

GUIDE FOR APPLICANTS

FY2022/2023

LAUNCH

GROW

SCALE

From budding entrepreneurs with an idea to growing startups and scaleups that dream big, Cyber Runway fast tracks the growth of innovators.



A fast-track innovation programme for cyber entrepreneurs, startups and scaleups across the UK.

You keep 100% of your IP and equity, we're just interested in helping you grow..

THREE
STREAMS
LAUNCH,
GROW, SCALE

VIRTUAL-FIRST
DELIVERY

THEMATIC
SPRINTS

DIVERSITY AND
INCLUSION BY
DESIGN

UK-WIDE WITH
REGIONAL IN-
PERSON
EVENTS

BUILDING AND
ALUMNI
NETWORK

FREE
PROGRAMME

CENTRAL HUB
FOR ON
DEMAND
LEARNING

END OF YEAR
GRADUATION
EVENT

A central digital hub with three tailored streams:

CYBER RUNWAY HUB

A central learning hub for companies at all stages with exclusive access to content, materials, professional services offers and networking events.

LAUNCH

Turn your idea into a business

Develop a value proposition
Build and test your product
Validate customer groups
Prioritise resilience and mental health
Formalise budgets and pricing

GROW

Take your business to the next level

Continue to build and test your product
Find product-market fit
Understand how to grow your team whilst creating a healthy work environment
Develop partnerships and work with industry

SCALE

Expand nationally or globally

Create partnerships and alliances
Determine a route to IPO
Recruitment strategies for growth
Pilot successfully
Work with industry

MEMBER BENEFITS



**Business
masterclasses**



**Mentoring and
1:1 advice**



**Engineering
support**



**Growth
roadmap**



**Investor
pitches and
industry
introductions**



**Presentation
practice,
meetups and
peer support**



**Resource
library and
startup advice
on demand**



**International
network and
global
expansion**

CYBER RUNWAY HUB

A central digital hub for companies at all stages with exclusive access to content, materials, professional services offers and networking events.

From July, anyone who applies for Cyber Runway gets access to on-demand content designed to help cyber startups turbocharge their growth. Our content hub is also a great way to get to know the community.

DESIGNED WITH INCLUSION AT THE HEART

We think cyber innovation thrives when teams are diverse, and that everyone who wants to join the sector and grow their business should have access to the right support.

45% of our members from cohort one were women-led startups and 52% were run by founders from black, ethnic or minority backgrounds. We're designing Cyber Runway with inclusion at the heart by partnering with organisations and connecting members with mentors from a range of backgrounds.

LAUNCH

Turn your idea into a business

Launch is a one-week bootcamp helping cyber entrepreneurs turn their idea into a business, build a minimum viable product and connect with a network of peers and mentors.

THE PROGRAMME

The programme is delivered in-person at Plexal HQ, London, in the week commencing 27 June. The bootcamp is made up of networking sessions, expert workshops, 1-2-1 mentoring. Subsidised travel and accommodation is provided as part of the programme.

During the Launch bootcamp, participants can expect to:

- Develop a value proposition
- Build and test your product
- Validate customer groups
- Prioritise resilience and mental health
- Formalise budgets and pricing

LAUNCH MAY BE FOR YOU IF...

- You're an early-stage cyber entrepreneur with a business idea. You're pre-revenue and pre-MVP. Single applicants or a small team (~2-3 members) welcome.

TIME COMMITMENT

- 1-week full time bootcamp at Plexal HQ, London, from 27 June – 1 July 2022.
- X3 follow up mentoring sessions in the months after the programme

APPLICATIONS WILL BE SCORED ON:

- **Feasibility** of your business idea. What evidence do you have to show it is worth pursuing?
- **Skills and experience** of you as an individual and as a team. How likely are you to deliver on your idea?
- **Programme fit** relative to ability/desire to absorb support, attend sessions regularly, be coachable and contribute.
- **Diversity** of leadership team relative to the sector and other applications



GROW

Take your business to the next level

Helping cyber startups and SMEs nail their product-market fit, get commercialisation support and lay the foundations for growth.

PROGRAMME

A four month programme delivered virtual first.

During the Grow programme, participants can expect to:

- Achieve commercialisation and product-market fit
- Develop sales and marketing strategies
- Gain more insight into fundraising
- Iterate your product for a new market
- Prioritise diversity and inclusion

COMMITMENT

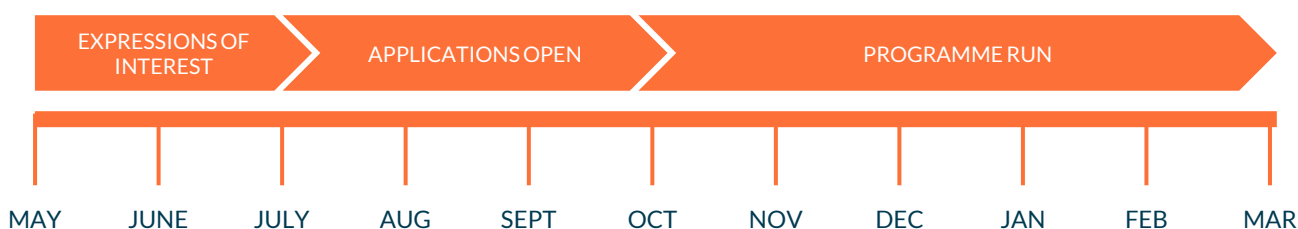
- An average of 1-3 hours per week. We recommend that this time commitment is shared across your employees to facilitate company-wide learning and reduce time pressures.

GROW MAY BE FOR YOU IF...

