



cyberspark

ISRAELI CYBER INNOVATION ARENA



Developing the Israeli Cyber Eco-System in Beer-Sheva

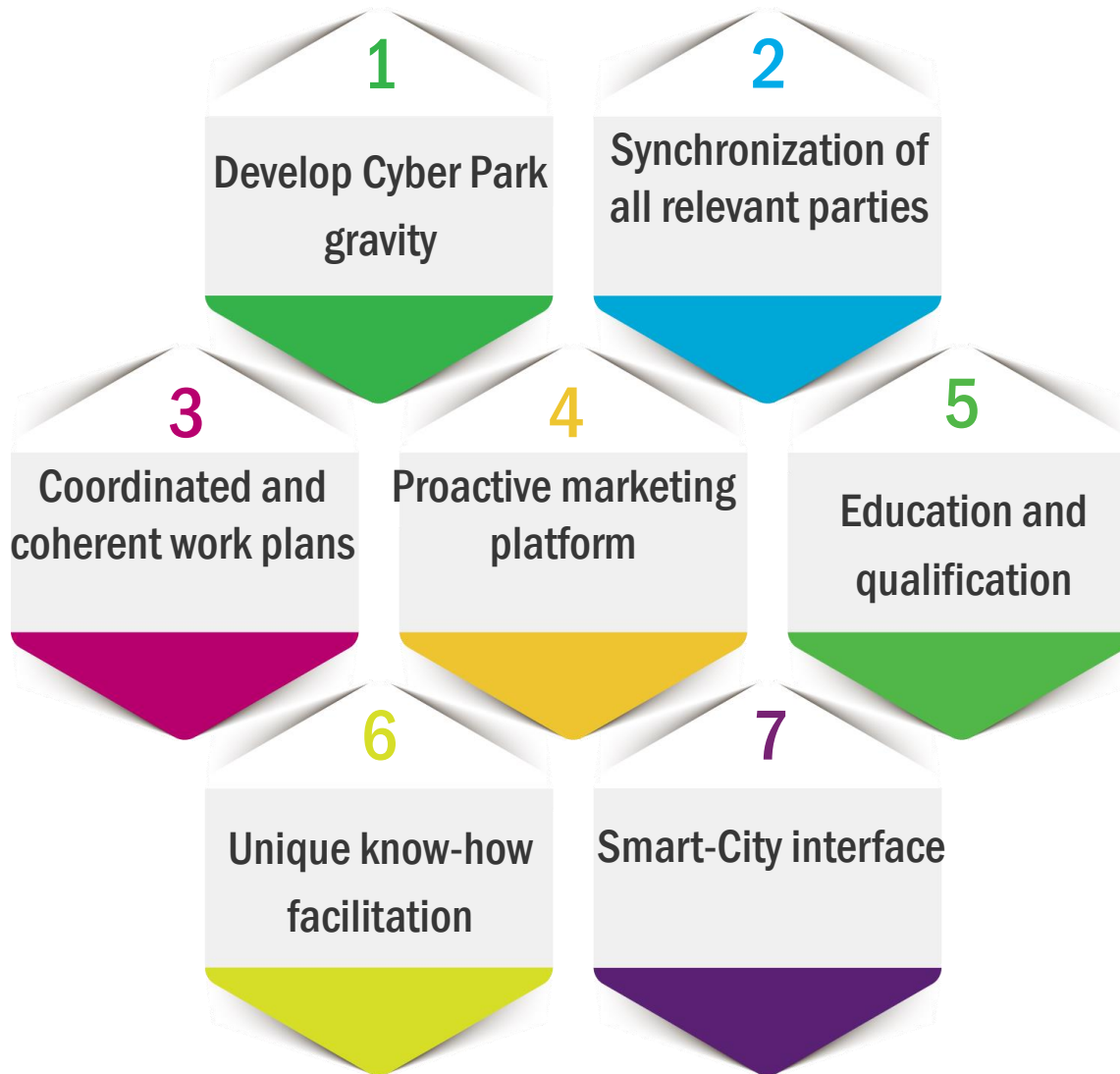


Mission Statement

