Kingdom of the Netherlands

Cybersecurity in New York City

Consulate General in New York, 2019
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Introduction

In October 2018, the New York City Economic Development Corporation (NYCEDC) launched **Cyber NYC**, a $100 million investment initiative. Its goal: to make New York City a global leader in cyber innovation and to create 10,000 local cybersecurity jobs over the next decade.

Cyber NYC will initially be funded by about $70 million in private investments, including from the two Israeli firms: Jerusalem Venture Partners, a venture capital fund; and SOSA, a corporate innovation specialist. Another $30 million is coming from the city.

New York City deems itself to be uniquely positioned to lead the future of cyber innovation, because of a strong customer demand (NYC is home to 45 Fortune 500 headquarters), a workforce over 4 million strong, a growing startup ecosystem ($1.2 billion VC funding in 2017) and leading academic institutions.

The real driver behind a project like Cyber NYC is the nation's urgent need for improved cybersecurity at all levels of corporate and government operations. Nearly 60 million Americans have been affected by identity theft in 2018, which is an increase from 15 million in 2017. At the same time, New York City is home to the most targeted industries for cyberattacks: finance, healthcare, retail, tech and media.

The NYC cybersecurity ecosystem

Companies

According to NYCEDC, cybersecurity already is a $1 billion-plus industry in New York City, with more than 100 cyber-companies and 6,000 employees as of 2017.

Top 10 NYC Cybersecurity companies, according to Cybersecurity 500, 2018 Edition

1. Booz Allen: Cybersecurity Solutions & Services
2. Deloitte: Global Risk Management Services
3. Accenture: Enterprise Security Strategy
4. Avanan: SaaS Security Platform
5. CA Technologies: Application Security Testing
6. Siemplify: Security Orchestration & Incident Response
7. Kroll: Cybersecurity Services
8. Socure: Social Biometrics
9. Bayshore Networks: Internet of Things Security
10. Uplevel Security: Incident & Analysis Response

Research institutes

NYC already has a number of interdisciplinary research centers, dedicated to training the next generation of cybersecurity professionals. Well-known examples are Fordham Center for Cybersecurity, NYU Center for Cybersecurity, CUNY Network Security Lab, and the Columbia Data Science Institute.

Government: City Cyber Command

In July 2017, Mayor de Blasio established New York City Cyber Command (C3), led by Geoff Brown, the City's Chief Information Security Officer and Head of New York City Cyber Command. NYC Cyber Command is charged with setting Citywide cybersecurity policies, directing response to cyber incidents, and advising City Hall and 100+ agencies on the City's overall cyber defense.

Government: NYCEDC's Cyber NYC

Until now, all of the major cybersecurity stakeholders in New York City have been physically and operationally separated. With NYCEDC's Cyber NYC initiative, those stakeholders will come together. Cyber NYC consists of several programs:

1. Global Cyber Center (supporting cybersecurity startups)
In partnership with SOSA, NYCEDC will launch a 15,000 square foot co-working space in Chelsea. The facility will foster international collaboration and innovation, by bringing together investors, corporations and cybersecurity startups. It will also serve as a virtual testing ground to run simulations. The Global Cyber Center is expected to be completed before the end of 2019.

2. Hub.NYC (supporting cybersecurity startups)
In partnership with Jerusalem Venture, NYCEDC will develop New York's first international cybersecurity investment hub: a 50,000 square foot building in SoHo. Hub.NYC will support cybersecurity startups in New York City. Hub.NYC is expected to be completed before the end of 2019.

3. Applied Learning Initiative (education)
NYCEDC picked CUNY, NYU, Columbia, Cornell Tech, and iQ4 to host new cybersecurity certifications and programs for college students, to create the next generation of cybersecurity experts. Additionally a one-year CUNY Master's program will be hosted on edX.org, a global learning platform online. CUNY is collaborating with Facebook on the program.

4. Cyber Boot Camp (education)
Partnering with Fullstack Academy and LaGuardia Community College, NYCEDC will conduct a boot camp for industry-specific cybersecurity practices. Students will learn basic industry terms and software at the college, and then attend the boot camp, which will place more than 1,000 students in jobs over three years in the program. The first session is scheduled to take place in spring 2019.
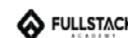
5. Inventors to founders (launching new startups)
NYCEDC has selected Columbia University to connect academic inventors of patented cybersecurity technologies with experienced entrepreneurial talent, in order to launch new cybersecurity startups. It will provide acceleration resources such as mentorship, training and validation capital to launch more and stronger earl-stage academic startups as soon as possible.

