

**CYBER
RUNWAY**
IGNITE

MEET OUR INNOVATORS

Delivered by Plexal, Cyber Runway Ignite is the government-backed programme for the next generation of cyber superstars.

Each of our six cohort members have joined the programme to develop as leaders and build the foundations of a high-growth cyber startup.

Delivered by  plexal

with **CSIT** CENTRE
FOR SECURE
INFORMATION
TECHNOLOGIES **Deloitte.**



DR. RYAN HEARTFIELD CTO AND CO-FOUNDER, EXALENS

[WEBSITE](#) | [LINKEDIN](#)

As physical infrastructure and hardware are connected to the internet, this is introducing virtual vulnerabilities. Exalens secures manufacturing organisations against downtime and safety events. His mission is to help both large and small companies in the industrial sector to build resilience to cyber threats.

Founded by a team of cyber security researchers in 2015, the startup has fuelled its growth with over EUR 4m in grant funding. Having been through the National Cyber Security Centre's NCSC For Startups initiative and worked with Plexal on the Mission Technology Integrator with IBM, Ryan is using Cyber Runway Ignite to develop his leadership skills, build his culture and scale his startup.

CHALLENGES AND PROGRAMME GOALS:

- Creating sector-wide change in manufacturing to raise awareness of the importance of investing in cyber
- Building commercial success for his MVP following successful POVs, bringing on more early adopters

In the past 12 months, Exalens has experienced significant growth and success:

- Awarded a paid-POV with IBM, which is progressing towards a future partnership
- Won CYBER UK 2022 Cyber Den competition
- Finalist on TechUK Cyber Innovation Den
- Finalist on ECSO Cyber Investor Days
- Partnership with Fortune 500 industrial automation company
- Multiple successful POCs with early adopters
- 3 patents filed

FUNDING TO DATE:

- £550,000 in a pre-seed round
- EUR 4m in grant funding

EXALENS[®]
SENSE THREATS. STAY IN CONTROL.[™]

CONNECT WITH RYAN ABOUT:
Partnerships, funding, media/PR and
new business opportunities – especially
if you're in the manufacturing sector.



BEN GRAVILLE FOUNDER, VISIBLE

[WEBSITE](#) | [LINKEDIN](#)

Following a successful government career, Ben founded Visible to create a way for people to see their Digital-Self, control the data and change how they're perceived by others for the first time. He's on a mission to make one billion people digitally self-aware.

Visible is defining a new category of intelligence; personal intelligence. It's developing a suite of apps and machine learning analytics to enable this.

Having been through the National Cyber Security Centre's NCSC For Startups initiative, Ben joined Cyber Runway Ignite to develop his culture, leadership style and hone his go-to-market strategy.

CHALLENGES AND PROGRAMME GOALS:

- Ben wants to refine his go-to-market strategy, marketing plans and storytelling as he looks to bring his solution to the consumer market
- Ben is looking to bring on a co-founder, ideally with B2C experience

Key to Visible's success will be creating a community and finding early adopters.

It aims to launch an Alpha with up to 500 users and a closed Beta capped at 2000 users, followed by a live Beta of around 10,000 users.

Once it has grown this user base Ben will monetise the app. Ultimately, Visible will help people share aspects of their Digital-Self with friends, family and colleagues, as well as help businesses understand their culture and team performance.

Ben wants to turn this into a global movement, with Visible being a world champion of personal intelligence, empowering one billion people to be safe and prosperous online.

FUNDING TO DATE:

- Visible closed our first Friends & Family round of £250k in September 2021
- It's preparing for a seed round

visible

CONNECT WITH BEN ABOUT:
Partnerships, funding, media/PR and
to become an early adopter.



MELISSA CHAMBERS CEO AND CO-FOUNDER, SITEHOP

[WEBSITE](#) | [LINKEDIN](#)

Today's VPNs are software-based and software will always have vulnerabilities. Sitehop's SafeVPN is an FPGA hardware-enforced Enterprise VPN, which means user data is never in software.

It's ideal for when you need very secure, ultra-low-latency communication.

Having been through Cyber Runway's Launch and Grow Streams, Melissa joined Cyber Runway Ignite as her startup prepares for rapid growth following a funding injection and strong customer demand.

CHALLENGES AND PROGRAMME GOALS:

- Growing a client base, expansion in the US, India and Brazil
- Company culture and people
- Supply chain management
- Gearing up operationally to meet demand and growth forecasts

Founded in 2022, it successfully demonstrated the 100G solution to a multi-billion-dollar company in October 2022. Its official product launch is scheduled for the first quarter of 2023.

Sitehop has ambitious growth aims. It plans to:

- deploy 500 units in 2023, with a revenue of over £3m
- bring on 3-6 enterprise customers in 2023
- grow the deployment of the Safe100G from 500 units in 2023 to over 7,000 units in 2026 with projected revenue of over £150m

Melissa wants to grow Sitehop into the leading authority for low-latency and low-power, high-security solutions.