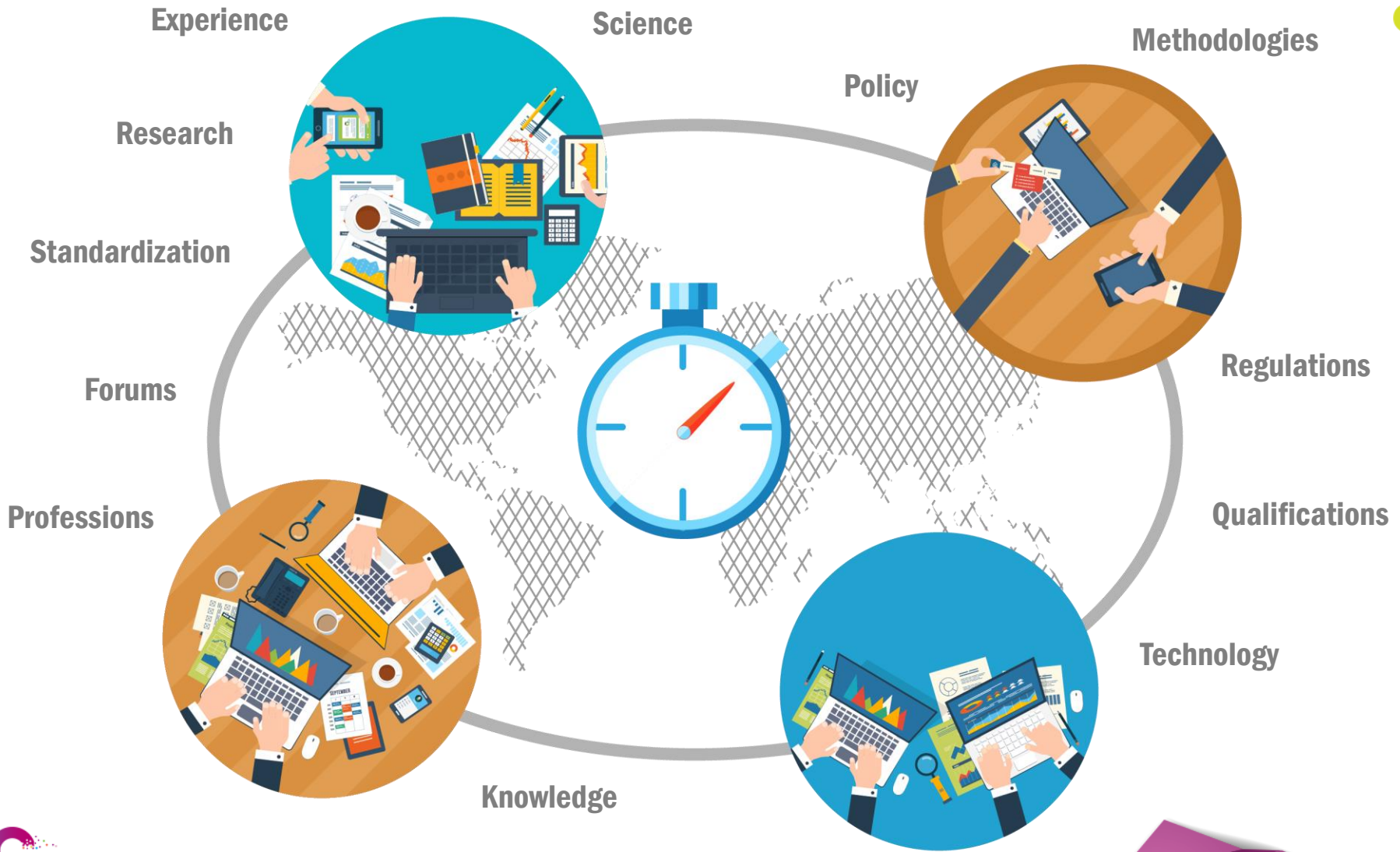


**Leveraging the Israeli Cyber Ecosystem into the global
Cyber capital centered in
Beer-Sheva, unprecedented the world over in terms of
innovation and prospective**

