

Munich, 31. August 2018

Presseinformation

Command Control Startup Program

In the Lions' Den: Command Control gives cybersecurity startups the big stage

- Pitch competition and exhibition area specifically for young companies
- Jury with Nicolas Heyer, Jose Monteagudo (Cyber Startup Observatory), Rob Norris (Fujitsu) and Dr. Markus Dirr (Messe München)

Command Control, the new cybersecurity summit organized by Messe München for decision-makers (September 20 to 22), is running a Startup Program to offer a specific platform for young companies from the security sector. The highlight of the initiative is the Lions' Den at the end of first day of the event in which startups can present in front of a jury.

“The threat landscape for companies and consumers is constantly changing and therefore continuously requires new security solutions. Unlike almost every other sector, cybersecurity therefore offers long-term prospects of success for young companies,” says Katharina Keupp, Project Manager for Command Control.

“Good ideas are one thing – but founders can only be successful when decision-makers, investors and other leading thinkers from the sector also find out about them. We are offering them a fantastic opportunity for this with our Program and the Lions' Den.” Participating startups to date include alyne, Analytical Semantics AG, asvin, Conatix, crashtest, ecomply, Finally Safe, IT-Seal and SCADA-fence.

High-caliber jury

In the Lions' Den the security start-ups have the opportunity on September 20 (17.00) to present their business models in an entertaining way to a relevant

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audience. The young entrepreneurs must convince the high-caliber jury in order to win the competition.

The “Lions” at Command Control are Nicolas Heyer, Jose Monteagudo, publisher of the Initiative Cyber Startup Observatory, Rob Norris, VP Head of Enterprise & Cyber Security EMEA at Fujitsu and Dr. Markus Dirr, Chief Digital Officer at Messe München. Jose Monteagudo explains the principle behind the Lions’ Den: “The pitch must clearly highlight what the product can do and what its benefits are for the target group. The founders should also explain how market penetration and growth could be achieved.”

The Startup Program at Command Control is supported by Fujitsu and the Cyber Startup Observatory, an initiative for bringing security-startups and decision-makers together. The winner of the Lion’s Den also wins a TrustedTargeting campaign. TrustedTargeting is a performance monitoring technology developed by Messe München Digital Solutions which enables companies to access different B2B target groups.

Own exhibition area for startups

In addition to the Lions’ Den, the Startup Area also incorporates an exhibition area at the event specifically designated for young companies. Command Control is also offering 1-to-1 matchmaking where startups and relevant decision-makers can be brought together in a targeted way. Interested companies can contact Bojana Dorzi (bojana.dorzi@messe-muenchen.de / 089 949-21542) at Messe München.

Detailed information about the Startup Program at Command Control can be found at <https://www.cmdctrl.com/partner/informieren/start-up-area/>.

You can find detailed information about Command Control here:
www.cmdctrl.com

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About Command Control

Cyber security as a key to corporate success in the digital age – this is the central theme of the

new event format Command Control. This international, cross-sector platform targets all those decision-makers who are involved with the digitization process within companies and who want to learn more, educate themselves and network with one another. The first Command Control summit will be held at the ICM – International Congress Center Munich from September 20-22, 2018.

www.cmdctrl.com

Messe München

Messe München is one of the world's leading trade fair organizers, offering more than 50 trade fairs for industrial goods, consumer goods, and new technologies. More than 50,000 exhibitors and around three million visitors take part in more than 200 events each year at the exhibition site in Munich, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München, as well as abroad. In cooperation with its subsidiaries, Messe München organizes specialist trade fairs in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam, and Iran. Messe München is represented around the world thanks to its network of affiliated companies in Europe, Asia, Africa and South America, as well as 70 foreign representatives covering more than 100 countries.