continue the funding of business development profiles (funding and recruitment) to support NIS start-ups in their development.

Increase communication towards the NIS start-ups ecosystem around EU funding mechanisms, partner with incubators and accelerators to promote this type of funding to their network.

Simplify access to EU funding.

Increase funding for cybersecurity start-ups especially through specific prizes or awards.

Communicate and publicise the mechanisms which allow a second chance in case of bankruptcy more effectively as many stakeholders of the ecosystem do not know this option exists.

#5 Build up all skills of the cybersecurity ecosystem



- attract cybersecurity talents from the entire world and keep EU-born talents by valuing their skills and achievements and facilitating access to the EU for skilled talents with initiatives such as the “European Blue Card”.
- start a training programme targeted at investors and B2B clients on cybersecurity to better evaluate and choose product or services.

#6 Further build the regulatory framework of the NIS sector to increase awareness and demand for NIS products and services and continue harmonisation of existing national framework at the EU level



- build a map of member-state specific regulations across the EU that may cause market access difficulties
- develop EU policies to support, increase and harmonise cybersecurity awareness across countries at all levels: citizens, professionals (customers) and policy makers.
- develop security by design standards in emerging technologies
- integrate cybersecurity criteria to obtain EU label to ensure cybersecurity is considered for all EU products and services

(e.g. ensure CE marking for general goods reflects a certain level of cybersecurity)

#7 Pursue simplification of administrative tasks for start-ups creation



- Simplify all administrative procedures and reduce paperwork requirements *e.g.* allow digital signatures
- Participate in the harmonisation of laws impacting start-up creation and tax management in Europe
- Encourage the single European legal company statute

#8 Build a EU stock exchange market for technologies



Build a EU stock exchange market for technologies (on the model for the NASDAQ) to make technological companies more attractive and more visible to investors.

#9 Encourage the creation of industrial research chairs in universities



Encourage the creation of industrial research chairs in universities aiming at bridging research subjects and market expectations to foster the creation of solutions adapted to market needs.

#10 Communicate on NIS start-up success stories in the EU



Communicate on NIS start-up success stories in the EU
to increase attractiveness for investors of the
cybersecurity domain.

Recommendations for National Policy Makers



1. Encourage the creation of industrial research chairs in universities aiming at bridging research subjects and market expectations to foster the creation of solutions adapted to market needs.
2. Adapt public-sector procurement policy at member-state level to favour NIS start-ups
3. Promote NIS training and cybersecurity educational paths to increase the number of cybersecurity experts. Promote the development of business and entrepreneurial skills
4. Increase collaboration between all NIS ecosystem stakeholders at member-state level
5. Create or develop incentives measures for investing in NIS products and services
6. Communicate on NIS start-up success stories in the EU to increase attractiveness for investors of the cybersecurity domain
7. Organise study tour for foreign countries to show member-state NIS start-ups know-how and presence or finance the sales representation of member-state NIS start-ups in foreign events.

Encourage the creation of industrial research chairs in universities



Encourage the creation of industrial research chairs in universities aiming at bridging research subjects and market expectations to foster the creation of solutions adapted to market needs

Adapt public-sector procurement policy at member-state level to favour NIS start-ups



Encourage the selection of start-ups in tendering processes by introducing a procurement policy such as a European “Small Business Act” which would set different incentive measures on the public-sector market to favour SMEs.

#1 Promote NIS training and cybersecurity educational paths to increase the number of cybersecurity experts



Promote the development of business and entrepreneurial skills

- encourage students to have a work experience in entrepreneurship and/or innovation, promote internships in start-ups.
- develop cybersecurity awareness and culture towards citizens
- reinforce university level qualifications for a new NIS workforce, with a new emphasis on security as a basic computer science
- bring cybersecurity education at school level on the need for cybersecurity in using ICT devices and in writing software
- encourage vocational retraining in cybersecurity in member-state employment agency
- build and reinforce dedicated cybersecurity vocational training

#2 Increase collaboration between all NIS ecosystem stakeholders at member-state level



- Develop a collaborative innovation platform to connect private industries and start-ups present in the same geographic area
- Develop more national clusters dedicated to cybersecurity to increase innovation, attractiveness and exit strategy inside the EU by gathering on a given geographic territory, large enterprise, SMEs and start-ups, research labs and educational institution (university).
- Assign a government liaison who will ensure the link between cross-national clusters at the EU level on cybersecurity topics.