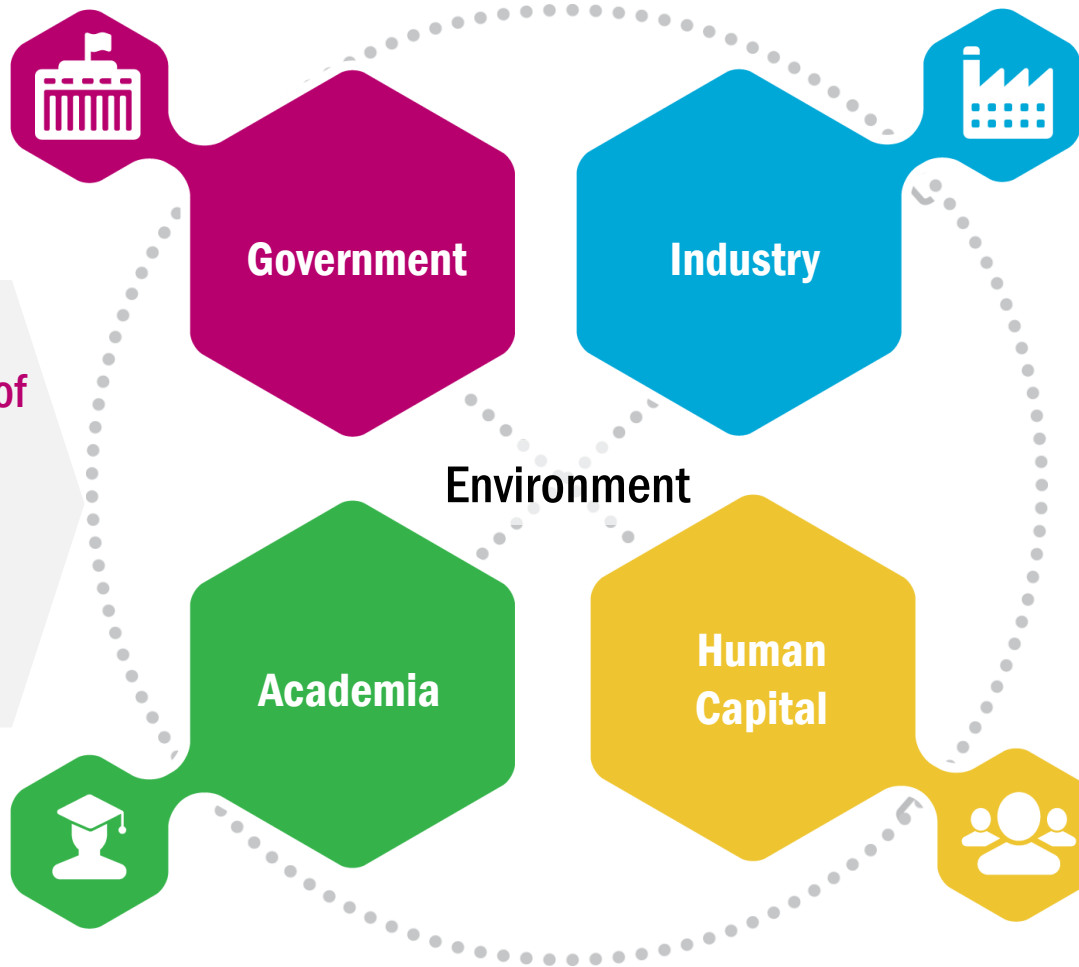
CyberSpark Goals



The Need for a Cyber Eco-System is Essential



The Power of Ecosystem



Generation of a substantially higher level of operation through a synergic collaboration of stake holders associated with specific domain.



Ecosystem - Government

◆ Dedicated unit covering all governmental issues

◆ National effort, call for national investments

- ◆ Research centers
- ◆ Education
- ◆ Regulations
- ◆ CERT
- ◆ Inter-ministry synchronization
- ◆ Benefits policy
- ◆ Profession definition

◆ Educational system

◆ Multi national engagements



Ecosystem - Industry

- Hexagon icon Critical mass of companies
- Hexagon icon Mixture of small, medium and MNC's
- Hexagon icon Coopetition
- Hexagon icon Joint facilities
- Hexagon icon Knowledge sharing without IP exposure
- Hexagon icon Open discussion
- Hexagon icon Appreciation of the bigger picture



Ecosystem - Academia

- IP sharing consideration
- DNA for joint ventures with private industry
- Applied research
- Shared research facilities
- Updated syllabus coordinated with industry
- High quality gradulators
- Accreditation for industry employees



Ecosystem– Human Capital

Critical mass of talents:

- ✦ Educated
- ✦ Experienced
- ✦ Innovative & Creative
- ✦ Motivated & Dedicated
- ✦ Leaders

Mixture of seniority levels

Entire spectrum of associated professions



Ecosystem- Environment

- City and Mayor
- Facility management
- Dedicated plans to encourage talents
- Openness to designated audience needs
- Global City
- Embracing innovation





The Israeli Story

Israeli Technological Growth Engines



Textile



Agriculture



Defense



Cyber



2015

Over 25
leading MNCs with
Cyber R&D activity



~10%
of total global
investments

(Nearly \$500M raised and \$2B
in M&A's since 2013)



