

# CYBER CHALLENGE

## INNOVATING TODAY FOR A SAFER TOMORROW

With cybersecurity attacks on the rise every day, securing data, ensuring digital safety, and safeguarding against hackers is becoming more important than ever. As the world moves progressively toward a digital approach to work, every industry is a potential target.

## WHAT IS THE CYBER CHALLENGE?

The Cyber Challenge program empowers technology startups in Ontario to solve industry-specific challenges in six of the province's key sectors: Automotive, Life Sciences, Smart Infrastructure, Advanced Manufacturing, Law Enforcement, and Mining.

Cyber Challenge startups gain access to new markets, client product testing, and exposure and trust-building opportunities while working with seasoned organizations within each sector. Founders will connect with industry leaders to drive innovation and adoption of cybersecurity technologies.



### Explore new market opportunities

The program addresses industry-identified cybersecurity challenges, each aligning with validated market needs.



### No cost, no equity

Participation in the Cyber Challenge is free – and no equity is taken from participating companies. Our mission is to support growth and success.



### Collaborate with industry leaders

Founders will have access to top industry players, forming partnerships that drive innovation and adoption of cybersecurity technologies.



ROGERS  
cybersecure  
catalyst

Funding provided by the  
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## STAGE ONE

### Within six weeks, startups will:

- Immerse themselves in the sector to identify alignment with industry needs
- Gain sector insights to refine their understanding and re-align their pitches to effectively address these needs
- Pitch their solution to industry experts for an opportunity to advance to the next stage



## STAGE TWO

### Within six months, startups will:

- Receive \$20,000 of non-dilutive funds per participating company
- Connect with a network of industry experts to guide go-to-market strategy, marketing messaging and sales training, including IP support
- Have a chance to pitch their startup to investors and buyers
- Have meet & greets with potential customers
- Hold pitch & demo refinement opportunities
- Have mentorship from senior cybersecurity startup leaders
- Have exclusive invitations to client-rich environments
- Support in navigating complex pathways including securing intellectual property and enterprise procurement

## DO YOU ACCEPT THE CHALLENGE?

Accepting applications for all sectors:

- Automotive
- Life Sciences
- Advanced Manufacturing
- Smart Infrastructure
- Mining
- Law Enforcement

Learn more or apply to be part of the Cyber Challenge:

[cybersecurecatalyst.ca/cyber-challenge](https://cybersecurecatalyst.ca/cyber-challenge)