



# Hyb Arloesedd Seiber Cyber Innovation Hub

## Guidance Notes for Applicants

These Guidance Notes complement the Challenge Brief and are designed to help with completing the Application Form.

## Application Process

All applications will be treated in confidence.

The application process for this Cyber Innovation Hub Challenge Response requires the completion of the Challenge Response Form which is available [here](#). Responders may choose to complete the entire form or may choose to submit a short video that outlines their solution.

We strongly advise that these accompanying Guidance Notes are read prior to submission.

**Please do not send completed applications by post or by any other means than as directed.**

If you experience any difficulties or wish to seek additional clarification, please contact [cyberinnovationhub@cardiff.ac.uk](mailto:cyberinnovationhub@cardiff.ac.uk)

## Guidance on Completing the Application Form

Please keep the use of acronyms to a minimum. Only use acronyms where a term is mentioned frequently throughout the proposal. If you do choose to use an acronym, do not assume that the reader knows what it means, and be sure to define it, bearing in mind that individual sections of the application may be read separately during the assessment process.

In order for your application to be accepted you must submit all the required information. This includes all mandatory fields from the application form and failure to complete these fields will result in your application being rejected on the grounds that it is incomplete.

Before submitting a challenge, please ensure that you watch this [video](#) on the structure of the Cyber Innovation Hub. Please note the transfer of intellectual property into the hub of the distribution of equity at the end of the programme. If you have any questions about any aspect of the programme, please contact the Cyber Innovation Hub Management Team - [cyberinnovationhub@cardiff.ac.uk](mailto:cyberinnovationhub@cardiff.ac.uk).

Members of the team from Alacrity are available for informal discussions prior to submission – please feel free to contact them on: [jlewis@alacrityfoundation.com](mailto:jlewis@alacrityfoundation.com)

**Guidance on the individual sections of the application form is provided below:**

## A. Personal details

This section gathers some information about you, primarily so that we are able to contact you after receiving your proposal. Your personal details will not be shared with the evaluators.

By submitting a Challenge Response you are confirming that the information given is complete and accurate.

In addition, please provide details of where you heard about the competition by selecting from the available options.

## B. Your Response to the Challenge

1. You can complete the response either **using text or a video**. You will see guidance on the length of responses to each question on the form and below.
2. Make a **statement of the problem that your solution** will solve.  
3 sentences maximum; 2 minutes video maximum.  
See this accompanying video for further explanation –  
<https://www.loom.com/share/ea1685ca686644898b3ff080dd68b0ff>
3. Give a **clear description of the solution** that you are proposing. This should include explanations on:
  - a. How the solution works?
  - b. How the solution solves the problem stated?
  - c. What you think you will be able to achieve within 12 months - the programme length
  - d. What you hope your product to be able to achieve in the long term – the vision for your product/business?250 words video maximum; 5 minutes video maximum.  
See this accompanying video for further explanation -  
<https://www.loom.com/share/e94afbd391e9461682c36d23a4e0cb22>
4. Provide a well-defined **commercial justification** for your solution, including explanation of:
  - a. What makes your solution different?
  - b. How do you know your solution is different?
  - c. What is the competition for your product?
  - d. How will you sell this product?250 words video maximum; 5 minutes video maximum.  
See this accompanying video for further explanation -  
<https://www.loom.com/share/c1eb03bfafb64260a973ee4403958958>
5. Do you own any rights and/or any Intellectual Property used in your proposal?  
50 words maximum; 2 minutes video maximum.  
See this accompanying video for further explanation -  
<https://www.loom.com/share/7fa8d36cbb194d51b1f739bddfd3468d>

As well as the instruction provided here also refer to the exemplar below. It is not perfect, but gives you an idea of what your submission might look like.



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## CIH Challenge Application Form

### Exemplar

**Name:** Manuel Jones  
**Email:** mjones@jones.com  
**Mob:** 07777 123456

"Which challenge are you responding to?"

- Operational technology
- **Protecting SMEs and citizens ✓**
- Incident response for SMEs and citizens
- Industrial IoT encryption

How would you like to respond to our challenge?

- **Text ✓**
- Video

What is the problem?

3 sentences maximum; 2 minutes video maximum.

*Research identified that the greatest challenges for SMEs are low awareness of the threats posed to their business by poor cybersecurity. It is calculated that cyber will cost the world \$10.5 trillion annually by 2025, with SMEs particularly susceptible as they cannot afford the cyber defence infrastructure that larger organisations can establish.*

*The problem: How to increase the awareness of cyber threats for SMEs?*

How - Proposed solution

250 words video maximum; 5 minutes video maximum.

- How does the solution work?
- How does it solve the problem?
- What do you think that you be able to achieve within 12 months?
- What do you hope your product to be able to do in the long term?

*STS (Save Their Souls) is a cost-effective next-generation firewall (NGFW) that provides a broad protection against an array of threats, while also making it easier for outside users to enjoy secure connections to your network.*

*It works by inspecting data packets as they are sent to and from your network. If a known threat is detected, your NGFW can automatically discard the problematic data packet.*

*There are multiple ways to acquire packets for deep packet inspection (DPI). STS uses port mirroring (also known as Span Port) which duplicates and sends the data stream to an analyser tool for inspection.*

*DPI (and filtering) enables advanced network management, user service, and security functions as well as internet data mining, eavesdropping, and internet censorship.*

*At the moment STS is at proof of concept stage (PoC). In the next 12 months we will be able to undertake in-depth user discovery and feedback allowing the design and build of a MVP to user test the concept and allow a detailed product specification and roadmap to be developed.*

*In the long term STS will provide a suite of NGFW solutions for SMEs and even larger companies. The suite will continually evolve to meet the ever changing nature of cyber threats to companies.*

**Why** – Commercial justification

250 words video maximum; 5 minutes video maximum.

- What makes your solution different?
- How do you know it is different?
- What is the competition for this product?
- How will you sell this product?

*STS is different because it offers cost effective and easy to deploy:*

- *enterprise firewall capabilities*
- *intrusion prevention system (IPS)*
- *application control*

*STS includes*

- *Web application scanning*
- *Instant and managed risk-based protection with its WAF*
- *Managed DDOS and Bot Mitigation service*
- *Web site acceleration with a bundled CDN*

*Key competitors are:*

- [Absolute](#)
- [Acronis](#)
- [Proofpoint Essentials](#)
- [XenMobile - Citrix](#)

*A detailed feature/competitor analysis is required as part of the development of the PoC.*

*This product will be sold directly to SMEs or SME membership organisations such as the Federation of Small Business or Chambers of Commerce. Thus our initial marketing approach will be based on business to customer (B2C) or a business to business to customer (B2B2C). It is recognised that the former has a high cost of customer acquisition (COCA), but in the initial stages of developing, proving*

*and deploying STS, 'experimenting' with a limited number of SMEs will be preferable rather than exposing ourselves to a large market.*

*We intend to sell STS as a cloud-based subscription service with significant options to upsell additions to our core offering.*

**IP** - "Do you own any rights and/or any Intellectual Property used in your proposal?  
50 words maximum; 2 minutes video maximum.

*STS has 100% of the IP rights to our product.*