



# STARTUP FESTIVAL

July 28<sup>th</sup>, Porter Building  
Tel Aviv University

**CAN** Cyber Week  
June 27<sup>th</sup>-30<sup>th</sup>, 2022  
Tel Aviv University, Israel



Yuval Ne'eman Workshop  
for Science, Technology and Security  
Tel Aviv University



Blavatnik Interdisciplinary  
Cyber Research Center



תל אביב  
אוניברסיטת תל אביב



Cyber Israel  
National Cyber Directorate

In cooperation with:



Ministry of Foreign Affairs  
Israel



ISRAEL CYBER  
ALLIANCE



State of Israel  
Ministry of Economy and Industry  
Foreign Trade Administration



ISRAEL EXPORT INSTITUTE

# STARTUP FESTIVAL

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Tel Aviv University



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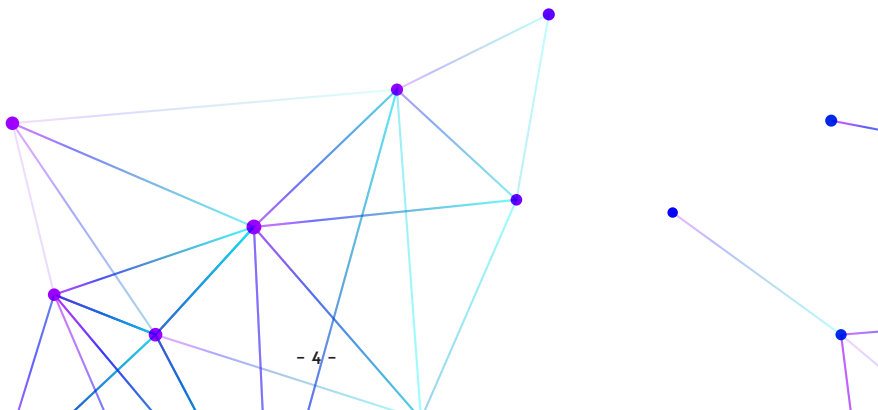
## Secure access, cloud security



dana@astrix-security.com

Astrix is the first access control platform purposely built to secure the mesh of third-party connectivity to your most valuable business assets.

With agentless, one-click deployment, Astrix enables security teams to instantly see through the fog of connections, detect redundant, misconfigured and malicious third-party exposure to their critical systems – enabling their business to unleash the power of integrations and automation while seamlessly controlling their security and compliance.



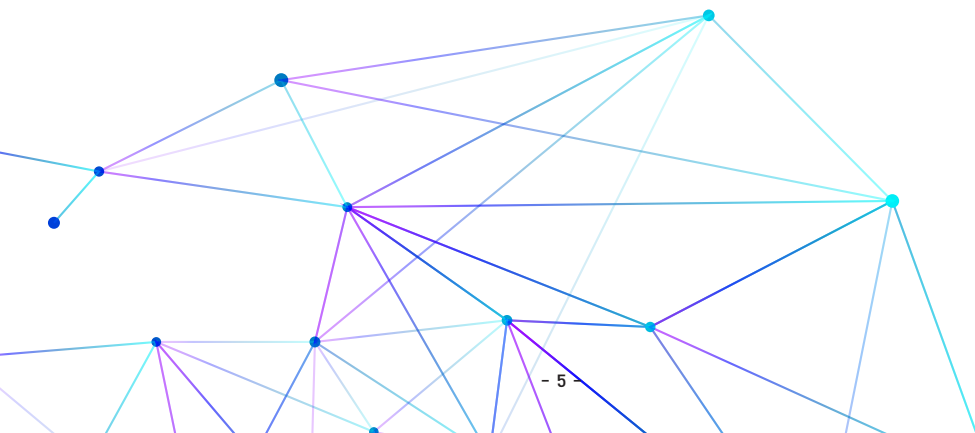


## SaaS App Security



bg@canonic.security

Canonic Security provides a SaaS Application Security platform that continuously profiles apps and user accounts, identifies suspicious or out-of-policy behavior, and automatically reduces the SaaS attack surface. The platform provides access intelligence and vulnerability insight, detects SaaS-native threats, and helps security teams respond quickly.





## External Attack Surface Management, Cyber Risk Assessment, and Digital Supply Chain Risk

 [info@cyberpion.com](mailto:info@cyberpion.com)

As the cloud, digital services and remote work transform your business, they also open the door to countless external cyberthreats. Cyberpion External Attack Surface Management and Protection solution is a fully automated SaaS that provides continuous extended coverage and immediate protection. Powered by a team of global cyber defense experts, our solution helps security leaders prevent threats, accelerate mitigation, and improve their organization's security posture.

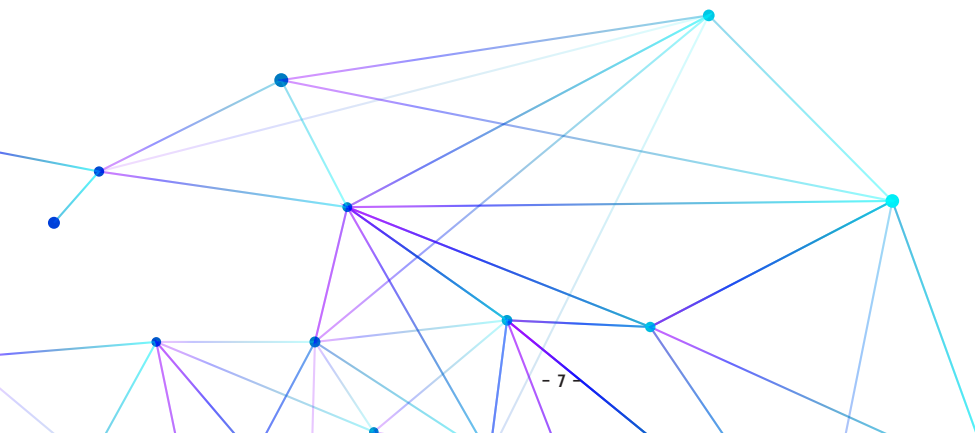


**Cloud Data Security, Cloud Security, Cyber Security**



Elad.Tzur@dig.security

Dig Innovated the way organizations can protect their data assets in public clouds. Introducing the market 1st Data Detection & Response (DDR) service, Dig enable its customers to discover, classify, protect, govern and comply all of their data assets and allow the organization to have visibility and control over all of their data assets in AWS.