250
Companies



\$3B
Annual Revenues



~5%
Global Market



CyberSpark is a Project of National Scale

1932-1935
התיישבות האלף



5-6.10.1946
11 הנקודות בנגב



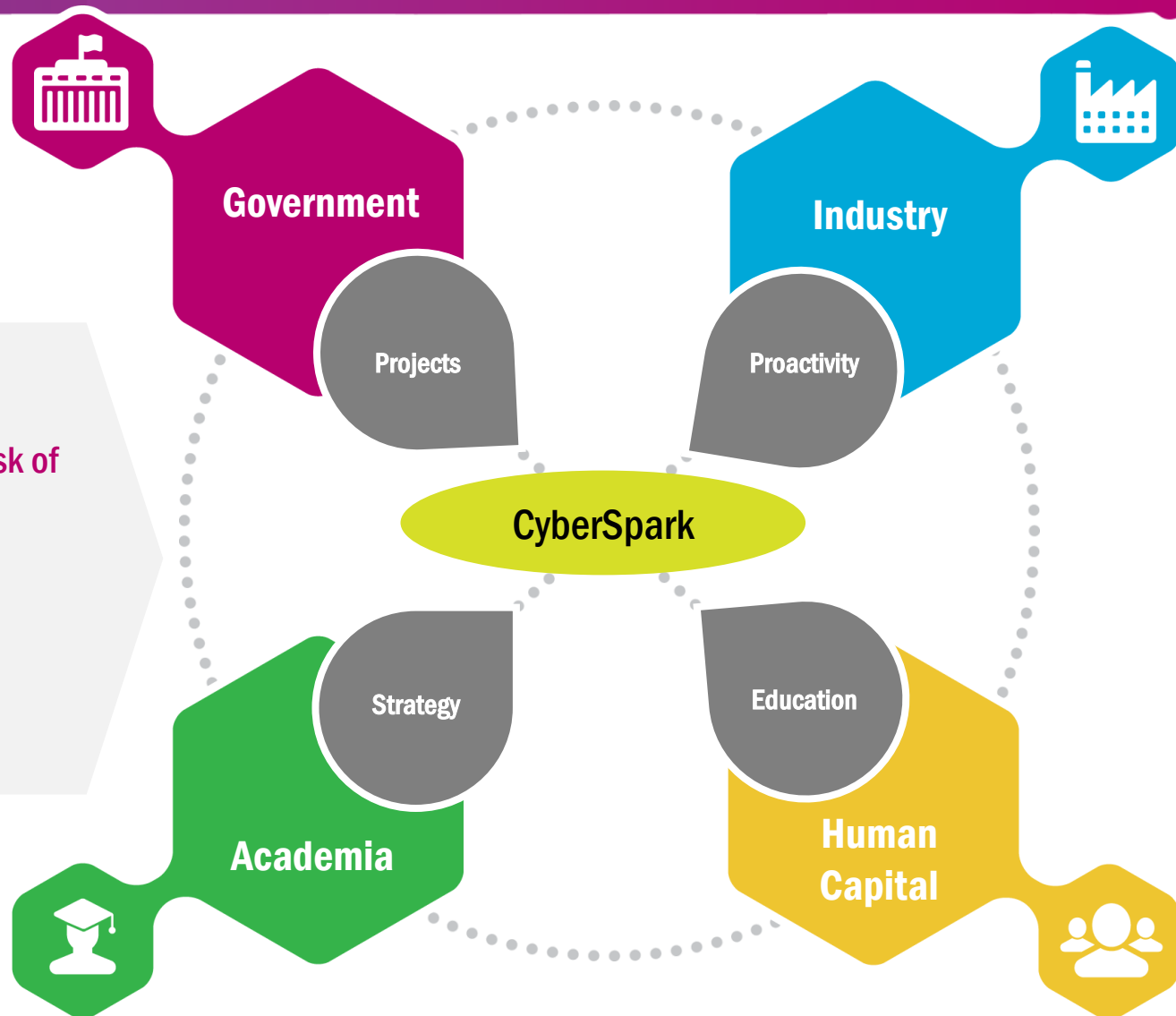
1953-1956
המוביל הארצי



1951-1958
ייבוש החולה



The Motivation to Found CyberSpark



To create a dedicated execution platform chartered with the task of materializing the CyberSpark mission, adaptable to all stakeholders.



