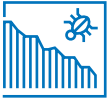


# ISRAEL – A GLOBAL CENTER FOR CYBERSECURITY INNOVATION

START-UP  
NATION  
CENTRAL

## INCREASING CYBER THREATS AND RISKS



Economic loss due to cybercrime is predicted to reach **\$3 trillion by 2020**



The average total cost of a data breach for an organization is **\$3.86M**



95% of cybersecurity executives predict cybersecurity threats will increase in the upcoming 3 years



**74% of the world's businesses** can expect to be hacked in the coming year

## HOW DO ORGANIZATIONS DEAL WITH THESE NEW THREATS?



By 2020, all large enterprises will be expected to **report to their boards regarding cybersecurity and technology risks** (only 40% were asked to report in 2016)



**\$137B** expected to be spent on cybersecurity globally in 2019



**9.1% Compound Annual Growth Rate** of the cybersecurity market between 2017-2022

## CHALLENGES OF TODAY



The increasing risk posed by **IoT and connected devices**



**Supply chain and 3rd party vendors** become targets for attackers, and are used as common attack vectors, posing a further cyber risk



The widespread adoption of **cloud-based services and infrastructure** makes it difficult to protect sensitive data and applications



**Human capital deficit** in security – a lack of professionals for security operations - projected 3.4M unfilled positions by 2022

## THE ISRAELI PROMISE FOR CYBERSECURITY

### THE UNIQUE ISRAELI ADVANTAGE

Israel Defense Forces is the **source of talent**, where professionals gain real know-how about cyber threats and training on how to overcome them



**Deep technology** – Disruption using cutting-edge new technologies, such as AI and Machine Learning, Blockchain and advanced encryption techniques

A culture of entrepreneurship and innovation, which creates a **community** dedicated to working and collaborating together



## DID YOU KNOW?

**450 innovative** cybersecurity companies

**50 Multinational Corporates** have opened cybersecurity R&D centers and innovation labs in Israel

**19% of global VC cybersecurity investments** in 2018 went to Israeli start-ups, second only to the US

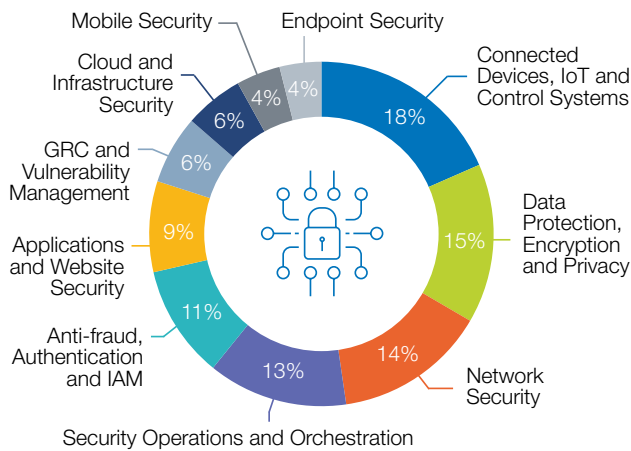
**65 cybersecurity start-ups** were acquired between 2014-2018

**14 Israeli cybersecurity vendors** are listed on NASDAQ

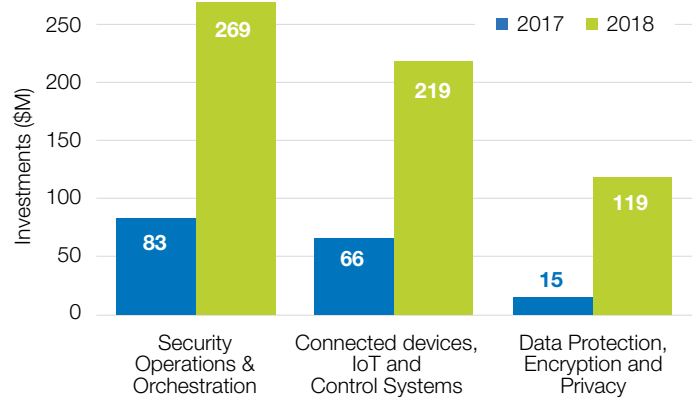
**\$1.2B in equity raised** by Israeli cybersecurity companies in 2018

**Between 50-70 new start-ups** are being founded every year

### A DIVERSE MIX OF VERTICALS



### FASTEST GROWING DOMAINS: INVESTMENT PER SUBSECTOR (\$M)



### ISRAEL'S CYBERSECURITY SUCCESS STORIES



3 of the world's largest security vendors were founded in Israel: Check Point, Imperva and CyberArk.



Trusteer, a company that offers digital identity fraud detection, was acquired by IBM for a reported \$850M.



Demisto, a company that develops a collaborative and automated security operations platform, was acquired by Palo Alto Networks for \$560M.



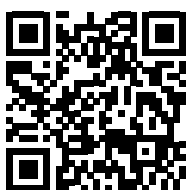
55 Israeli Cybersecurity start-ups were named "Cool Vendor" by the Gartner Research Group. 25 of these have already had an exit.



Microsoft has acquired 4 Israeli start-ups since 2014 for a total amount of \$770M, as part of the establishment of their Cybersecurity R&D Center.



Over 300 CISOs and CIOs from Global 2000 companies across all industries visit Israel every year, in search of new and innovative solutions for their most compelling security challenges.



Start-Up Nation Central is an independent non-profit that builds bridges to Israeli innovation.

We connect business, government, and NGO leaders around the world to Israeli innovation; we help develop technological sectors with high-growth potential; and we accumulate knowledge and generate in-depth insights about Israel's innovation sector.

[startupnationcentral.org](http://startupnationcentral.org) | [jeremie.kletzine@sncentral.org](mailto:jeremie.kletzine@sncentral.org)

**START-UP NATION CENTRAL**