## Application Security

✉ [julia@enso.security](mailto:julia@enso.security)

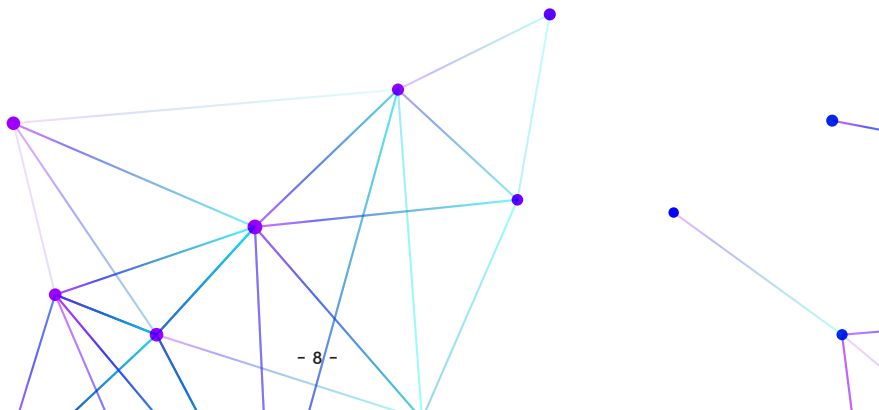
Enso is transforming application security— We are a premier security management solution, empowering organizations to build, manage and scale their AppSec program from A-Z.

Through the power of Application Security Posture Management (ASPM), Enso eliminates AppSec chaos with application discovery, classification and management.

The platform easily deploys into an organization's environment to create an actionable, unified inventory of all application assets, their owners, security posture and associated risk.

Security teams can then gain complete visibility and coordinate the tools, people and processes involved in application development without interfering with development.

With Enso Security, AppSec teams can build a simplified, agile and scalable application security program.



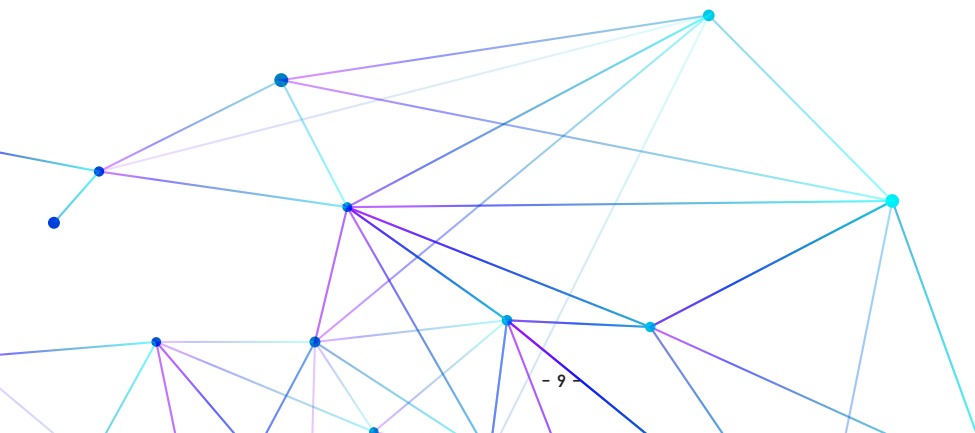


# FLOW.

## Cloud Data security

 [aviv@flowsecurity.com](mailto:aviv@flowsecurity.com)

Flow secures data in application environments by continuously detecting all data-related risks for an improved data security posture. Flow is a simple to use, intuitive solution for mapping your application assets, discovering data-centric risks, and guiding through the remediation process based on contextual information.





## Browsing Security

✉ [dor@redaccess.io](mailto:dor@redaccess.io)

Red Access is ushering in the next generation of secure browsing solutions with the first session-based, agentless security platform, capable of securing any browser. Protecting organizations from the mounting threats posed by the ongoing "browserization" of modern app architecture, the Red Access platform protects every desktop and mobile web app session — across all browsers and user devices. It provides comprehensive coverage against browser-based exploits and threats, without disruption to companies' existing infrastructure, browser preferences, or user experience.

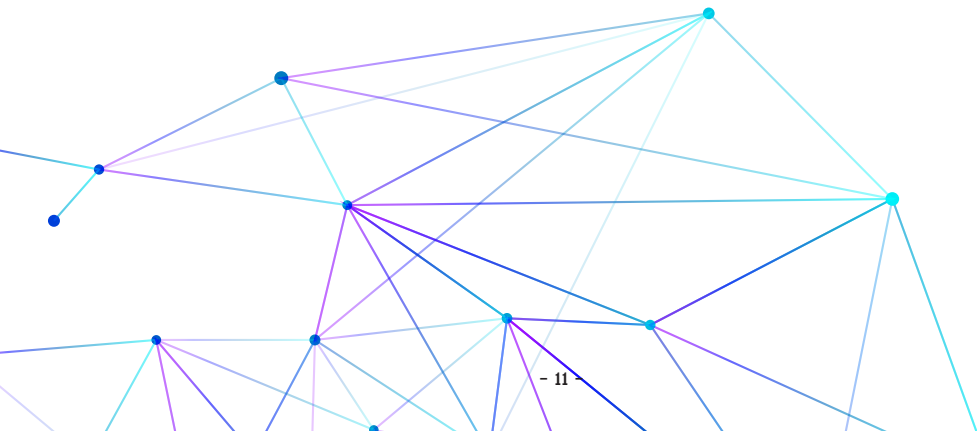


## Application Detection and Response (ADR)



[daniellaa@trackerdetect.com](mailto:daniellaa@trackerdetect.com)

RevealSecurity monitors trusted, authenticated users in applications to detect malicious activities. Tracking user journeys within applications enables the detection of threats originating from SaaS applications, custom-built applications and IaaS/PaaS platforms without creating rules, building data models, or cleaning outliers.