All Within a Walking Distance



IDF –
Intelligence
Campus

IDF –
IT Campus

Digital City

GOV. - CERT

Industry

Hospital

BGU

Founders and Current Tenants - 2015



Assessing Involvement in CyberSpark

Partial list, reflecting more than \$1T global business

Jaguar Land-Rover

Santander Bank

NEC Corporation

Cognizant

DNP

BlackRock

Adama

Anheuser-Busch

Astronautics

Google

Deloitte

NTN



Royal Bank of Scotland

Tangerine Bank (Scotia Bank)

PWC

Murdoch Enterprises

P&G

Accenture

BOSCH

HSBC

Citi Bank (Citi Group)

Verint

Siemens

Hitachi

EY

Samsung

Airbus

HP

Intel

Cisco

Amdocs

Akamai

SAP

Raytheon





Projects by CyberSpark

Projects Highlights

Education Center

- Executives School
- Convergence to Cyber professions
- High-School

Landing Pad for MNC's

- Joint teams: CyberSpark-MNC
- Optional gateways analysis
- Business-plan considerations
- One stop shop in CyberSpark

Environment

Environment & Community

- “Global Mindset”
- Innovative environment
- Talents attraction
- Digital city

Business Development

cyberspark

ISRAELI CYBER INNOVATION ARENA

Global Positioning

Evaluation and Analysis institute

- Autonomous vehicles test range
- Medical devices
- Aviation
- Certification authority

Leadership



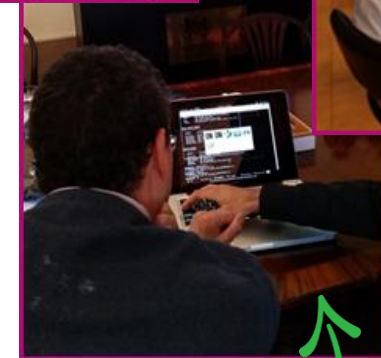


- Comprehensive 3 – 5 days seminar
- Global leader in Cyber education for C-level
- Cyber vocabulary
- Hands-on experience
- Multi-Disciplinary studying
- Domain specific
- Joint venture with Academy
- Highly skilled and experienced staff

