

Cybersecurity Entrepreneurship @ HSD

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In the spring of 2018, about 30 Master students in cybersecurity from TU Delft and U Twente will visit HSD twice. These students have a very strong computer science background, but they are also interested in the business aspects of cybersecurity.

The purpose of the visits to the HSD is to learn about entrepreneurship in cybersecurity and to practice it. Lecturers from the universities will teach the relevant theory and prepare the students for practical work, which we hope will involve you as an entrepreneur in cybersecurity.

We would like to ask you to meet with the students twice: once on the afternoon of Thursday 26 April, and the second time on the afternoon of Thursday 31 May.

First meeting, Thursday April 26.

During the first meeting, a team of 3 or 4 students will conduct a 1-2 hour in-depth interview about your experience of being an entrepreneur in cybersecurity. The students may ask questions such as: What inspired you to start a business? What challenges and obstacles did you experience and what made you succeed to overcome those obstacles? Did you receive help and in what way were you supported? What was your greatest doubt? What do you consider your biggest success?

During this interview the student will also discuss with you some interesting questions that you can ask the students to work on. For example, you may like to ask the students to collect insights about new market developments in Asia because you may be contemplating to join a trade mission to Asia. The research by the students could help you judge the effort that you would have to invest, and the potential benefits. As another example, you might ask the students to do market research in a country that you are not yet active in. This could help you to decide what would be an appropriate business model to work with. The students can investigate anything related to entrepreneurship in cyber security. They will present the answers at the second meeting. Each student has about 28 hours to work on the assignment thus a team of three or four students can devote a substantial amount of time to a project. At the end of the first day the students will present a plan to investigate the topic that was discussed.

Second meeting, Thursday May 31.

The students will present their first findings, which they will discuss with you. You have the opportunity to point them to some items you would like them to dig a bit deeper in, or you may have some additional questions that need attention.

The student will include the results in a final and concise report, and they will also record their key findings in a 2-minute video presentation.

We hope that by working with you, students better understand what it takes to start business activities in cybersecurity. Some may be inspired to start a business themselves, although the majority will be looking for an inspiring place to work in the near future, which can often be found among entrepreneurial companies. Thus taking part in “cybersecurity entrepreneurship @ HSD” provides you the **opportunity to get answers to some important questions that you may have and it gives a good first ‘get to know the student’ opportunity, which may facilitate you in recruiting.**

We realise that we are asking you to invest two afternoons of your precious time into the project, but we are confident that you will be pleased with the return on your investment.