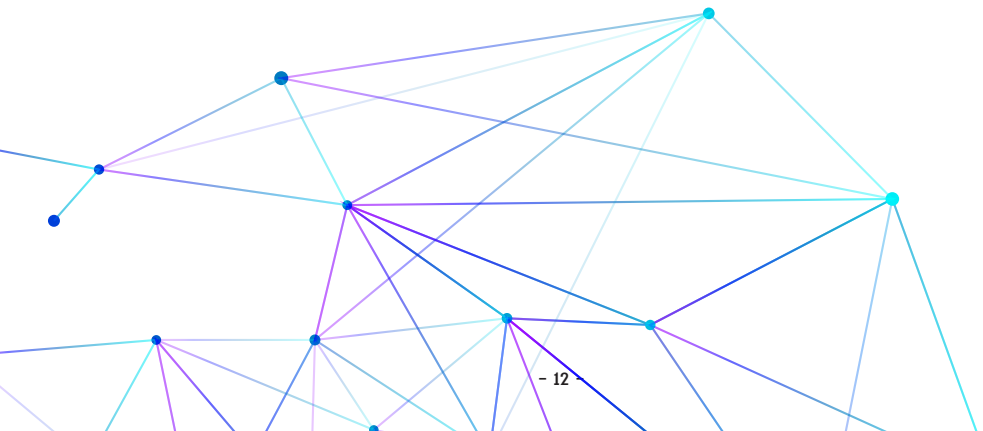




## CyberSecurity, Software Supply Chain Security


✉ [info@scribesecurity.com](mailto:info@scribesecurity.com)

Scribe is developing an innovative platform tailored for the modern software development process. It allows organizations to develop, distribute, and maintain code produced within the organization, while also verifying code components' integrity, provenance, authenticity, and reputation. Their solution provides organizations with visibility and assurance of the entire software development life cycle from early design stages to final deployment.





## Cyber Performance Management

 ilan@seemetrics.co

SeeMetrics is an automated cyber performance platform that continually integrates every security data, metric, and business objective into a simple interface. The platform connects with the entire security stack, extracting the relevant data and delivering meaningful metrics so that security leaders can proactively manage their operations, measure their capabilities, track progress, and collaborate with non-security leaders. Metrics range from board management level such as strength of security posture, protection level against a specific threat, level of safeguards deployment across various assets, to more specific gaps of capabilities or license usage

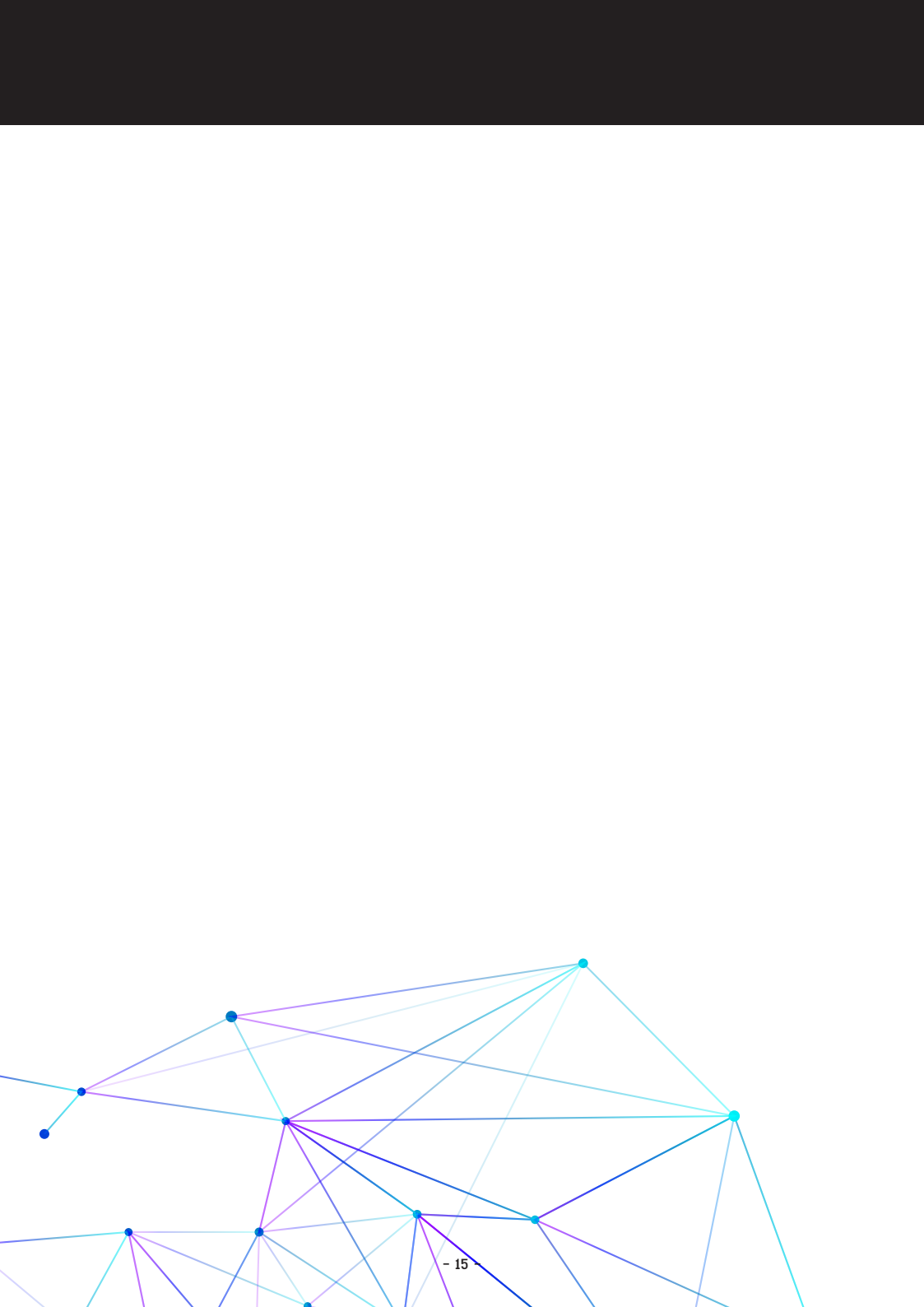


wizer-training.com

## Security Awareness Training

 [support@wizer-training.com](mailto:support@wizer-training.com)