FUNDING TO DATE:

- Sitehop just closed a £1m funding round

sitehop

CONNECT WITH MELISSA ABOUT:
Partnerships, funding, media/PR and new business opportunities, especially for data centres and clients in the telecoms sector.



NADIA KADHIM CEO, NAQ CYBER

[WEBSITE](#) | [LINKEDIN](#)

Nadia is the CEO of Naq Cyber, which offers clients cyber security, data compliance and staff training through a subscription.

In a world where cyber threats are growing and the data compliance landscape is always changing, it's on a mission to make data compliance and cyber security accessible and cost-effective for businesses of all sizes.

Having been through GCHQ's Cyber Accelerator and Cyber Runway, Naq Cyber is now a member of Cyber Runway Ignite as her startup prepares for growth.

CHALLENGES AND PROGRAMME GOALS:

- Founder to CEO, defining her leadership style
- Developing a repeatable sales model
- International growth in the US, growing client base in Ireland
- Growing client base among SMEs and new sectors like food, creating a movement

After raising a pre-seed round in 2021 and going through the GCHQ Cyber Accelerator to get a closer product-market fit, Naq Cyber went live with its MVP in September 2021. It then brought on its first employees and grew its sales pipeline.

Nadia wants to bring on at least two new large partners and go from 50 to 500 customers.

She wants to increase her MRR from €20k to €200k and become a household name in Europe with a customer base of at least 200,000.

FUNDING TO DATE:

- Having secured a pre-seed round Naq is gearing up for its Series A

naq.

CONNECT WITH NADIA ABOUT:
Investment, partnerships, media/PR and new
business opportunities.



CHUCK TEIXEIRA FOUNDER AND CEO, WCKD RZR

[WEBSITE](#) | [LINKEDIN](#)

Chuck is on a mission to unlock the potential of data. WCKD RZR's data enablement software connects to all the databases in an organisation and turns it into a single database environment.

All data requests are intercepted and triaged against the user profile and rules to make sure users access only data they're entitled to.

Having been through Cyber Runway's Scale stream, Chuck is using Cyber Runway Ignite to develop his leadership skills, build his culture and secure investment.

CHALLENGES AND PROGRAMME GOALS:

- Go to market strategy and market segmentation
- Storytelling and communication

Over the past 6-12 months WCKD RZR has:

- completed the beta for Data Watchdog, a software solution that connects to all the databases in an organisation and helps users find, govern and access their data in a safe and secure manner
- signed partnerships with Collibra, Big ID, Google Cloud and Smartstream
- completed a public sector RFP for the City of London
- Started a POC with Virgin Money
- Been selected for the Cyber Runway Scale programme and the AWS Fintech Accelerator programme

FUNDING TO DATE:

- WCKD RZR has raised \$1.2m in a pre-seed round



CONNECT WITH CHUCK ABOUT:
Partnerships, funding, media/PR and
new business opportunities.



ABU SAYED DIRECTOR, DAINTTA

[WEBSITE](#) | [LINKEDIN](#)

Abu is a Director at Daintta; a cyber security consultancy that specialises in operating in complex environments, from cloud migration to managing risk for large-scale data projects. It is a boutique consultancy that helps clients develop strategies, implement projects and optimise operations for their data analytics and cyber security capabilities.

Founded in 2019, Daintta is also working with Plexal on the Secure Connected Places research project, which is funded by the Department for Digital, Culture, Media and Sport (DCMS).

Abu is using Cyber Runway Ignite to develop as a leader, make connections and grow his business.

CHALLENGES AND PROGRAMME GOALS:

- Thought leadership, personal branding and communication
- Connecting with the telecoms sector

Daintta has successfully diversified its customer base and won several long-term contract, which is providing a stable platform for re-investment and growth. It has partnered with leading companies, from SMEs to the largest consultancies.

Daintta is expected to close 2022 with more than twice 2121's revenue (100%+ growth) while maintaining net profit margins. Its headcount will double and Abu is committed to maintaining a diverse and inclusive team where around 40% are female and 35% or more come from an ethnic minority background.

In the long run, Daintta's mission is to become the go-to business for complex data intelligence and cyber security challenges.



CONNECT WITH ABU ABOUT:
Partnerships, media/PR and new
business opportunities.

Learn more at plexal.com/cyber-runway-ignite

Get in touch on ignite@plexal.com if you'd like to connect with or support our cohort

The logo features a stylized orange and red graphic on the left, resembling a flame or a lightning bolt. To the right, the text "CYBER RUNWAY" is stacked in a bold, white, sans-serif font, with a white diagonal slash through the "Y" in "RUNWAY". Below this, the word "IGNITE" is written in a smaller, white, sans-serif font.

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