

PRESS RELEASE

September 2019

12 IT security start-ups pitch for UP19@it-sa Award

- Expert jury nominates 12 start-ups for CyberEconomy Match-up
- Spotlight on innovative products and forward-looking business ideas
- Pitch for UP@it-sa Award takes place a day before it-sa

UP@it-sa goes into its second round with 12 IT security start-ups nominated by a jury of experts. On 7 October, a day before the start of what is the world's largest IT security fair by exhibitor numbers, the 12 candidates will use an elevator pitch format to introduce themselves to the audience and present their business ideas to potential investors, partners and customers. Attendees can then find out more about the specific product innovations in the course of personal conversations with the start-ups afterwards. The audience will then decide the winner of the UP19@it-sa Award. Tickets for the CyberEconomy Match-up will be issued on a first come, first serve basis and are available from: www.it-sa.de/up19

35 start-ups had applied to initially convince the expert jury. Representing the panel, Oliver Küch from the Fraunhofer Institute for Secure Information Technology (SIT), had this to say: "We are delighted by the large number of submissions and the high quality of the applications. We assessed the presentations not just with a view to the product but also in respect of the planned business development. Our conclusion is that the innovative capacity of these cyber security newcomers is huge!"

Start-ups present innovations

The nominated start-ups will showcase their cutting-edge solutions for improving IT security and protecting privacy and personal data. These include, for example, a platform for secure data exchanges between people entrusted with confidential information, an anonymisation solution for image-based analytics processes, a blockchain-based two-factor authentication and a software development kit for developing secure apps. "All start-ups appearing on 7 October can turn their ideas into a business success. UP19@it-sa gives them the opportunity to attract the attention of the partners, customers and investors that are so important for them and to reinforce their capabilities through the UP@it-sa Award," says jury member Simon Hülsbömer from IDG.

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As well as the start-up competition, there is more excitement in store in the form of a keynote speech by former Google Germany chief Christian Baudis, the founder of multiple start-ups and digital transformation consultant to international investors and companies. In his address he will show “why we need more fresh start-up ideas!”. The gold sponsor of UP19@it-sa is Accenture Security.

The following companies have been nominated for UP19@it-sa:

- 5FSoftware
- Asvin
- Brighter AI Technologies
- Build 38
- Emproof
- Enginsight
- IDEE
- Nect
- Perseus
- Perun
- Statice
- Tenzir

Winner gets coaching package and discounted trade fair participation

The winning start-up can look forward to individual coaching by the two initiators of the competition, Digital Hub Cybersecurity and the Bavarian IT Security Cluster. The winning firm will also enjoy very favourable rates for taking part in the special display area Startup@it-sa at it-sa 2020.

Leading IT security fair as dialogue platform

On 8 October, the day after UP19@it-sa, the it-sa trade fair with more than 700 exhibitors will open its doors at Exhibition Centre Nuremberg. In four halls, the international IT security sector will showcase a comprehensive range of security solutions and services. Young companies will present themselves at the special display area Startup@it-sa and through presentations at the open forums.

For more information and to register for UP19@it-sa go to: www.it-sa.de/up19

Safety and security trade fairs at NürnbergMesse

NürnbergMesse has established and proven expertise in the safety and security field. With events such as Enforce Tac – Trade Fair for Law Enforcement, it-sa, it-sa Brasil and it-sa India – Trade Fairs for IT Security, FeuerTRUTZ – Trade Fair for Preventive Fire Protection as well as Perimeter Protection – Trade Fair for Perimeter Protection, FIRE & SECURITY INDIA EXPO and also U.T.SEC – Unmanned Technologies & Security, it brings together a total of around 1,600 exhibitors and some 41,000 visitors from all over the world.

For more information please visit: www.nuernbergmesse.de/sicherheit

Digital Hub Cybersecurity

Digital Hub Cybersecurity is Germany's leading community for cyber security innovation. It networks players from businesses, research and the start-up scene, and attracts the attention of influencers, investors and stakeholders. It is part of the Digital Hub Initiative of Germany's Federal Ministry for Economic Affairs and Energy. Based in Germany's CyberSecValley, it is supported by Fraunhofer SIT, the Technical University of Darmstadt, the Chamber of Commerce and Industry, and the City of Darmstadt.

For more information please visit: www.digitalhub-cybersecurity.com

Bayerischer IT-Sicherheitscluster e.V. (Bavarian IT Security Cluster)

The Bavarian IT Security Cluster (ITSECURITY) is an association of companies in the IT industry, users, research and professional development institutions, public entities and lawyers. 'IT security' covers the areas of IT security and functional safety, The association promotes research and development in the area of IT security and data protection, and initiates and supports company start-ups. It is a partner to the Upper Palatinate Digital Start-up Initiative (Digitale Gründerinitiative Oberpfalz, DGO), which is supported in turn by the programme to promote digital start-up centres run by the Bavarian Ministry of Economic Affairs, Energy and Technology. For more information please visit: www.it-sicherheitscluster.de

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