Wizer is the new standard for Security Awareness Training for SMBs, Enterprise, Government, NonProfit and Schools. Leaders in micro-learning content that is relevant and memorable, our videos engage and educate through short animated explainers and dramatized real-life scams for business and home, giving your program a holistic approach to keeping your organization (and people) safer. The Wizer platform may be used as a standalone LMS, customizable to your needs with custom campaigns or integrated with your existing LMS as we are SCORM, 508 and WCAG Compliant. Additionally, Wizer Training includes compliance training, phishing simulation and gamification, policies management, language packages and more. Wizer is used by 10K+ companies, recognized by NIST, has over 55K in-app employee reviews with a 4.7 Employee Star Rating, transparent pricing and socially responsible.





## Cloud, Microsoft Azure and Google Cloud

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Jeff.Barak@amdocs.com

Amdocs helps those who build the future to make it amazing. With our market-leading portfolio of software products and services, we unlock our customers' innovative potential, empowering them to provide next-generation communication and media experiences for both the individual end user and enterprise customers. Our 30,000 employees around the globe are here to accelerate service providers' migration to the cloud, enable them to differentiate in the 5G era, and digitalize and automate their operations.





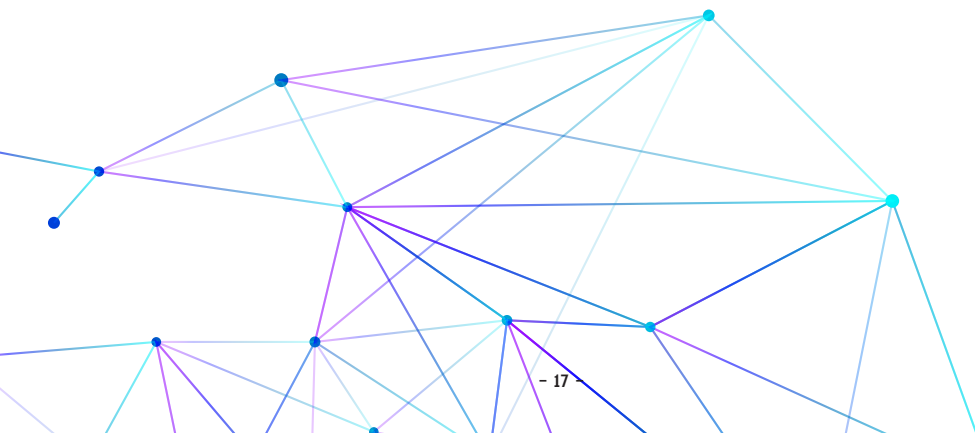
## **We deliver breakthrough innovations in health care and agriculture**

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[Nahama.caspi@bayer.com](mailto:Nahama.caspi@bayer.com)

Bayer is global enterprise with core competencies in the Life Science fields of health care and agriculture. For over 150 years, we have been searching for answers and creating new possibilities using science to help improve people's lives.





## Financial Services, specifically large retail banks

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[iain.swaine@biocatch.com](mailto:iain.swaine@biocatch.com)

BioCatch is the leader in Behavioral Biometrics, a technology that leverages machine learning to analyze an online user's physical and cognitive digital behavior to protect individuals online. BioCatch's mission is to unlock the power of behavior and deliver actionable insights to create a digital world where identity, trust and ease seamlessly co-exist. Today, BioCatch counts over 25 of the top 100 global banks as customers who use BioCatch solutions to fight fraud, drive digital transformation and accelerate business growth. BioCatch's Client Innovation Board, an industry-led initiative including American Express, Barclays, Citi Ventures, HSBC, and National Australia Bank, helps enable BioCatch to identify creative and cutting-edge ways to leverage the unique attributes of behavior for fraud prevention. With over a decade of analyzing data, more than 70 registered patents, and unparalleled experience, BioCatch continues to innovate to solve tomorrow's problems. For more information, please visit [www.biocatch.com](http://www.biocatch.com).

# Checkmarx

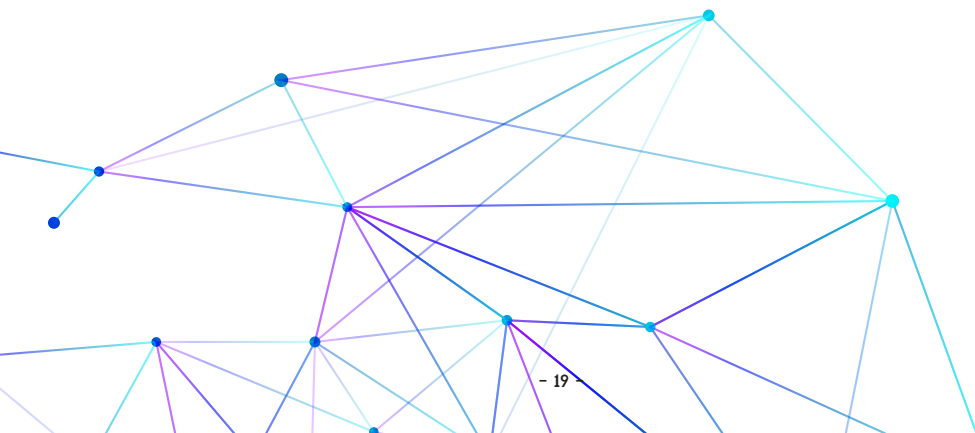
## IT Sec, AppSec

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Andrea.Pracht@checkmarx.com

Checkmarx makes security seamless and simple for the world's developers and security teams. As the AppSec testing leader, we deliver the accuracy, coverage, visibility, and guidance customers need to build tomorrow's software securely and at speed.





