



# INNCYBER Innovation HUB

Digital transformation, Cyber & IoT

## -RESEARCHERS CATEGORY-

2<sup>nd</sup> edition | 2020/2021



# INNCYBER Innovation Award: Scope

---



- Globally, cybercrime is the **2nd most reported** economic crime;
- Over 24.000 apps with suspicious code (*malware*) are blocked;
- According to Microsoft, the **potential cost** of cybercrime to the global community is **\$500 billion**, and a data breach will cost a company an average of **\$3.8 million**.
  
- Organizations need to adopt more **efficient strategies** to approach digital transformation, Internet of Things (IoT) and cyber risks, as well as achieve competitive advantage through innovation.
- A **collaboration** between **Universities, Companies, Research Centers, Armed Forces and Security Forces** should be leveraged in order to **optimize innovation in Cybersecurity**.





INNCYBER: INNOVATION HUB FOR  
DIGITAL TRANSFORMATION, CYBER & IOT

# What is INNCYBER: DIGITAL TRANSFORMATION, CYBER & IOT Innovation HUB?

# What is INNCYBER: DIGITAL TRANSFORMATION, CYBER & IOT Innovation HUB?



**INNCYBER Innovation HUB**  
Digital transformation, Cyber & IoT

INNCYBER: DIGITAL TRANSFORMATION, CYBER & IOT Innovation HUB is an ACCELERATOR for fostering innovation on cybersecurity involving Universities, Research Centers, Armed Forces, Security Forces and Reference Companies/Organizations in security industry in an integrated ecosystem.



# WHO WE ARE

---

Altice Labs, an Altice Group company, lives by innovation and works every day for the development of new solutions, technologies and trends for the telecommunications area.

Knowledge is the raw material that Altice Labs transforms into advanced solutions with an innovation approach supported on an ecosystem built around R&D entities, startups and industrial partners.



# BUSINESS AREAS

---

Altice Labs portfolio is enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

## Network Solutions

Optical Network Equipment  
FTTx Networks  
G.fast  
Certification and Interoperability Labs  
Cellular Planning and Optimization Services

## Operations Support Systems

Network Development and Inventory  
Service Fulfillment  
Service Assurance  
Customer Centric Operations

## Network Control & Services Platforms

Convergent services  
Charging and policy management  
Campaign and channel management  
M2M  
Digital Assistants

## Digital, Internet & Television

Interactive TV and OTT  
Wallet & Payments  
Push&Pull advertising platforms  
Personal Cloud Storage  
eCare & eHealth



# MARKET PRESENCE



**250.000.000**  
people communicate everyday  
through technology developed  
by Altice Labs.

# What is INNCYBER: Partners

---



EDP is a global energy player, with a priority in its commitment to protect its critical infrastructure networks and customers



# What is INNCYBER: Partners



## CYBER ACADEMIA AND INNOVATION HUB (CAIH)



# What is INNCYBER: Partners



The screenshot shows the top navigation bar of the CNCS website. On the left is the CNCS logo (Centro Nacional de Cibersegurança PORTUGAL) and the Portuguese coat of arms. The navigation menu includes: ACTIVITIES, COOPERATION, PROJECTS, CERT.PT, RESOURCES, ABOUT US, a search icon, and social media icons for Facebook, LinkedIn, YouTube, and Twitter. The language is set to Portuguese. Below the menu is the text 'NATIONAL CYBERSECURITY FRAMEWORK'.

## ABOUT US

- [Functional Structure](#)
- [Mission and competences](#)
- [Experience](#)
- [Press releases](#)
- [Contacts](#)

Home • About us

## About us

The National Cybersecurity Centre is the operational coordinator and the Portuguese national authority specialised in cybersecurity working in this field with State entities, operators of Critical Infrastructures, operators of essential services and digital service providers, ensuring that the cyberspace is used as an area of freedom, security and justice, for the protection of all the sectors of society that materialize national sovereignty and the Democratic State under the rule of law.

