



FIVE TECH STARTUPS JOIN FORCES WITH EXPERTS TO TAKE ON UK'S BIGGEST CYBER CHALLENGES

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- **Five new startups chosen to help the government solve the UK's most pressing cyber challenges,**
- **Companies join the NCSC For Startups programme, delivered by the National Cyber Security Centre and Plexal**
- **Innovative startups will work on solutions to issues including securing operational technology and protecting SMEs from threats such as ransomware**

Five tech startups have been announced as the latest to be joining forces with the UK's cyber security experts to develop new ways to keep the country safe online.

The pioneering companies have been chosen to join the National Cyber Security Centre's NCSC For Startups programme, - a collaborative initiative that helps startups develop, adapt or pilot solutions to mission-critical cyber security challenges facing the UK.

Delivered by the NCSC's partner Plexal, the innovation company founded by Delancey, the programme provides startups with unparalleled access to technical experts and incident response teams from the NCSC, which is a part of GCHQ, to help them understand the threats the country is facing.

Since its launch in 2017, 57 companies have been on the programme, addressing challenges including raising the cyber resilience of small and medium-sized enterprises, protecting operational technology and tackling ransomware.

Companies on the programme also benefit from workshops on marketing, funding and business development to help them find success in the UK's cyber security market.

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I'm delighted five new companies are joining our NCSC for Startups programme, giving innovators a unique opportunity to test ideas and gain expertise so we can find new ways to keep the UK safe online.

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**Chris Ensor,
NCSC Deputy Director,
Cyber Growth**



The latest startups to be joining the programme are:

- ThinkCyber, which helps people protect themselves against cyber threats through building secure habits. Its award winning Redflags™ software applies behavioural science theory to deliver real-time, context-aware, on-device security interventions and nudges at the point of risk.
- Fezzant, which creates immersive, diverse and inclusive experiences to educate people about cyber security.
- Ethiconics, a Cambridge-based startup that provides a SaaS solution to address counterfeit and compromised electronics.
- Visible, a startup empowering people to see their digital self, control the underlying data and change how others perceive them.
- PSM Cyber, which equips sports professionals and members of the armed forces with digital skills to help bridge the cyber skills gap.

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Chris Ensor, NCSC Deputy Director for Cyber Growth, said:

“Tackling the UK’s most important cyber security challenges requires both innovation and collaboration to safeguard our digital prosperity now and in the future.”

“I’m delighted five new companies are joining our NCSC for Startups programme, giving innovators a unique opportunity to test ideas and gain expertise so we can find new ways to keep the UK safe online.”

Saj Huq, CCO and head of innovation at Plexal, said:

“Cyber threats are now all pervasive and are affecting every corner of society. We’re excited to welcome more startups into the NCSC For Startups programme to help them develop, adapt and pilot solutions. Technology solutions should never be developed in isolation. With NCSC For Startups, we’re giving startups unparalleled access to experts from within the government as well as industry to shape how cyber products are developed.”

NCSC For Startups is the successor to the NCSC Cyber Accelerator, which helped more than 40 tech companies raise over £100m in external investment.

More information can be found on the NCSC website: <https://www.ncsc.gov.uk/section/ncsc-for-startups/overview>

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 CCO & Head of Innovation,
 Plexal**



Notes to Editors

NCSC For Startups is delivered by the NCSC and Plexal and is supported by Deloitte, CyNam, which brings Cheltenham's cyber community together, Cheltenham-based coworking space Hub8 and tech skills provider QA. NCSC For Startups will continue to bring on companies in 2022 that have solutions relevant to the challenges identified.

About Plexal

Plexal is the innovation company that supercharges collaboration. It combines open, collaborative innovation with a community of fast-growth startups to help enterprises and the government unlock the potential of technology. Plexal works with some of the most influential government departments and global tech companies to deliver innovation projects. These include the cross-border Rapid Innovation Accelerator, which connected entrepreneurs in the UK and Oman, and London RoadLab, which helped Transport for London fast-track innovation. Plexal's cyber innovation team is also building the UK's most connected cybersecurity ecosystem. Plexal delivers the LORCA accelerator, is the National Cyber Security Centre's partner for NCSC For Startups and is supporting 107 innovators through the Cyber Runway accelerator. Over the last three years, Plexal has helped cyber startups raise over £270m and earn over £42m in revenue through LORCA alone. Its workspace in London is home to over 800 innovators who are breaking new ground in cybersecurity, mobility, inclusive design, healthtech, AI and more. Members get access to community events, connections and 1:1 support designed to help them scale and Plexal regularly partners with members to pilot their solutions, bid for business together and enable them to build solutions with large organisations. The community includes Fiit, the online fitness startup, Quantum technology company M Squared and youth-led charity My Life My Say. Plexal was founded in 2017 by clients of specialist real estate investment advisory company Delancey.

For more information visit: plexal.com

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