**We operate across all verticals. We are Israel's largest cybersecurity company**

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 [inbalkr@checkpoint.com](mailto:inbalkr@checkpoint.com)

Check Point Software Technologies, Ltd. Is Israel's largest cybersecurity company and arguably the largest in the world. Our focus is on securing enterprises and government of all sizes. Our technology ranges from Cloud, SASE, Endpoint, Email Security, MDR, and yes, we still do Network Security too. Check Point was founded in 1993 and has over 6,000 employees worldwide with sales in 88 countries. We are a proud sponsor of CyberWeek 2022 and look forward to hosting you.



**CROWDSTRIKE**

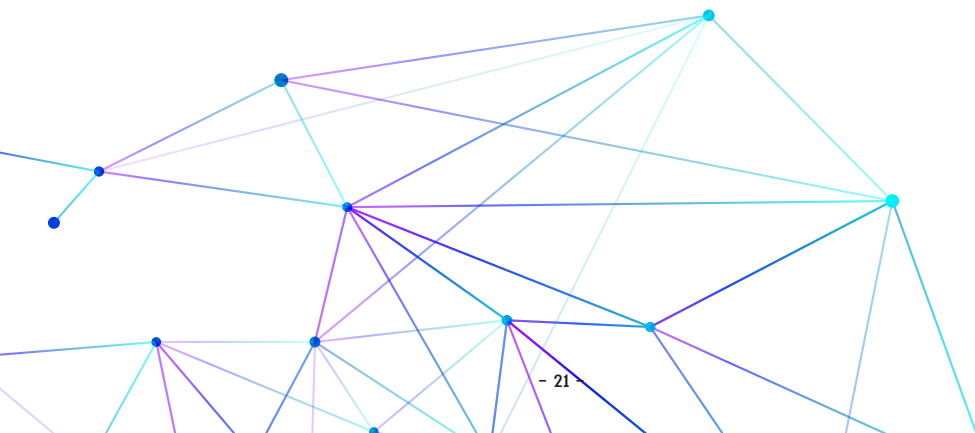
**Cybersecurity**

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noa.montekio@crowdstrike.com

At CrowdStrike, our mission is to stop breaches. As a global leader in cybersecurity, our market leading cloud-native platform offers unparalleled protection against the most sophisticated cyberattacks.





**CYBERARK®**

## **Information Security (Identity & Access Management)**

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[atara.marom@cyberark.com](mailto:atara.marom@cyberark.com)

CyberArk is the global leader in Identity Security. Centered on Privileged Access Management, CyberArk provides the most comprehensive security offering for any identity — human or machine — across business applications, distributed workforces, hybrid cloud workloads and throughout the DevOps lifecycle. The world's leading organizations trust CyberArk to help secure their most critical assets.



## Enterprise Company; Vertical Agnostic

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 [gali.raviv@cyesec.com](mailto:gali.raviv@cyesec.com)

CYE reveals probable threat sources that present real business risks and provides insights on effective mitigation. Founded in 2012 and led by the co-founder of the Israeli army's red team unit, the company serves enterprise and mid-market companies in multiple industries around the world. Visit us at [cyesec.com](https://cyesec.com).



**TEAM CYMRU™**

## Threat Intelligence & Attack Surface Management

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[sfisher@cymru.com](mailto:sfisher@cymru.com)

A Threat Intelligence company based in Orlando, Florida headed by Rabbi Rob Thomas, we have been in business for 2 decades and have recently acquired our first Israeli company. The acquisition is in the Attack Surface Management space and compliments our massive store of network traffic data. We have threat intelligence feeds and two other commercial tools as well as a portfolio of Community Service products that are offered at no cost to CSIRTs and ISP worldwide.



# CYVIATION

## Cybersecurity for the aviation industry

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netta@cyviation.co

CyViation, the pioneer in cybersecurity for aviation, offers integrated cybersecurity layers, securing the aircraft in the air and on the ground and mitigating cyber threats in commercial and business aviation. Our team is a unique fusion of cybersecurity experts and aviation domain professionals together with extensive knowledge and heritage from IAI (Israel Aerospace Industries). CyViation was created to empower airlines with the first holistic cybersecurity platform for every stage of the flight.



## Telecommunications, Operators, MSSP

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Alonshahak@dtisrael.com

Deutsche Telekom AG is a leading global provider of telecommunication services. With over 165 million mobile subscribers across 13 countries, T-Mobile (DT's mobile arm) is one of the largest multinational mobile providers in the world. DT also provides fixed line, TV and internet services in various countries across Europe. DT's system integration arm, T-Systems, is one of the largest System Integrators in the world. In addition, DT owns and operates media assets, destination sites, classified and local advertising outlets, and more.



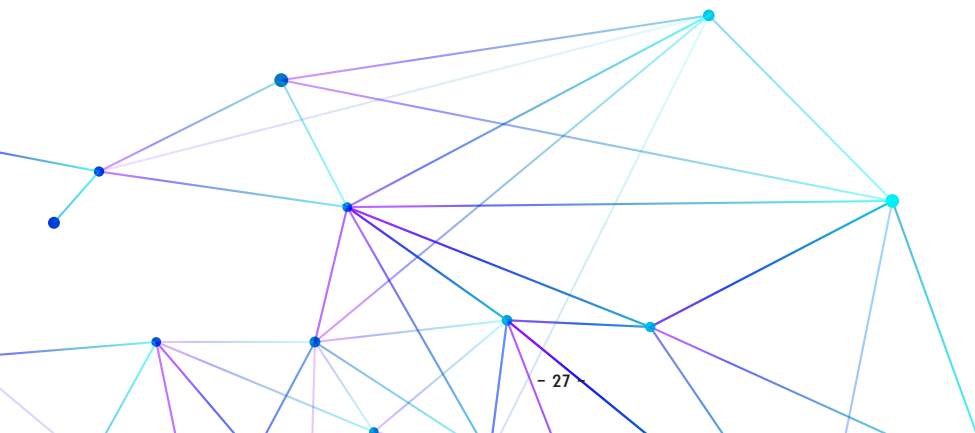
DoubleVerify

## Big Data Measurement Company

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 [gilit.saporta@doublverify.com](mailto:gilit.saporta@doublverify.com)

DoubleVerify is a Big Data Measurement Company. We track and analyze tens of billions of ads daily for the biggest brands in the world, and most of the Fortune 500 companies. Our mission is to make the digital advertising ecosystem stronger, safer, and more secure.