6. Cyber Moonshot Challenge (competition cybersolutions)
The Mayor's Office of the Chief Technology Officer (MOCTO), NYC Cyber Command and NYCEDC have launched the Cybersecurity Moonshot Challenge, calling on industry experts to develop and deliver new, affordable and scalable solutions to protect New York's small and mid-size business from cyber-attacks. Any company, nonprofit, individual, or global entity can apply. All responses outlining the team, concept and approach should be submitted before **February 8, 2019**.

Partnership with the Netherlands

In January 2018 Jerusalem Venture Partners (JVP) announced it is partnering with the Netherlands as well as several startups to create and nurture a cybersecurity ecosystem involving Israël, the Netherlands, and JVP's new cyber investment center in New York, Hub.NYC (as described above). Read more about it on the [website of the Hague Security Delta (HSD)](#).

Cybersecurity Startup Radar

NYCEDC and [Wavestone](#), a global innovation consultancy will launch [NYC Cybersecurity Startup Radar](#), an interactive tool that will analyze the city's growing cybersecurity ecosystem. The Startup Radar will be presented as a consolidated map that identifies all the New York City-based startups.

The criteria for joining the Startup Radar are as follows:
- Offer a technological solution or service directly related to cybersecurity.
- Be a legally incorporated company less than 10-years-old
- Maintain a registered office in New York City
- Employ less than 50 people

All NYC-based cybersecurity startups that fit the above criteria and want to be part of the Startup Radar can contact Wavestone via [NYCCyberStartupRadar@wavestone.com](#)

New York State Cybersecurity Regulation

In March 2017, the New York State Department of Financial Services (DFS) implemented [23 NYCRR 500](#), generally referred to as the New York Cybersecurity Regulation. It targets banking and insurance sectors with the aim of better protecting institutions and consumers against the bad actors that target these firms.

The regulation includes requirements that financial and insurance institutions retain a Chief Information Security Officer (CISO), report cybersecurity incidents within 72 hours and use multifactor authentication.

Cybersecurity events in and around NYC (2019)

Some of the larger events around Cybersecurity include:
- **[Legaltech](#)**, **January 29, 2019 - January 31, 2019:** Legaltech is the largest and most important legal technology event of the year.
- **[Ai4 Cybersecurity Conference](#)**, **April 29, 2019 – April 30, 2019:** The Ai4 Cybersecurity Conference brings together business leaders, data practitioners, and AI pioneers who are applying artificial intelligence to solve problems and create opportunities in the cybersecurity industry.
- **[Consensus](#)**, **May 13, 2019 - May 15, 2019:** Consensus brings together professionals from leading industry startups, investment firms, financial services giants, global brands, academic institutions and policy groups will come together to engage in a discussion about the future of cryptocurrency and blockchain.
- **[Cyber Investing Summit](#)**, **May 16, 2019 - May 16, 2019:** The Cyber Investing Summit is an all-day conference focused on investing in the cybersecurity industry
- **[Data Connectors NYC Cybersecurity Conference](#)**, **August 1, 2019 - August 1: 2019**: The Data Connectors NYC Cybersecurity Conference features 40-60 vendor exhibits and 8-12 educational sessions discussing cybersecurity threats and solutions.
- **[Cyber Security Summit](#)**, **October 3, 2019 - October 3, 2019:** The Cyber Security Summit connects C-Suite & Senior Executives responsible for protecting their

companies' critical infrastructures with innovative solution providers and renowned information security experts.

- **6th Annual Cyber Warfare Symposium**, **October 17, 2019 - October 17, 2019:** The Cyber Warfare Symposium brings together cybersecurity and cyber warfare experts from across the industry for a day of collaboration and education.
- **Securing New Ground**, **October 29, 2019 - October 30, 2019:** At this event C-level executives, new entrants, investors and security practitioners discuss and map the state of the security industry.
- **Infosecurity ISACA North America Expo and Conference**, **November 20, 2019 - November 21, 2019**, This business event brings together Infosecurity professionals, to facilitate networking and to learn about the newest technologies in the field of infosecurity.

Smaller events can be very valuable, since you have a bigger chance to meet with the panelists and speakers. However, these events often are not announced more than 2-4 weeks in advance. Many of these events will be listed on Gary's Guide, Digital.NYC and/or Eventbrite.

Newsletters

Another way to connect with the NYC ecosystem is by signing to newsletters. The following al valuable for cybersecurity companies expanding to NYC:

- NYC Economic Development Corporation updates on the Cyber NYC program
- Cyber NYC news & updates (subscribe at the bottom of the page)
- SOSA Monthly Magazine
- Built in NYC cybersecurity guide
- NYU Center for Cybersecurity news

This overview is an internal document and is by no means intended to provide a complete overview of the digital health market in the New York area. This report serves as a basic initial guide for Dutch companies exploring the option of entering the New York digital health market.