[REPORT INCIDENT](#)



# INNCYBER Innovation HUB: Methodology and operationalization



Phase 1  
Project development

+

Phase 2  
Project implementation

INNCYBER: DIGITAL TRANSFORMATION,  
CYBER & IOT Innovation Award

Recognize and award the best projects developed by researchers, students and university professors in digital transformation, cybersecurity and IoT.

Physical and virtual space dedicated to project implementation, giving to researchers and entrepreneurs :

- Mentoring by cybersecurity professionals



Militar Academy HQ Lisbon



INNCYBER Innovation Award  
Digital transformation, Cyber & IoT

# INNCYBER Innovation Award Recap 1st edition

# INNCYBER Innovation Award: 1<sup>st</sup> Edition Summary



30 teams participated in the 1st edition of INNCYBER INNOVATION Award, resulting in a total of more than 90 participants including students (56) and supervising professors (39) from 17 universities in Portugal and Spain.

The project “iCatch - Intelligence System for the Characterization of Multi-Stage Cyberattacks”, developed by João Orvalho, a student at the Polytechnic Institute of Beja, under the guidance of Prof. Rui Silva from the same institution was the big winner of the 1st edition of INNCYBER.



# INNCYBER Innovation Award: 1<sup>st</sup> Edition Summary



Eng. José Alegria - Altice



TGen. João Cartaxo Alves - Força Aérea



Eng. Paulo Moniz - EDP



CAIm. António Gameiro Marques  
GNS|CNCS

# INNCYBER Innovation Award: 1<sup>st</sup> Edition Summary



**INNCYBER Innovation HUB**  
Digital transformation, Cyber & IoT



Prof. Telmo Vieira – PremiValor Consulting



General José Lemos Ferreira auditorium at the Air Force Staff, in Alfragide



Rogério Bravo – Chief Inspector Polícia Judiciária Cybercrime Unit



Presentation of a finalist project



INNCYBER Innovation HUB  
Digital transformation, Cyber & IoT



**INNCYBER Innovation HUB**  
Digital transformation, Cyber & IoT

# INNCYBER Innovation Award 2nd edition

# INNCYBER Innovation Award: Objective (Phase 1.)



The INNCYBER: DIGITAL TRANSFORMATION, CYBER & IOT Innovation Award aims to promote :



- The innovation and creativity in digital transformation, cybersecurity and IoT
- The development of innovative projects with impact at local, national and international level and the capacity of innovation in the development of more efficient strategies to approach the cybernetic risk management
- The implementation of new **STARTUPS** in the areas of Digital transformation, Cybersecurity and IoT that anticipate market tendencies
- The knowledge and technology transfer in cooperation with major universities, research centers, Armed Forces, Security Forces and Reference Companies/Organizations in security industry
- The proximity between academy and business reality

# INNCYBER Innovation Award: Strategic areas

---



**INNCYBER Innovation HUB**  
Digital transformation, Cyber & IoT

1. Security and vulnerabilities in the 5G World;
2. Internet of Things (IoT);
3. Artificial Intelligence & Machine Learning applied to cybersecurity;
4. Cloud security;
5. Security-by-design;
6. New strategies to address social engineering attacks;
7. Ethics & Human Element of Cybersecurity – bridging the gap between machines usage in cybersecurity and the human decision-maker;
8. Cyber Hygiene and GDPR: Training program for the dissemination of good practices among users;
9. Microeconomics applied to cybersecurity