## A VC focusing on cybersecurity and enterprise software

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[elik.etzion@elron.com](mailto:elik.etzion@elron.com)

Elron Ventures is a leading early-stage investor with a proven track record of investments and successful M&As worldwide. Elron invests primarily in cyber security and B2B software. It has invested in successful companies such as Given imaging, IRONSCALES, Cybersixgil, Cloudyn, Cyber Secdo and Alcide.

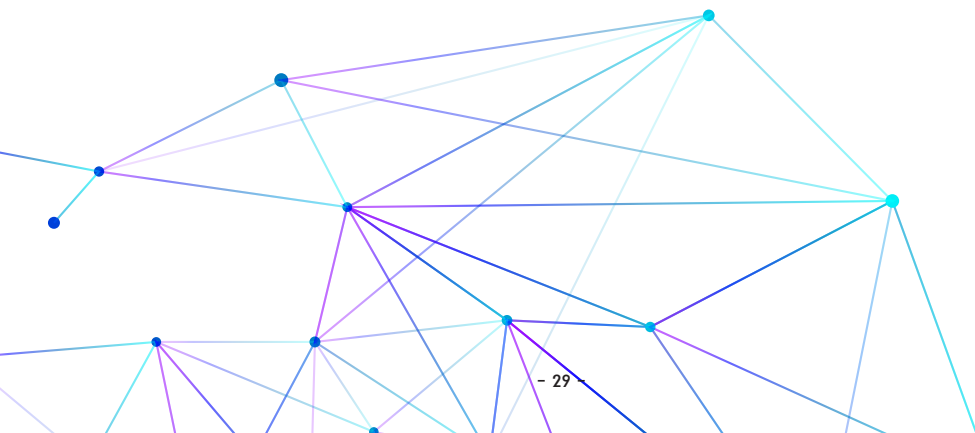


## Cloud Infrastructure Security

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 [dana@ermetic.com](mailto:dana@ermetic.com)

Ermetic helps prevent breaches by reducing the attack surface of cloud infrastructure and enforcing least privilege at scale in the most complex environments. The Ermetic SaaS platform provides comprehensive cloud security for AWS, Azure and GCP that spans both cloud infrastructure entitlements management (CIEM) and cloud security posture management (CSPM).





**Forescout specialize in cyber security software and services for Fed/Gov, OT, Financial Services, Telecom, and manufacturing.**

DIAMOND SPONSOR



[ido.brana@forescout.com](mailto:ido.brana@forescout.com)

Forescout delivers automated cybersecurity across the digital terrain, maintaining continuous alignment of customers' security frameworks with their digital realities, including all asset types. The Forescout Continuum Platform provides 100% asset visibility, continuous compliance, network segmentation and a strong foundation for Zero Trust.



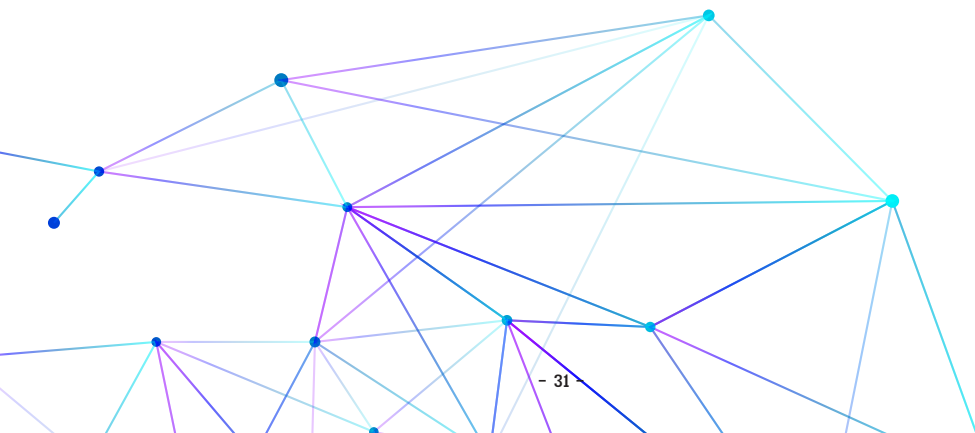
DEFEND WHAT MATTERS

**Our company specializes in nation-state grade cybersecurity services for the private sector**

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 [Leora.Pudell@holisticcyber.com](mailto:Leora.Pudell@holisticcyber.com)

HolistiCyber is a cyber-defense company specializing in nation-state grade threats. Our mission is to enable organizations in their cyber defense challenge, providing them with state-of-the art consulting, services, and solutions to help them proactively and holistically defend themselves in a new era of constantly evolving cyber threats — in both volume and level of sophistication. Our expertise includes the ability to assess and handle threats from the vantage point of attackers, allowing organizations to prioritize and handle the most critical risks first - thus avoiding catastrophic consequences as well as easing the workload of busy IT and security teams.





*Creating a Difference*

## Cyber solutions for aviation ecosystem

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silevy@elta.co.il

As technology and communications develop, so do the unique challenges and demanding requirements of large scale cyber operations.

ELTA's Cyber business unit is IAI's centre of excellence for Cyber Solutions addressing "national grade" challenges faced by nation states, critical infrastructures, law enforcement, and defense forces.

Cyber is a strategic sector for IAI. The Cyber business unit has developed unique solutions for Cyber defense, protection, monitoring, prediction, identification, intelligence and accessibility. Solutions include national-grade Cyber Early Warning centers, Cybersecurity for mission-critical systems, aviation and maritime cyber security, cyber intelligence, cellular search and rescue system, and critical cyber protection solutions. These advanced capabilities are possible due to the unique technologies developed by the Cyber business unit's R&D and excellence centers in Israel, Singapore and Switzerland.

