



*Enabling cybersecurity creativity & innovation*

Corporations are under daily threat of cyber attack. Once the purview of back office or IT staff, technical cybersecurity issues are now a standing topic at board meetings. This continual onslaught of attacks has caused cybersecurity to become one of the hottest investment, M&A, and startup markets in the world. However, just like any other fast growing sector, there are many ideas, products, and companies that simply miss the mark.

Cypient is a technology innovation and strategic advisory firm focused on making the cybersecurity technology marketplace more efficient and transparent. Technology companies looking to identify the right market fit, investors seeking to enter the cybersecurity market, and companies protecting corporate, customer, and partner information need a trusted advisor with the expertise to bridge the gap between technology and business opportunities and risks.

### **Technology builders**

Cypient empowers engineers, entrepreneurs, and inventors to turn great ideas into outstanding products and successful companies. We work with innovators to help identify their core value proposition, structure pilots that prove market alignment, and launch products and companies that are built to succeed. We offer:

- Technology, market analysis, and go to market strategy
- Channel sales and strategic partnership support
- Acquisition target identification and analysis
- Funding roadmap, Investor pitch, and exit planning

### **Technology buyers**

Cypient supports chief technology, information, risk, and security officers throughout the analysis, procurement, and deployment of cybersecurity technologies. We help to protect cybersecurity investments by ensuring that new technologies work with, and enhance the value of, your existing investments. We provide:

- Requirements definition
- Technology analysis and selection
- Deployment and integration planning and oversight

### **Investors**

Cypient enables investors to spot cybersecurity trends, find novel cybersecurity products, and place smart bets on emerging companies. We support private equity, venture capital, and other institutional investors at all stages of the investment life cycle in evaluating cybersecurity companies and their potential in the marketplace. We provide:

- Technical due diligence
- Analysis of market and technology fit
- Strategic partnerships
- Support for acquisitions and exit events

### **Why Cypient?**

Cypient is led by Nate Lesser, the former deputy director of the National Cybersecurity Center of Excellence, the cybersecurity national lab at the National Institute of Standards and Technology. At the nexus of technology, business, and government policy, Cypient and its network of affiliate experts provide clients with the range of specialized experience to handle the most demanding, complex cybersecurity challenges.