#3 Create or develop incentives measures for investing in NIS products and services



- Foster the creation of R&D tax incentives in all European countries which gives tax credit when investing on innovation
- Create a label for innovative cybersecurity start-ups which will allow investors to benefit from incentive measures such as tax exemption when investing on such companies
- Create tax incentives (such as tax credit or tax exemption) when investing on NIS products and services

#4 Communicate on NIS start-up success stories in the EU



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cybersecurity domain.

#5 Organise study tour for foreign countries



Organise study tour for foreign countries to show member-state NIS start-ups know-how and presence or finance the sales representation of member-state NIS start-ups in foreign events.

Recommendations for the NIS Industry



1. Facilitate in large companies the buying of NIS products and services
2. For large companies, increase investments in NIS start-ups
3. Increase cybersecurity skills in large companies
4. For the NIS industry, foster the meeting of different NIS start-ups through gatherings and events to give them the opportunity to create joint offers for a stronger impact and to meet with the NIS ecosystem: investors, customers.
5. Push for standardization and certification for NIS services and products
6. Build more EU incubators/accelerators specialised in sales and marketing for the cybersecurity sector

#1 Facilitate in large companies the buying of NIS products and services



- Increase NIS market knowledge for buyers (procurement department or potential customers) by providing them with cybersecurity market benchmarks, reports & case studies to improve the knowledge of start-ups from the NIS ecosystem as well as increase demand for NIS products or services by raising awareness within industry.
- Raise awareness of the procurement teams, in large companies, so that they understand benefits of having start-ups products and/or services in their companies
- Increase networking events specific to cybersecurity to connect start-ups, investors and customers.
- Adapt the procurement process of large companies to facilitate access for NIS start-ups. For small contracts from 50 to 100k€, large companies should adapt administrative requirements in bidding process to allow start-ups to be selected and contracted.

#2 For large companies, increase investments in NIS start-ups



- Private industries could develop and create corporate funds for non-industrial sectors (as cybersecurity can be applied to sectors such as health and environment), to allow joint funds to support innovation in transversal sectors such as the NIS sector.
- Adopt corporate open innovation approach to support start-ups development through various means: coaching, provision of material of human resources, feasibility study, etc.
- Consider buying NIS start-up companies as part of the company strategy.
- Have NIS start-ups to perform Proof of Concepts in the premises.

#3 Increase cybersecurity skills in large companies



- Attract cybersecurity talents from the whole world and keep EU-born talents by supporting initiatives to attract international talents, for example, for “WonderLeon” the recruitment platform from the FrenchTech aiming at being EuropeanTech.
- Create cybersecurity courses and training plans for employees.
- Encourage professional retraining in cybersecurity.

#4 Foster the meeting of different NIS start-ups through gatherings and events



For the NIS industry, foster the meeting of different NIS start-ups through gatherings and events to give them the opportunity to create joint offers for a stronger impact (in relation to the geographical presence or scope of the offer for example) and to meet with the NIS ecosystem: investors, customers.

#5 Push for standardization and certification for NIS services and products



- push for standards, first at EU level, with ETSI being involved, and ultimately for global standards with the IEC and ISO for both services and products.
- push for harmonised certification across all Member States, *i.e.* certification in one Member State would be valid across the EU, and promote EU-level labelling with the certification.

#6 Build more EU incubators/accelerators specialised in sales and marketing for the cybersecurity sector




- Support start-up founders in developing their sales and marketing skills. Provide training and resources to improve their ability in giving pitches, explaining the solution proposed to non-technical interlocutors, running business development workshops and driving business development from national presence to EU or international presence.
- National incubators and accelerators could be complemented by a EU level of activities, to favour the cross-border development of the start-ups through a cross-countries network.




Thank you

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