IAI leads the Israeli Cyber Companies Consortium (IC3), which offers end-to-end solutions for national cyber centers and comprises Israel's foremost cyber companies; and the Israeli Aviation Cyber Companies Consortium (IAC3), offering cybersecurity solutions for the commercial aviation eco-system. Both consortiums were established under the auspice of Israel's Ministry of Economy and Trade's consortiums program.





## Enterprise Software & Hardware

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liatdi@il.ibm.com

IBM is the catalyst that makes the world work better : leading hybrid cloud platform and AI technology company. Reinventing itself since 1911, it is one of the largest technology and consulting employer in the world, with more than 250,000 employees serving clients in 170 countries.

IBM's customer list boasts 90% of the world's largest banks, 9 out of the 10 leading energy corporations, 40 out of the 50 largest retailers, and 92 of the 100 global healthcare leaders.

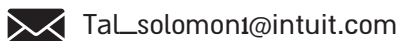
IBM began its business activity in Israel in 1949. Since then, it has played a vital role in driving the hi-tech industry and supporting Israel's economic and technological growth. Over the past decade IBM has acquired 13 companies with R&D centers in Israel.

IBM Security works with you to help protect your business with an an integrated portfolio of enterprise security products and services, infused with AI and tied in with a modern approach to organizations' security strategy using zero trust principles. Hundreds of IBM Security engineers and researchers are based in Israel, working on a wide array of problems spanning fraud, cyber security, data protection - as well as the development and operation of advanced security products.



## Identity: Trust, Data & Deep Insight

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Intuit is a global technology platform that helps our customers and communities overcome their most important financial challenges. Serving millions of customers worldwide with TurboTax, QuickBooks, Mint, Credit Karma and Mailchimp, we believe that everyone should have the opportunity to prosper and we work tirelessly to find new, innovative ways to deliver on this belief.



# Microsoft

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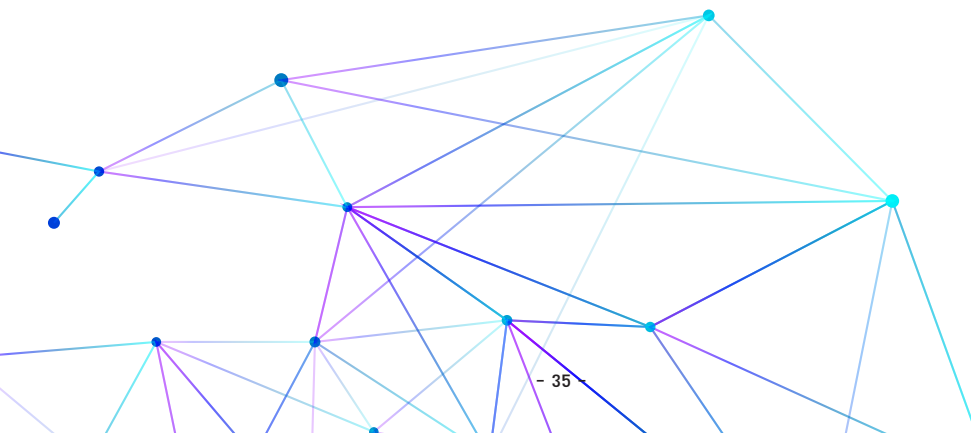


ziglaz@microsoft.com

Microsoft's Israel R&D Center has over 40 different product groups, playing a role in the development of many of Microsoft's core products and advanced technologies, including data security, cloud services, Big Data, digital health, autonomous driving platforms, AI, and Surface devices. For the past three years, Microsoft has been named the best company in Israel by BDI and the best high-tech company to work for in Israel by Dun & Bradstreet.

## About Microsoft Israel R&D Center

Established in 1991, Microsoft's R&D center in Israel was the company's first development center outside the United States. The center focuses on cybersecurity, artificial intelligence, startups, The Garage, and more





## Cybersecurity Incident Response

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 [adrian@mitiga.io](mailto:adrian@mitiga.io)

Mitiga's Cloud Incident Readiness and Response solution enables organizations to respond to and recover from breaches faster than humanly possible. Proactive breach investigation provides value before and lowers the impact of cyber breaches while optimizing readiness for cloud and hybrid incidents. This readiness-first approach dramatically accelerates response and recovery time, while increasing resilience when cloud incidents occur.



**CYBER  
CONTROL**

## Cyber managed services company

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galit.reshef@ness-tech.co.il

Ness Cyber Control provides a variety of cyber & security managed services and solutions for every organization - starting from start-ups and High-tech companies, to enterprise organizations. Our mission is to provide our customers, the highest level of readiness in all aspects of cyber protection and maintaining the complete security of all corporate assets. We provide our clients with the best specialist teams for every challenge and need, in a variety of vertical specializations, which include specially our unique SIEM / SOC Services



**NVIDIA.**

## Leading vendor of accelerated computing, AI & networking

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mikary@nvidia.com

NVIDIA's (NASDAQ: NVDA) invention of the GPU in 1999 sparked the growth of the PC gaming market and has redefined modern computer graphics, high performance computing and artificial intelligence. The company's pioneering work in accelerated computing and AI is reshaping trillion-dollar industries, such as transportation, healthcare and manufacturing, and fueling the growth of many others. More information at <https://nvidianews.nvidia.com/>.