# INNCYBER\_HUB

# INNCYBER Innovation Award: Strategic areas



## Business Plans and Digital Marketing Plans – **NEW TOPIC**

10. Marketing plan to promote cybersecurity literacy in the general population or in a specific population group (senior population, less educated population, youngsters and children...)
11. Marketing campaigns (e.g. mailing) and social engineering: the impact of phishing
12. Communication plan for secure teleworking
13. Social networks and digital security
14. Security-by-design in digital marketing
15. Innovative business models for the sharing economy in the digital transformation, cybersecurity and IoT areas
16. Communication plan for improving cooperation, information exchange, incident response and trust building among CSIRTs
17. Business plan for the internationalization of INNCYBER – Digital Transformation, Cyber & IoT HUB
18. Products/services to be developed in the scope of INNCYBER – Digital Transformation, Cyber & IoT HUB

# INNCYBER Innovation Award: How to participate?

---



**INNCYBER Innovation HUB**  
Digital transformation, Cyber & IoT

Candidates must have a PhD, attend in the present academic year a PhD/Doctorate program or be a researcher in a University, Institute or Research Center.

# INNCYBER Innovation Award: Main phases



**INNCYBER Innovation HUB**  
Digital transformation, Cyber & IoT

**Next step: Project submission – SEPTEMBER 7TH**

Registration



Project  
development and  
delivery



Jury evaluation and  
selection of the finalist  
candidates



Ceremony to award  
the winning  
candidate



*Elevator Pitch to  
be done by the  
finalist  
candidates*

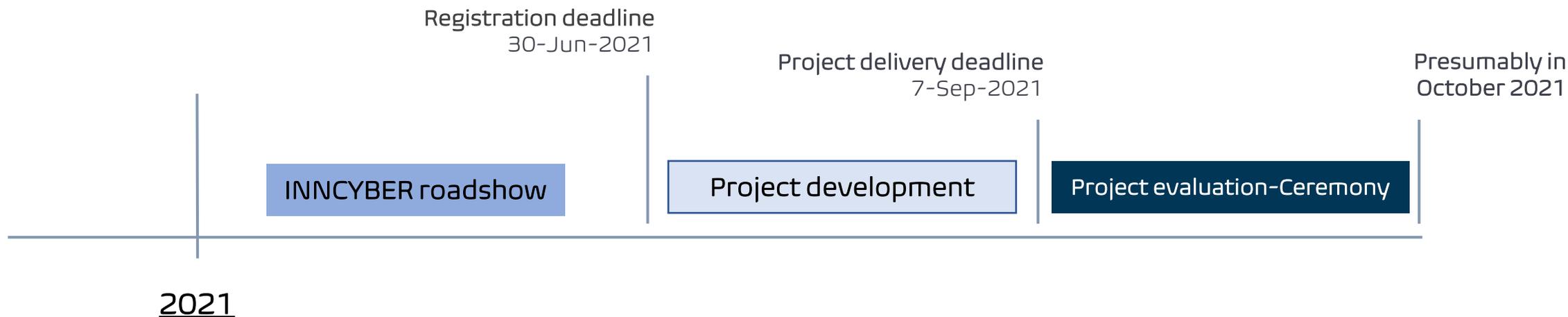
Project  
implementation

# INNCYBER Innovation Award: Calendar



**INNCYBER Innovation HUB**  
Digital transformation, Cyber & IoT

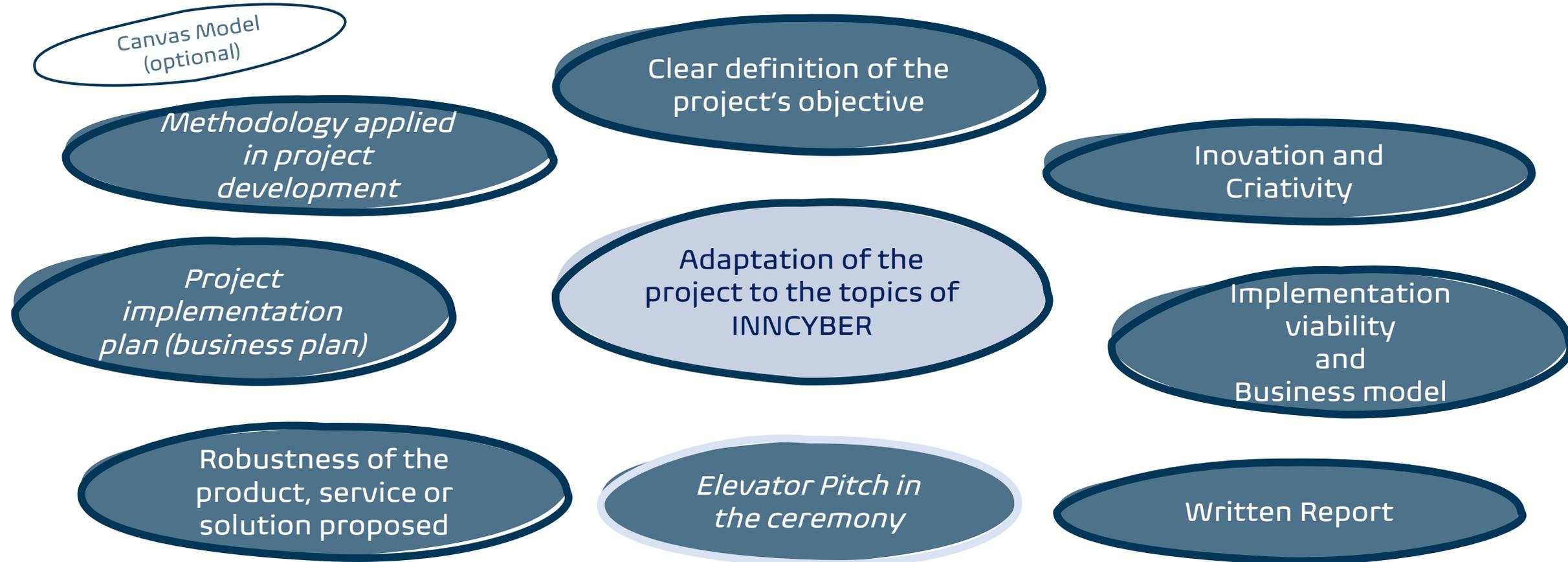
## 2<sup>nd</sup> Semester



# INNCYBER Innovation Award: Project evaluation criteria – finalists' selection



**INNCYBER Innovation HUB**  
Digital transformation, Cyber & IoT



# INNCYBER Innovation Award: Finalists selection

---



Best  
Projects!!!

The best projects will be selected by the jury which will present their ideas at the award ceremony in Elevator Pitch format.



# INNCYBER Innovation Award: Awards



The winning candidate of the 2<sup>nd</sup> edition of the INNCYBER: DIGITAL TRANSFORMATION, CYBER & IOT Innovation Award will be awarded in a public ceremony to be held, presumably, in October 2021.

