

## **Cybertech's Innovation Challenge Powered by YL Ventures**

We are proud to present the fourth Cybertech startup competition, powered by YL Ventures.

This year's challenge has grown bigger and better! The grand prize will be awarded to not one, but **three winning startups**, each representing a different subdomain or challenge within the cybersecurity market.

The winning startups will gain a unique opportunity to present their innovative solution to an esteemed panel of leading U.S.-based CISOs and cybersecurity experts, in front of a live audience at the main stage of Cybertech. Each of the three startups will win a flight ticket and pass to the 2020 RSA conference in San Francisco.

Don't miss this great opportunity for exposure and feedback from the industry's top decision-makers as well as first-hand insight into the evaluation processes of its most influential customers, and investors.

### **Who can apply?**

Early-stage startups working on developing a dedicated solution for an emerging cybersecurity problem. The solutions can span a broad range of fields, from traditional IT & enterprise environments to IoT and emerging sectors. Applicants must be registered to attend the Cybertech 2020 Startup Pavilion.

### **How to apply**

Qualified startups are invited to submit an online application no later than December 20, 2020, through the competition's submission form. The application must include:

- One slide deck of 10 slides or less
- One completed application form

### **How does it work?**

Cybertech and YL Ventures will select three winning startups based on the innovativeness of the technology, solution's uniqueness, market potential and the quality of the teams' presentations.

### **Notification**

The top three ranked startups will be notified no later than January 10, 2020, by way of an invitation to present their solutions at Cybertech 2020. The winners will also be announced on the Cybertech website and across its social media profiles.

## Presentation

During the conference, each winning team will present a short pitch in front of a live audience and a prestigious panel of experts. The presentations will be followed by an eye-level discussion with the panelists, who will offer input and advice from their perspective as potential customers and/or strategic partners.

### **Do you think you've got what it takes? Apply Now!**

For further inquiries, please contact: Melanie Behar at [melanie.behar@cybertechconference.com](mailto:melanie.behar@cybertechconference.com)

For more information about the conference visit [www.cybertechisrael.com](http://www.cybertechisrael.com)

## **Terms and Conditions**

### **1. 1. General**

- 1.1. Cybertech's Innovation Challenge (Competition), powered by YL Ventures, is a cybersecurity competition for early-stage startups to be held as an event at the CYBERTECH 2020 conference ("competition"). The competition is organized by Arrowmedia Israel Ltd., the organizer of CYBERTECH 2020 ("CYBERTECH") and YLVG (Israel) Ltd. ("YL Ventures").
- 1.2. The Competition shall be held on a voluntary basis, and no party shall have any claims towards CYBERTECH and/or YL Ventures and/or Arrowmedia Israel Ltd. in connection with the Competition, CYBERTECH 2020, or any other matter arising from or in connection with these Competition Rules as set forth in the sections below.

### **2. Participation**

- 2.1. CYBERTECH and YL Ventures will define criteria and submission deadlines which shall be published on the competition's web page.
- 2.2. Individuals or companies ("Applicants") interested in participating in the Competition and meet its participation criteria will submit their application through a designated submission form on the competition web page according to the time table published on the competition's web page.
- 2.3. Only start-ups taking part in Cybertech 2020 Startup Pavilion can apply to participate in the Cybertech Startup Competition.
- 2.4. By submitting an application, applicants certify they own or have obtained the necessary permission for any material used and submitted to the competition web page. Any violation may result in immediate disqualification of the applicant from the competition.

### **3. Evaluation and Selection**

- 3.1. The applications will be reviewed and evaluated by CYBERTECH and YL Ventures. CYBERTECH and YL Ventures may ask applicants to submit additional material.
- 3.2. The evaluation and selection of the three winning teams (Finalists) will be based on the following criteria:
  - 3.2.1. The innovativeness of the proposed technology
  - 3.2.2. The uniqueness of the problem space
  - 3.2.3. The market potential of the proposed solution
- 3.3. The three (3) applicants to receive the highest evaluation as determined by CYBERTECH and YL Ventures, at its sole discretion, (“Finalists”) will be invited to present their solutions on stage at CYBERTECH.
- 3.4. Additional factors not mentioned herein may be taken into account as part of the evaluation process.

### **4. Announcements**

- 4.1. CYBERTECH and YL Ventures will announce the winners of the competition prior to CYBERTECH 2020.
- 4.2. The winners shall have the right to publish information regarding their participation and achievements in the competition.