Co-create Globally; Benefit Locally

Global Cybersecurity Resource Accelerator Harnesses Global Cyber Talent, Technology and Market Opportunity in Canada's Capital

Cybersecurity is a global challenge. With the increasing adoption of digital technology across our public and private sector, growing reliance on advanced networks, software and related applications for critical infrastructure, and the emergence of the Internet of Things, the risk of cyber attacks increases exponentially each year. By 2021, the cost of cyber crime damage is expected to reach $6 trillion, and cybersecurity spending is projected to skyrocket to more than $1 trillion.[1]

There is no shortage of data to support cybersecurity threats as a worldwide priority and concern that is approaching crisis levels – and it is not solely a defensive game. In a rapidly evolving digital world, organizations must arm themselves with an offensive strategy that mitigates and addresses cyber risk.   This demands a new generation of cyber experts, targeted technologies and stealth companies that leverage these assets, and supply robust solutions around the world.

In Ottawa, Canada, a novel cybersecurity business accelerator, the Global Cybersecurity Resource (GCR), launched by Carleton University is addressing this challenge head-on. Operating from Bayview Yards, the premier innovation hub in Canada's capital city, the GCR is equipping high growth companies with the skills, resources and linkages required to develop novel cyber products and services that meet these growing demands and capture global markets.

Building on their extensive entrepreneurial and cybersecurity track record, the founders of the GCR are driven by a fundamental principle: **companies must scale globally and securely to succeed.**

Dr. Tony Bailetti, Principal Investigator and Director of Carleton's Technology Innovation Management Program, and Dan Craigen, Director of the GCR, know this first-hand. For example, through Carleton's Lead-to-Win program, Ottawa-based companies are generating at least $20M in annual revenues. The GCR represents the next evolution in their business acceleration journey, and one that promises to have a significant impact on local entrepreneurs and the international customers they serve.

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[1] http://www.csoonline.com/article/3153707/security/top-5-cybersecurity-facts-figures-and-statistics-for-2017.html

Dr. Tony Bailetti, Principal Investigator, and Dan Craigen, Director of the
Global Cybersecurity Resource at Bayview Yards, Ottawa's one-stop
business acceleration shop

Uniquely positioned at the intersection of cybersecurity, entrepreneurship and open source innovation, and leveraging critical funding from the Government of Canada through FedDev Ontario, the GCR enables and accelerates the commercial success of high-growth scale-up companies that:

- Focus on cybersecurity technologies, products and services for global markets; or
- Use cybersecurity as a key product differentiator.

The GCR builds directly upon entrepreneurial R&D conducted at Carleton's Technology Innovation Management program and the internationally acclaimed Lead to Win Program, recognized as one of the top ten University Business Incubators (UBI) in North America in 2015. The GCR underscores Carleton University's commitment to develop new cybersecurity talent, solutions and companies that generate global revenues and build the local economy.   And within just one year of launch, this accelerator is already achieving local and international impact.

Cybersecurity is a global challenge and successful scale-ups must engage global markets. The GCR engages cybersecurity ecosystems globally to address shared "big picture" objectives through a **glocalization** agenda: "*localize the global and globalize the local*" and "*co-create globally; benefit locally*." In part, the glocalization agenda:

- 'Localizes' global cyber talent, technologies and resources inside the Ottawa innovation ecosystem; and
- 'Globalizes' Ottawa's local and homegrown cyber expertise, solutions, assets and companies in target markets around the globe.

Building on this platform, a rigorous set of economic metrics and a world of opportunity, the GCR provides four types services to client companies:

- **Access to a Global Network of Cybersecurity Ecosystems**: Including soft landings; international connectivity; ecosystem-specific information and shared operational tools and facilities.
- **The Lead to Win Cyber Program (LTW-Cyber)**: Supports client companies by identifying, assessing and providing recommendations on product/market fit; developing scale-up strategies; perfecting pitches; crafting funding proposals; acquiring first customers, etc.
- **Managed Services**: Provides client companies with alerts from an open-source based security operations centre.
- **Talent Transfer**: Provides client companies and other organizations with access to highly qualified (cybersecurity) specialists having cultivated expertise through novel pedagogical approaches.

Leveraging this unique combination of services, local capabilities and entrepreneurial talent, and a world of global market opportunity, the GCR is accelerating the growth and success of local cybersecurity firms, and implementing its novel glocalization agenda.

Would you like to explore opportunities to engage and benefit from, the GCR? Please contact Dan Craigen at DanielCraigen@cunet.carleton.ca.

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