PhD  
Prizes

Monetary prize  
3.500 Euros\*

+

4.000 Euros in  
dedicated mentoring  
hours from  
experienced  
professionals

\* Gross amount



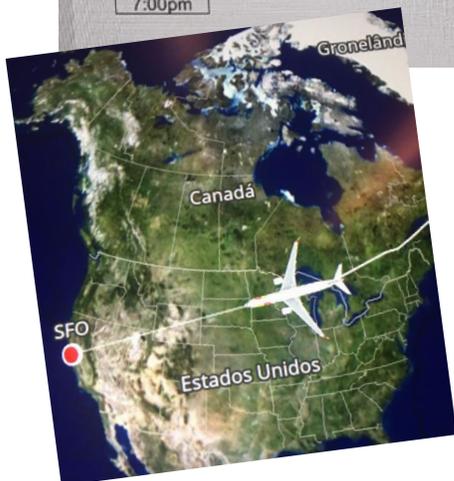
# SILICON VALLEY IMMERSION PROGRAM



UNIVERSITY OF  
SAN FRANCISCO

School of Management

	Monday	Tuesday	Wednesday	Thursday	Friday
7:30am				Travel to USFCA San Jose Campus	Group Work Time on Business Plan Pitches
8am					
8:30am	Welcome and Introduction to USF			The Rise and Fall of Silicon Valley Tech Giants: An Insider Perspective - Product Director at Facebook	Crossing the Chasm and Beyond: Creating Go-To-Market Successes at Every Stage of Your Company - Managing Director, Strategy at Deloitte
9am		Failure: The Secret Sauce of Silicon Valley - Co-Founder of the North Face	ExperiencePoint Design Thinker Simulation		
9:30am	An Introduction to Silicon Valley Entrepreneurship, Innovation, and Venture Capital, and a Guide to Developing New Capabilities - Director of USF Entrepreneurship Department			Top Technology Trends in Silicon Valley - Chief Information Officer	Travel
10am		Managing Hyper-Growth Teams and Products in Silicon Valley - VP Product at tech security startup; formerly with Uber			Lunch
10:30am				Travel	Travel
11am	Lunch			Lunch	
11:30am				Travel	
12pm		Lunch	Lunch		
12:30pm	Workshop: Elevator Pitch and Business Plan Concept and Development - Tech entrepreneur & venture capitalist			Travel	
1pm		Travel	Coaching: Business Plan Pitch Practice - Many coaches including investors, advisors, founders, VPs, directors, professors and more		Feedback and Evaluations: Final Business Plan Pitch Presentations - investors, advisors, founders, entrepreneurs
1:30pm				Company Visit to Medium-Large Tech Company	
2pm	Guided Walk in SoMa SF	Company Visit to Incubator/Accelerator		Travel to SF - and optional drop-off in Palo Alto	Certificate Ceremony
2:30pm		Travel			
3pm	Company Visit to Startup				Closing Reception
4pm		Group Work Time on Business Plan Pitches			
4:30pm					
5pm		Networking Event at Local Innovation Hub (evening TBD)			
5:30pm					
6pm					
6:30pm					
7:00pm					





Deep understanding of the unique ecosystems of San Francisco and Silicon Valley through interactive seminars, company visits, hands-on projects, networking events, and educational tours.



*It was a very exciting week at USA.*

*Great insights from experienced leaders like Hap Klopp and passionate startup founders like Andrew Allen; workshops on business plan, elevator pitch and design thinking; visits to Intel and Angel Investor forum.*

*After the Silicon Valley Immersion Program from University of San Francisco (and with the help of our partners from Portugal), our project has improved a lot in the business aspect.*

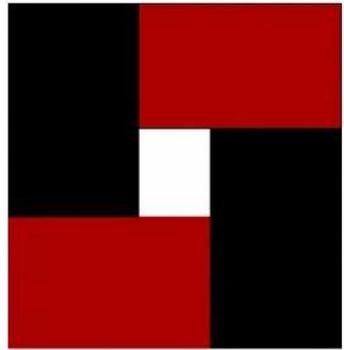
*What I take from this experience: the dedication, passion and desire to impact thousands of people that I felt from entrepreneurs.*

Victor Hayashi (Winner of EDP UC 2019)





Gritstone Oncology is developing tumor-specific cancer immunotherapies to fight multiple cancer types. Gritstone's approach seeks to generate a therapeutic immune response by leveraging insights into the immune system's ability to recognize and destroy tumor cells by targeting tumor-specific neoantigens.