- You have a founding team of ~2-5 and are looking to hire
- You're pre-revenue, or generating less than 500k revenue.
- If you're fundraising, you're at pre-seed or seed stage

APPLICATIONS WILL BE SCORED ON:

- **Innovation** relative to existing market solutions. How unique is your solution compared to competitors?
- **Sustainability** of your business relative to revenue generation and business model.
- **Capacity** relative to team strengths, ability to deliver solution and scale.
- **Programme fit** relative to ability/desire to absorb support, attend sessions regularly, be coachable and contribute.
- **Diversity** of leadership team relative to sector and other applications, especially underrepresented groups such as women and BAME co-founders / executives.



SCALE

Expand nationally or globally

Helping scaleups and high-growth startups blast away any barriers to growth nationally and around the world.

PROGRAMME

An four month programme delivered virtual first.

During the Scale programme, participants can expect to:

- Create partnerships and alliances
- Determine a route to IPO
- Recruitment strategies for growth
- Pilot successfully
- Work with industry both UK and international

COMMITMENT

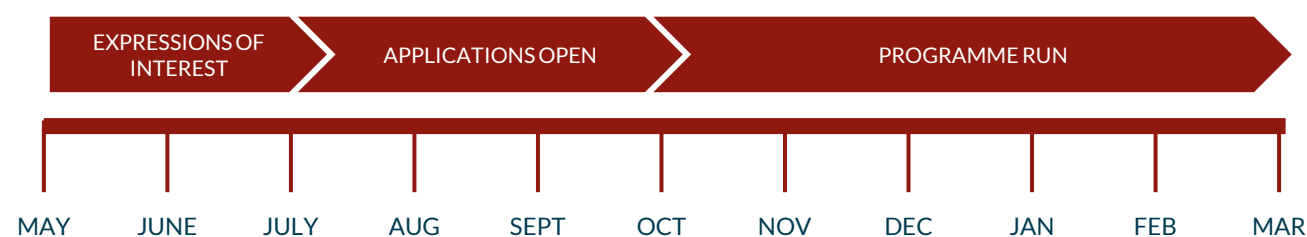
- An average of 1-3 hours per week. We recommend that this time commitment is shared across your employees to facilitate company-wide learning and reduce time pressures.

SCALE MAY BE FOR YOU IF...

- You have +10 full-time employees and are looking to grow nationally or internationally
- You're generating at least £500k in revenue
- If you're fundraising, you're likely at series A

APPLICATIONS WILL BE SCORED ON:

- **Innovation** relative to existing market solutions. How unique is your solution compared to competitors?
- **Sustainability** of your business relative to revenue generation and business model.
- **Capacity** relative to team strengths, ability to deliver solution and scale.
- **Programme fit** relative to ability/desire to absorb support, attend sessions regularly, be coachable and contribute.
- **Diversity** of leadership team relative to sector and other applications, especially underrepresented groups such as women and BAME co-founders / executives.



ALUMNI NETWORK

We're building an online, UK-wide ecosystem for cyber SMEs supported by our Cyber Runway programmes. After graduating, all Cyber Runway companies become part of our growing Alumni network. A place where companies can easily:



Connect with other members



Invites to exclusive events



Promote job opportunities



Mentor the next Cyber Runway cohort



Keep in touch with the Plexal team

MEET THE CYBER RUNWAY TEAM



Diane Gilbert
Innovation Ecosystem
Lead, London
Plexal



Jason Mollring
Innovation Programme
and Ecosystem Lead
Plexal



Arutyun Arutyunyan
Innovation Consultant,
Plexal



Holly Smith
Innovation Consultant,
Plexal



Maria Barr
Content and
Comms Lead,
Plexal



Louise Cushnahan
Head of Innovation
Centre for Secure
Information
Technologies (CSIT)



Caroline O'Neill
Innovation
Programme Assistant
Centre for Secure
Information
Technologies (CSIT)



David Chan
CEO and
co-founder,
eCora

FAQS

What types of cyber companies can apply?

We are looking for a broad range of cyber companies with solutions that vary from technical cyber products, consultancy and cyber services, and recruitment and training. The most important factor is that your solution contributes to the overall digital security of the UK.

I am not based in the UK, can I still apply?

We welcome applications from companies established in different countries. However, we do require the intent to set up and grow the business in the UK. Therefore, for the Grow and Scale streams we require the business to be registered at Companies House by the programme start date.

I am not sure which stream (Launch, Grow, Scale) to apply for.

Please contact cyberrunway@plexal.com for assistance. If it is close to the submission deadline, please submit an application for the stream you think is most suitable and the team can advise from there.

Where is the programme based?

Launch is delivered in-person at Plexal HQ in Stratford. Grow and Scale are delivered virtual-first, however some optional in-person elements may be delivered across the UK.

How much time and resource will I need to commit to the programme?

Launch time commitment is x1 full working week at the end of June. Grow and Scale companies are expected to send at least one team member to every virtual session, which averages about 2-3 hours per week split across the whole team. In-person networking events and showcases will be optional extras.

Do I have to pay for the programme?

Participation in Cyber Runway is free. However there may be some optional in-person events which require you to pay travel costs.

APPLY NOW

We'll help you build a business with inclusion and sustainability at the heart.

Cyber Runway is open to entrepreneurs across the UK. It will be delivered virtually and in-person.

We're especially keen to hear from startups with underrepresented groups in their leadership team.

LAUNCH

[Apply for Launch.](#)

Applications close on 25 May.

GROW & SCALE

[Express your interest](#) for our Grow or Scale streams, which start in September.

Mentor. Invest. Get involved.

If you'd like to become a mentor, join our investor community or help us design and deliver a more inclusive programme, get in touch with our innovation team on cyberrunway@plexal.com