



CYBERSECURITY SIMULATION CHALLENGE

& Innovation Play

Budapest, Hungary II 5-7 November 2020



WHAT IS CYEX CAMP?



Cybersecurity Simulation Challenge & Innovation Play

TTX + CTF for Undergraduate, graduate and high school students



University pitch competition

University and PhD students can present their cybersecurity theses, research ideas



Cybersecurity Startup Pitch competition

3 min pitch + 3 min Q&A



Defense and offense challenge

Dual-use technologies in cybersecurity



WHAT'S IN IT FOR YOU?

Talent potential / HR Promise



- Discover early-stage talents
- Find the top 10% of students/fresh graduates
- Test your future colleague in action in life-like situation

Employer Branding



- Visibility and outreach to the public and to the cyber security community
- Brand your company as one that focuses on innovation and cyber security

Professional Power



- Showcase your in-house innovation and highlight its impact on the industry
- Open for sharing knowledge and experience
- Raise the reputation of the organization
- Chance to highlight cyber-related industry specifics

WHAT HAPPENED TO US IN THE LAST YEARS?

National Cyber Challenge 2018

Hungarian University Challenge •
1 day •

137 participants (Academic, Cyber and HR professionals) •
Online qualification •
8 teams at live semifinal and final show •

Cyex Camp CEE 2020

CEE University Challenge (12-16 teams) •
Hungarian High School Challenge (8 teams) •
Cybersec. innovation events •
3 days •
200+ participants (Academic, Cyber and HR professionals) •
Online qualifications and 20+ teams at various challenges •
Live startup and university plays •

2017



2018



2019



2020



National Cyber Challenge 2017

- Hungarian University Challenge
- Half-day side event
- Participants of the conference
- Online qualification + 5 teams at live final show

National Cyber Challenge 2019

- Hungarian University Challenge
- 2 days
- 170 participants (Academic, Cyber and HR professionals)
- Online qualification + 10 teams at live semifinal and final show

MAIN EVENTS IN 2020



International University challenge (combined TTX+CTF)

• **2 days**
(6-7 November 2020)

• **3 rounds**
(1 preliminary online qualification
+ live semifinal and final)

• **international participation**
(17+ countries*)

• **Language: English**

• **12-16 selected teams to the live rounds**
(60-80 people)

* EE, LV, LT, PL, CZ, SK, HU, RO, BG, SL, HR, ALB, ISO, SRB, UA, MKD, BA, XKX, AU

High school challenge (TTX)

• **1 day**
(5 November 2020)

• **3 rounds**
(1 preliminary online qualification
+ live semifinal and final)

• **national participation**
(Hungary)

• **Language: Hungarian**

• **8 selected teams to the live rounds**
(40 people)

SIDE EVENTS IN 2020



Cybersecurity Startup Pitch

10 startups



Defense and Offense Challenge

10 projects



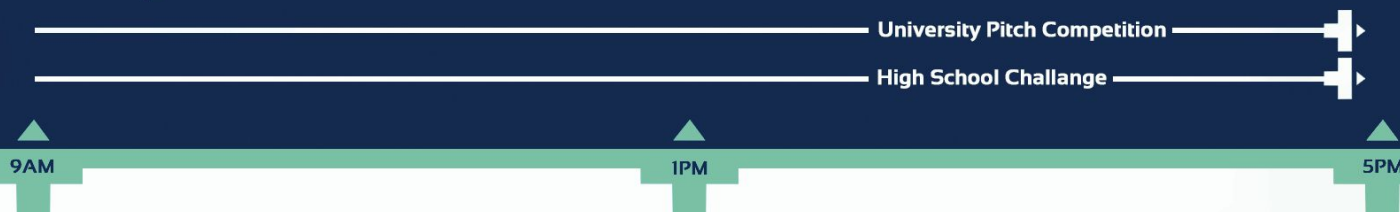
University Pitch Competition

15 pitches

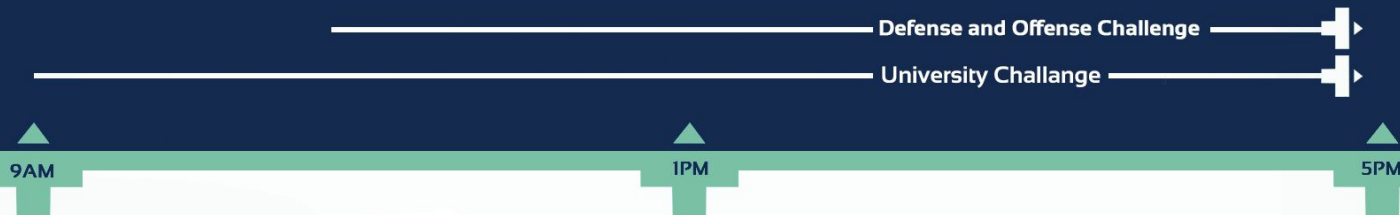
AGENDA

ONLINE QUALIFICATION

1st day



2nd day



3rd day



COMMUNICATIONS TIMELINE

May & June Pre- registration

- Intensive social media presence with social media ads + organic contents
- HU +international PR

August

- Intensive social media presence with social media ads + organic contents
- HU +international PR

October

- Online qualification communication
- Social media presence
- Blog posts

Spring

- Talk to High School and University students
- Own and Professional Partners' roadshow

July After quarantine madness

- Offline campaign period with festival presence

September Closing Registration

- Intensive social media presence with social media ads + organic contents
- Matchmaking & mentoring event at ITBN

November

- On-site communication
- Live social media stream

HOW CAN YOU CONTRIBUTE?



Strategic partner



Special partner



Partner



Media partner



Professional partner

Beside financial support other opportunities are available like grant an event place, facilitate catering services and other event services.



THE TEAM



Daniel Berzsényi
Competition Director

 [berzsényi](#)



Daniel Vaczi
Project Leader

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Bederna Zsolt
Professional Leader

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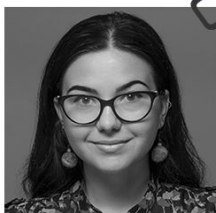
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