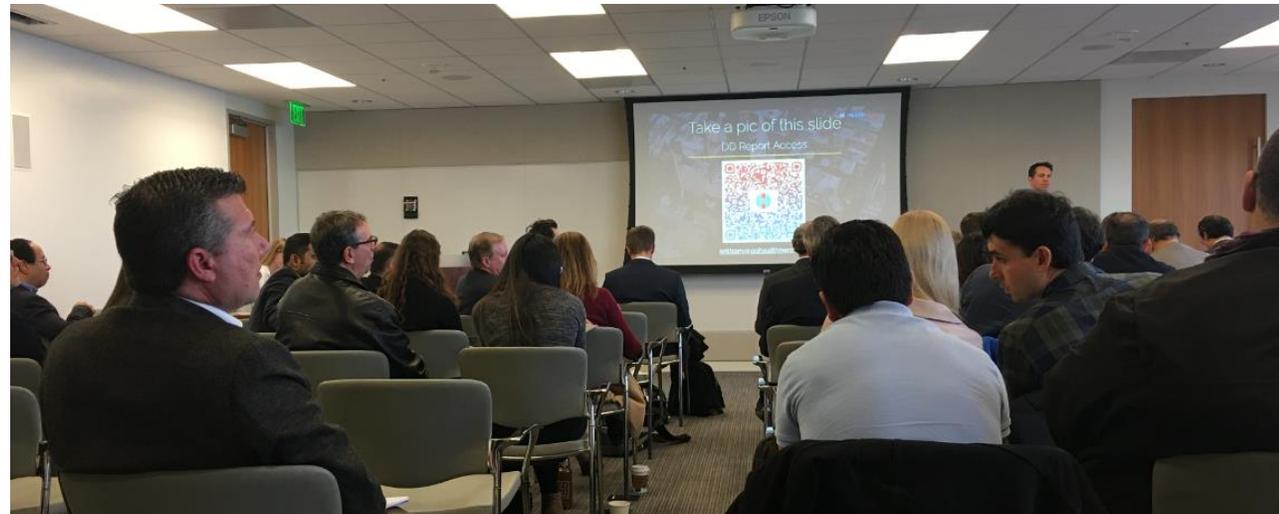


## KEIRETSU FORUM

Keiretsu Forum is a global investment community of accredited private equity angel investors, venture capitalists and corporate/institutional investors.

Keiretsu Forum was founded in the San Francisco East Bay in California in 2000 by Randy Williams.

Is a worldwide network of capital, resources and deal flow with 52 chapters on 3 continents. Keiretsu Forum members invest in high-quality, diverse investment opportunities.



# INNCYBER Innovation Award: Advisory Board & Scientific Committee



## LT Colonel Salomão Carvalho

- Project Manager of the NATO Smart Defence “Multinational Project on Cyber Defence Education and Training (MNCDE&T)” and the National Co-Leader at the European Union Military Training Group - Cyber Defence Discipline.



## Paulo Moniz

- Chief Information Security Officer at EDP Group
- AFCEA Portugal - Cyber Committee Board Member



## Rui Carvalho

- Development Director at EAST (European Association for Secure Transactions); chair of the EAST Payment Task Force;
- Member of the EC3 Advisory Group on Financial Crime at Europol.



## José Alegria

- Chief Security Officer at Altice Portugal;
- Worldwide coordinator of the CyberWatch Program at the Altice Group
- Member of European Cybercrime Center (EC3) Advisory Group on Communication Providers at EUROPOL;

# INNCYBER Innovation Award: Advisory Board & Scientific Committee



**LIACC**

## Luis Paulo Reis

- Director of LIACC – Artificial Intelligence and Computer Science Laboratory.
- Vice-president of the Portuguese Association for Artificial Intelligence.



## Derene Allen

- Adjunct Professor in the Silicon Valley Immersion Program at the University of San Francisco
- Instructor of Entrepreneurship and Innovation at the UC Berkeley Extension
- International Diploma Program Mentor at the Global Social Benefits Institute, at Santa Clara University



## Shomit Ghose

- General partner at the Silicon Valley venture capital fund, ONSET Ventures
- Start-up entrepreneur, with multiple successful exits via IPO and acquisition
- Serves on multiple advisory boards in Europe and the USA



## Prof. Carlos Lobo – Legal Advisor

- Doctor in Law
- Professor at the Law School of the University of Lisbon (Tax, Public Finance, Competition and Regulation)

# INNCYBER Innovation Award: Mentors Board & Ethics Committee

---



**INNCYBER Innovation HUB**  
Digital transformation, Cyber & IoT



## Nuno Pereira

- Degree in product design;
- Involved in multiple design/engineering hardware and software projects;
- CEO of Holy Grail Inc.



