

**LVENTURE GROUP PARTNERS WITH CISCO ITALY FOR THE STARTUP
PROGRAM "SECURITY CHALLENGE"**

***The call starts today and will be open to startups and talents that can be
selected for a process of pre-acceleration and acceleration at LUISS
ENLABS***

Rome, July 18th 2016

LVenture Group, a holding company listed on the MTA of the Italian Stock Exchange which manages the startup accelerator **LUISS ENLABS**, has partnered with the Italian branch of **Cisco**, global leader in the IT industry. In the light of this collaboration, the call for the startup program "**Security Challenge**" has been launched today. It is one of the few programs in Europe dedicated to cybersecurity in which participation is totally free of charge and the only one that provides a path from concept to realization of the startup.

THE PARTNERSHIP AND THE PROGRAM - For LVenture the project is placed in the context of Open Innovation programs designed to create mutually beneficial connections between startups and large companies.

*"We are honored that Cisco has chosen us as partners, combining the technological know-how with our expertise in regard to startups" - said **Roberto Magnifico, Partner and Board Member of LVenture Group** "Cybersecurity is for us a strategic field: in Europe, initiatives in this field involving startups are still relatively limited compared to large business and investment opportunities that this rapidly growing market offers."*

Enrico Mercadante, in charge of projects in the field of innovation within Cisco's program Digitaliani, comments: *"Cybersecurity is central to the tech scenario and supporting innovation in this area is one of the most important focus in our investment plan Digitaliani, aimed at speeding up the digitization of the country. Our ability to ensure people, businesses, and the country the opportunity to seize 100% of the opportunities of the digital transformation depends on security; we are ready to make available to the best talents our industry experience to bring out the solutions that block today's and tomorrow's threats".*

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THE OPPORTUNITY - In 2015, the cybersecurity market reached a value of 75 billion dollars and, according to the predictions of [Cybesecurity Ventures](#), between 2017 and 2021 around 1 trillion dollars will be spent in this area on the global scenario. Indeed, companies have a growing need to protect not only their data but also those of users.

The goal of the program is to create new solutions to address the growing challenges related to online security and hacking, creating "game-changing" startups and making them meet with companies.

HOW THE PROGRAM WORKS - The call is open to both startups and individual talents, presenting their application online on [LUISS ENLABS](#) website until September 23rd. After a 3-months phase of Pre-Acceleration starting from October, 4 startup will be selected to participate in LUISS ENLABS 5-months Acceleration Program, which includes an investment of 80 thousand Euros, of which 50 thousand in services, from the holding company LVenture Group¹.

For participants the opportunity is to work closely with advisors, investors, representatives of corporate and entrepreneurs, in the framework of the Accelerator LUISS ENLABS, resulting from a joint venture between LVenture Group and the LUISS University and located in a space of 5000 square meters in the historic wing of Rome's Termini Station.

For more information on the call, it will be possible to participate in the roadshow events to be held in September in Rome, Bologna, Turin, Trento and Cosenza.

For more information: <http://luissenlabs.com/securitychallenge/>

LVenture Group is a holding company listed on the MTA of the Italian Stock Exchange that operates in the field of Venture Capital with an international perspective. LVenture Group invests in companies with high growth potential in the field of digital technologies, and is currently a leader in the following segments:

¹ The investment is made through Participatory Financial Instruments (Strumenti Finanziari Partecipativi, SFP) issued by startups themselves that can be converted into equity for a 9% stake, if the startup has proven to be able to achieve significant results after the program.

Micro seed financing: investment of limited financial resources in favour of startups selected and included in the acceleration program run by LUISS ENLABS "The Startup Factory";

Seed financing: investments in startups in more advanced stages of growth that require more financial resources to support product development and market entry.

www.lventuregroup.com

LUISS ENLABS "la Fabbrica delle Startup" is one of the major Startup Accelerators on the European scene. Founded as Enlabs in November 2010 by Luigi Capello, entrepreneur and business angel, it became LUISS ENLABS in 2012 as a result of the partnership with LUISS. Its mission is to support startups in the process of growth and development, to enable them to operate successfully in their own reference sector. The financial resources for the LUISS ENLABS Acceleration Program are provided by LVenture Group, one of the few companies in the world in the field of venture capital that are listed on the stock exchange. LUISS ENLABS is based in Rome, inside Termini Station, via Marsala 29H, within a space of about 5,000 square meters in where over 40 startups that employ more than 500 people operate.

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