Hands-on experience



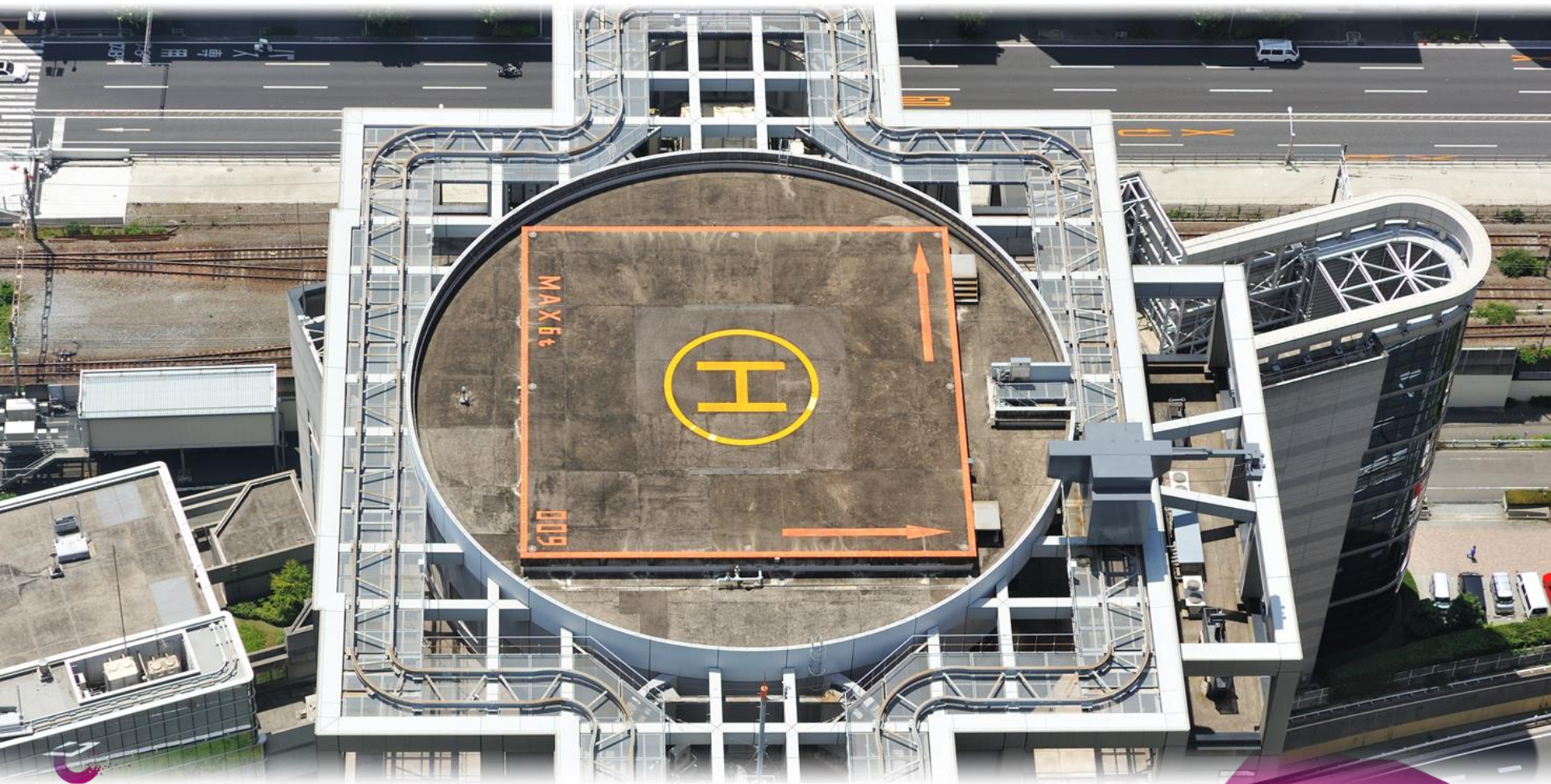
Crisis management class



Hacking simulation

Landing-Pad the Way to Join

A service that enables global players to smoothly transition into the Israeli Cyber Innovation Arena, by outlining a gradual, tailor-made, zero-risk entry path that best complies with their strategy.