## Rogério Bravo

- Police Chief Inspector responsible for the cyber criminality fighting (working on the field since 1991);
- Portuguese Police representative on INTERPOL's European Working Party on Information Technology Crime;
- Degree on Cyber Crime on Judiciary Police School and postgrad on Information Wars on Universidade Autónoma de Lisboa.

# INNCYBER Innovation Award: Contacts

---



**INNCYBER Innovation HUB**  
Digital transformation, Cyber & IoT

# Questions?



# INNCYBER Innovation Award: Contacts

---

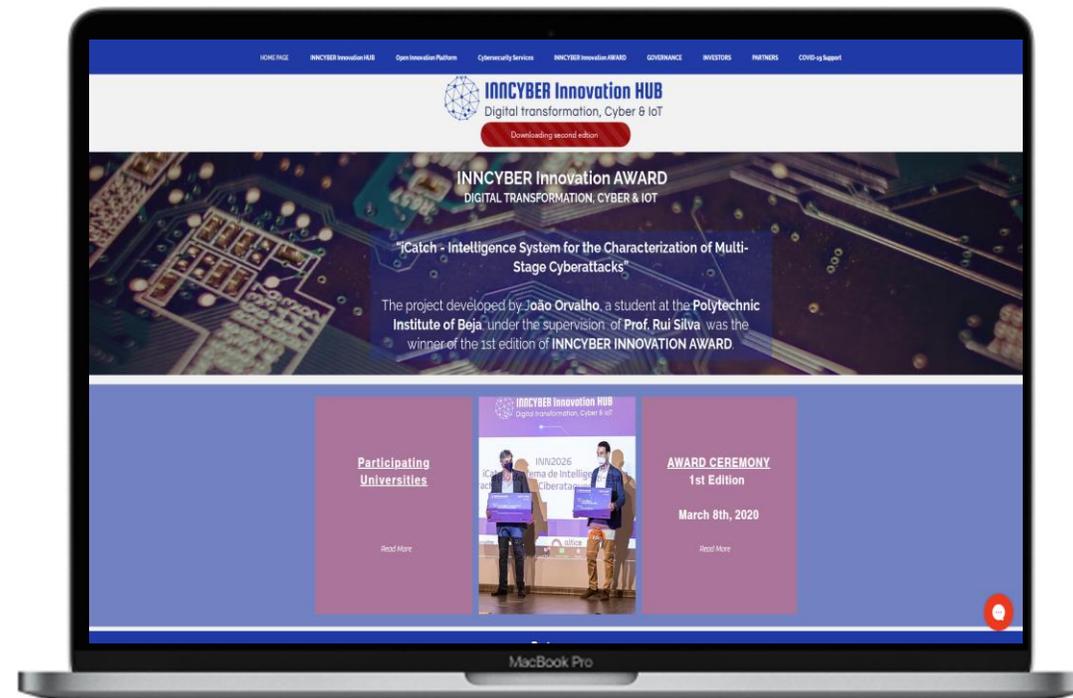
Website: <https://www.inncyberinnovationhub.com/>

Email: [INNCYBER\\_innovation\\_HUB@premivalor.com](mailto:INNCYBER_innovation_HUB@premivalor.com)

Telephone: (+351) 217 820 316 / (+351) 913 247 781

Instagram: [inncyber\\_hub](https://www.instagram.com/inncyber_hub)

LinkedIn: <https://pt.linkedin.com/showcase/inncyber-innovation-hub>





# INNOCYBER Innovation HUB

Digital transformation, Cyber & IoT