# OUTSEER

An RSA Company

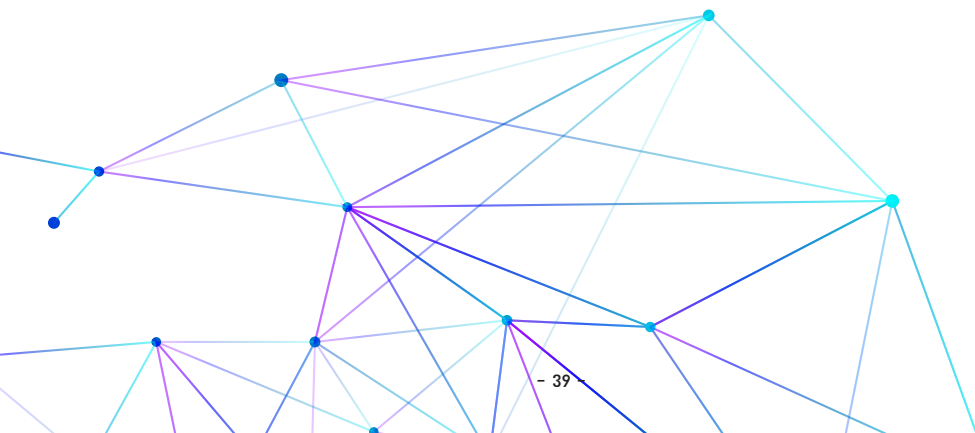
## Fraud Prevention Finance

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Roy.Williamson@outseer.com

Your customers expect a frictionless experience that lets them shop, bank, and pay at their own speed. But rigorous anti-fraud systems can slow them down and sour their relationship with you. Not anymore. Through our unique combination of identity-based science and transactional data from a globally sourced fraud network, you gain the foresight to stop fraud before transactions happen, and the ability to recognize your authentic customers quickly.





## SIMSPACE

### Live-Fire Exercises, Security Operations Training, Cyber Range and Security Testing Environment

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Michael.tiplady@simspace.com

SimSpace delivers the most comprehensive cybersecurity risk management platform, instilling confidence in an organization's cybersecurity talent and technologies. With SimSpace, security teams, operational processes, and environments are continuously tested, readily available, and optimally tuned to defend against advanced adversaries. SimSpace: Secure with Confidence.





SOMPO Digital Lab  
Tel Aviv

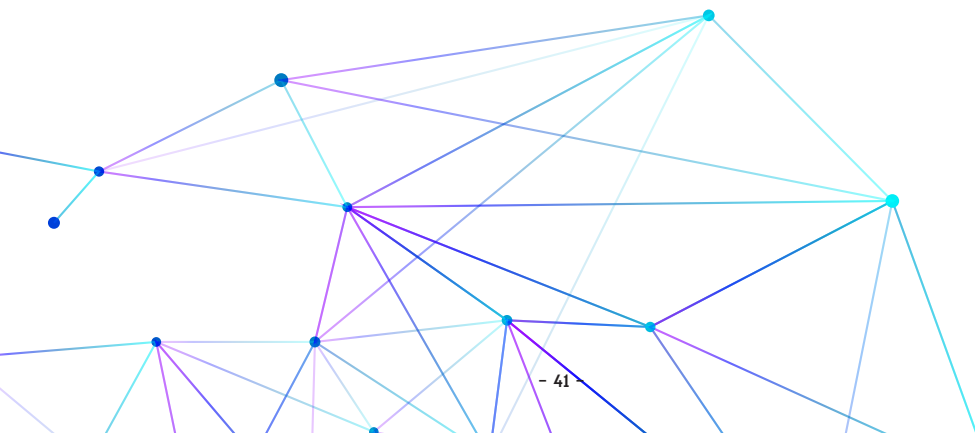
## **Cyber Security Pen-testing Red-team**

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[einav.margalit@sompo-tlv.io](mailto:einav.margalit@sompo-tlv.io)

SOMPO Holdings established a Cyber Center of Excellence in Israel in order to provide cybersecurity services to its subsidiaries. A red team service will simulate attacks to proactively detect vulnerabilities in SOMPO's systems, along with services which include providing secure development, incident management, cyber drill activities, and the testing of new cyber products.



# SYGNIA

**Any leading enterprise/organization/corporation in any industry that would like to be resilient against damaging cyberattacks.**

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liora.g@sygnia.co

Sygnia is a cyber services and technology company, providing high-end consulting and incident response support to leading organizations worldwide including many of the Fortune 500 companies. Sygnia's team of cybersecurity experts, trained in elite intelligence units, partners with you to proactively build your cyber resilience and defeat attacks within your network.



# Synamedia

## We're specialized in Media Cloud Services and Media Security Solutions

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[sfarber@synamedia.com](mailto:sfarber@synamedia.com)

We're trusted by over 200 video service providers to deliver, protect and monetize video content in an increasingly IP world. Synamedia's flexible incremental architecture provides a rapid, friction-free way to add, build and deploy cloud-based video services. Our award-winning portfolio also includes intelligence-led anti-piracy, advanced advertising, business analytics, broadband, and video network solutions and services.





## Holistic Application Security (AppSec), DevOps, Securing your Software Supply Chain

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 [marziano@synopsys.com](mailto:marziano@synopsys.com)

Synopsys builds trust in software by enabling organizations to manage application security, quality, and compliance risks at the speed their business demands. Our market-leading solutions help developers to secure code as fast as they write it; development and DevSecOps teams to automate testing within development pipelines without compromising velocity; and security teams to proactively manage risk and focus remediation efforts on what matters most. With Synopsys, organizations can transform the way they build and deliver software, aligning people, processes, and technology to intelligently address software risks across their portfolio and at all stages of the application lifecycle.



**Protection of endpoints, applications, cloud, collaboration, infrastructure, data, and users.**

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 [Yaniv\\_nezri@Trellix.com](mailto:Yaniv_nezri@Trellix.com)

Trellix is a global company redefining the future of cybersecurity. The company's open and native extended detection and response (XDR) platform helps organizations confronted by today's most advanced threats gain confidence in the protection and resilience of their operations. Trellix's security experts, along with an extensive partner ecosystem, accelerate technology innovation through data science and automation to empower over 40,000 business and government customers.





## Investing in early-stage Israeli cybersecurity startups

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 [may@ylventures.com](mailto:may@ylventures.com)

YL Ventures funds and supports brilliant Israeli cybersecurity entrepreneurs from seed to lead. Based in Silicon Valley and Tel Aviv, YL Ventures manages five funds with \$800M in total assets under management. The firm accelerates the evolution of portfolio companies via strategic advice and US-based operational execution, leveraging a powerful network of Chief Information Security Officers and global industry leaders. YL Ventures' dedicated value-add team provides long-term, hands-on support from day one to accelerate its portfolio companies' growth. From customer introductions and business development, to marketing, budgeting and hiring, the firm offers a strong head start and competitive advantage to help them succeed and build category-leading companies.