Cyber Test Range for Autonomous Vehicles

Realistic scenarios

Fully monitored and controlled surrounding

Valuation of concepts and solutions

Certification procedures

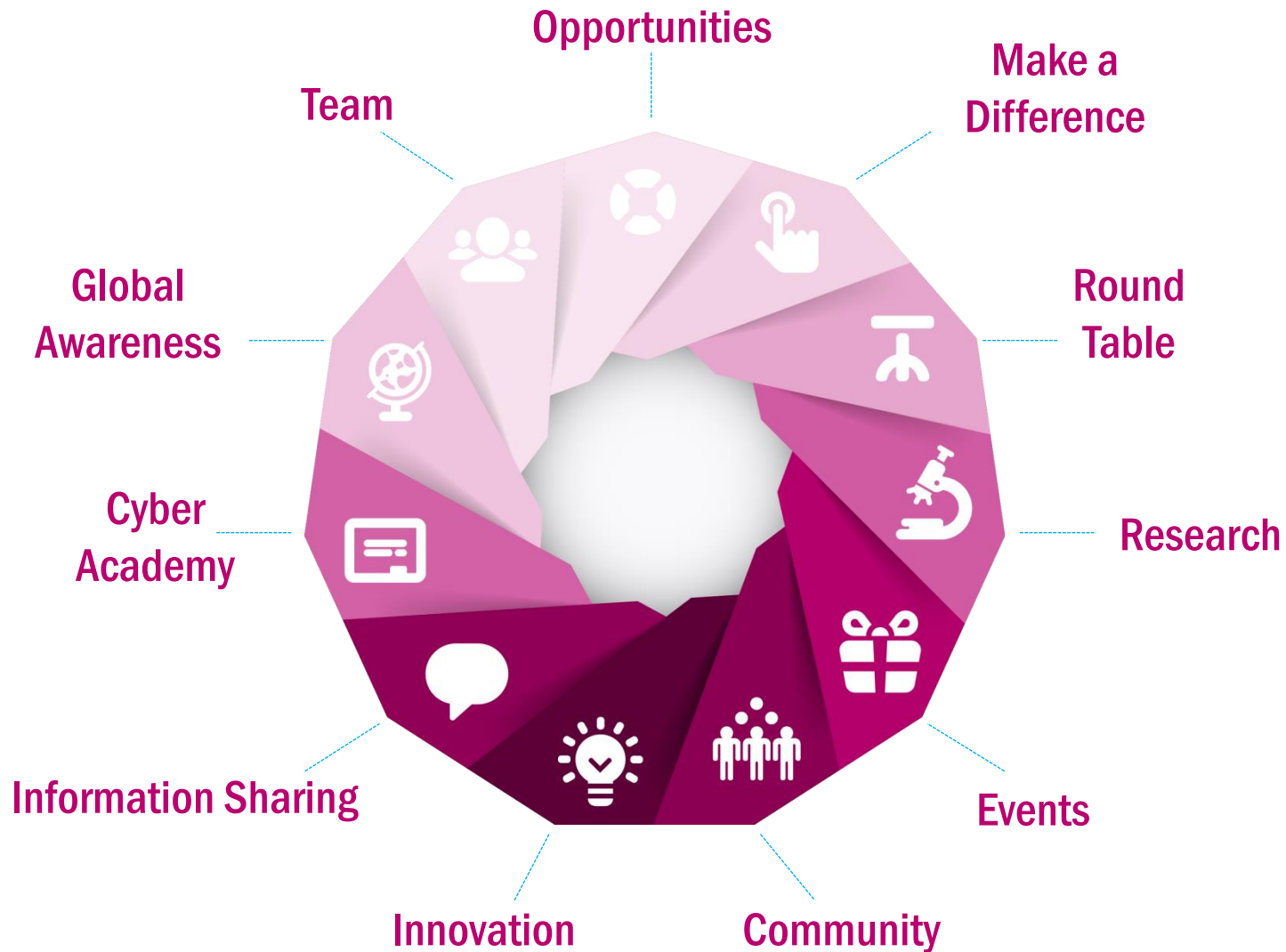
Standards and Regulations



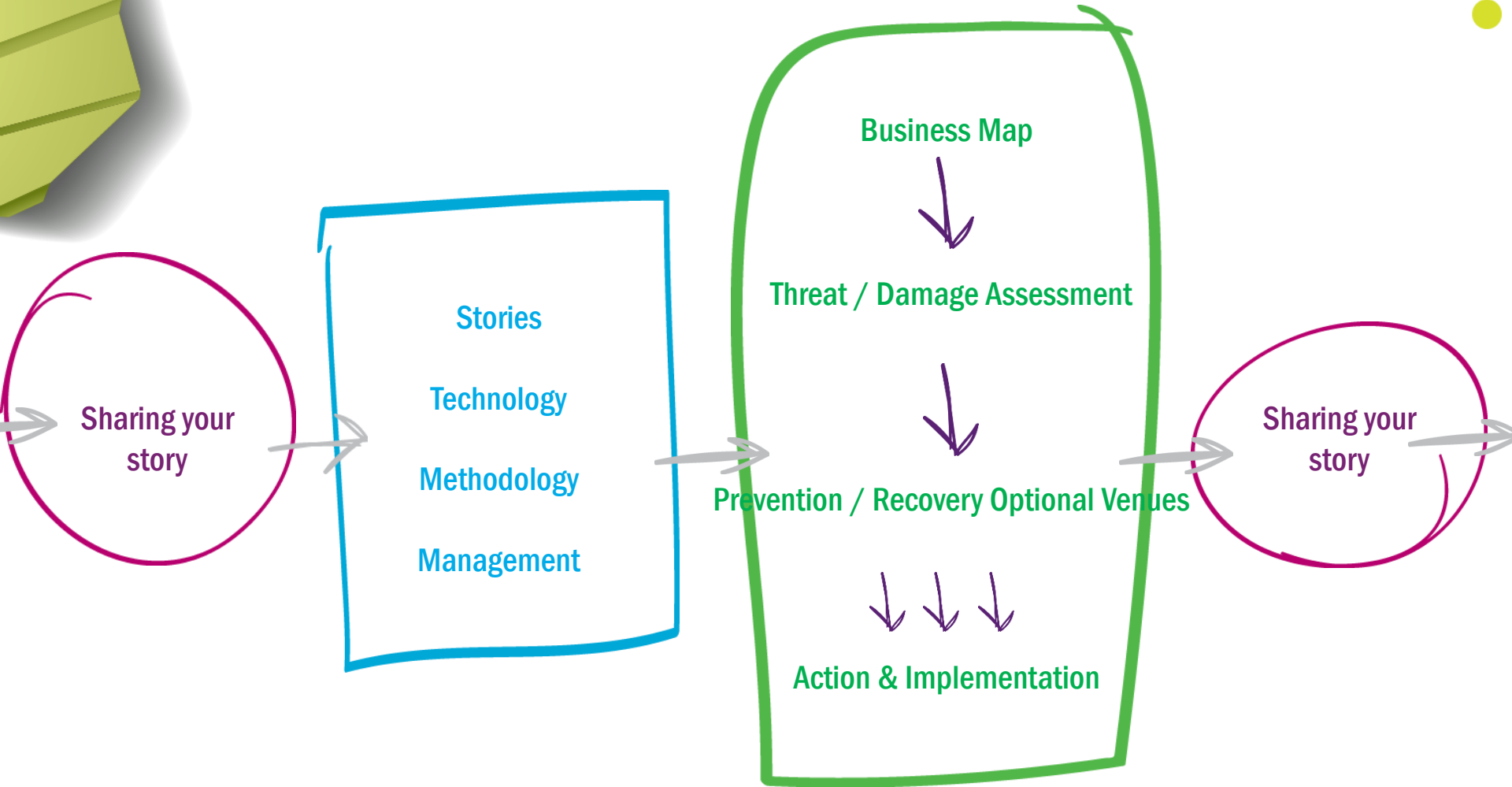


Join The Club...

CyberSpark Affiliates Club



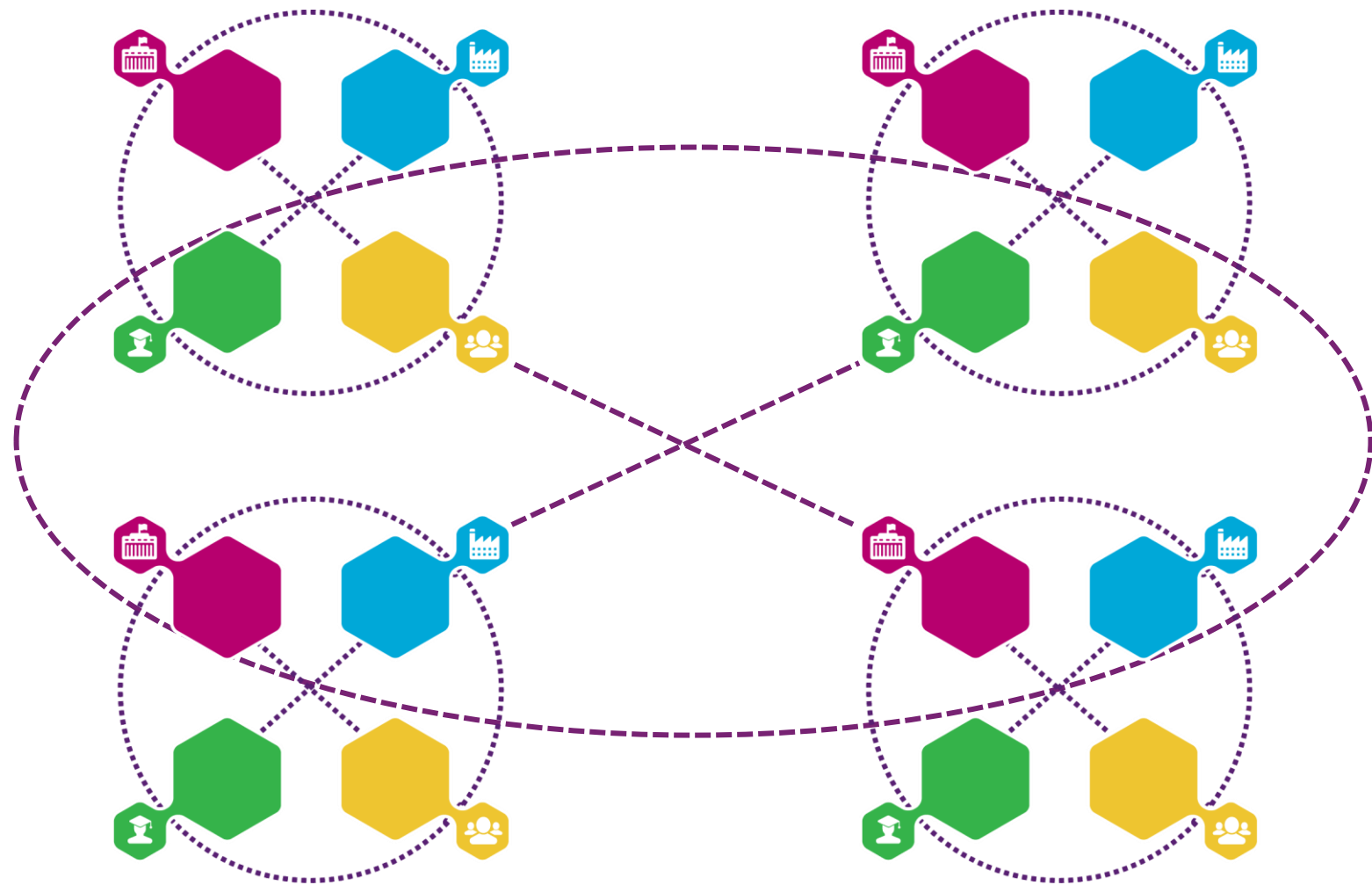
Maximizing the Advantages of the Ecosystem





Global Collaboration

Eco-Systems of Eco-Systems



Join Us





Thank You!

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