

THE GLOBAL SECURITY CHALLENGE

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For Immediate Release

Global Security Challenge Seeks the World's Best Security Technology Businesses

Competition Seeks Solutions to Help Fight War on Terror

London, April 19 2006 – The Global Security Challenge – a worldwide competition hosted by the prestigious London Business School – was launched today. This initiative, the first of its type, is seeking proposals from inventors of products that employ new and existing technologies in security solutions.

“In the years since the attacks of 9/11, we are constantly reminded that the war on terror, more than any other war in history, requires the successful integration of emerging technologies into our armoury,” said Simon Schneider, founder of the Global Security Challenge. “Terror and crime are becoming ever more sophisticated, and so too must our response. Now, the Global Security Challenge aims to tackle the terrorist threat head on, by uniting technology and business.”

Governments around the world realize that business can be a major driver of innovation in security, but at present it can be difficult for entrepreneurs to break through the barriers of large integrators and government buyers. Mr. Schneider says that the Global Security Challenge offers a chance for entrepreneurs to overcome these hurdles and find partners and customers. Through the Challenge, entrepreneurs, scientists, and security professionals will work together to identify the most promising new companies developing security technologies. A team of panelists – including leading venture capitalists – will offer support to the winner in bringing the product to market.

Entry is open to individuals and young companies offering technology-based security products or prototypes. Entrants must submit executive summaries of their businesses and products, between April 19th and June 30th 2006. The winners will be selected, by a panel of high profile judges, at a Grand Final to be held in London on October 20th 2006.

Mr. Schneider concludes: “at a time when security is right at the top of the government and political agenda, the Global Security Challenge puts it at the top of the business agenda, too”.

For further information, please contact Nadine Yahchouchi at the address above, or email press@globalsecuritychallenge.com.

Notes

1. **About the Global Security Challenge:** The Global Security Challenge is organized by graduate students at London Business School with the support and participation of key players in the government and venture capital sectors. The team has gained

significant experience in the security technology area with IBM, the US Army, CISCO Systems, the British Army and the National Security Council at the White House. The mission of the Global Security Challenge is to stimulate technological innovation that will make us all safer without encroaching on civil liberties. Truly unique technologies tend to come from entrepreneurs, yet this market, unlike others, can be very difficult for start-ups to enter. The Global Security Challenge exists to give ideas and concepts the attention needed for them to succeed.

www.globalsecuritychallenge.com

2. **The Security Market:** Homeland Security is a fast growing market that is estimated to be valued at **\$57.6 billion** in 2006, growing to **\$105.7 billion** worldwide in 2010 (Source: Homeland Security Research Corporation). But while this market is growing in size and importance, it is still difficult for new ventures to break through the barriers of government buyers and to appear on the radar-screen of large integrators. Governments currently tend to buy security solutions from large companies with proven track-records and that have been able to meet the bureaucratic requirements.

3. **Process:** The Global Security Challenge is, subject to legal restrictions, open to companies based anywhere in the world. Potential entrants are encouraged to visit the website for detailed information, including entry criteria and instructions on how to enter.
 - Eligible entrants must submit executive summaries between April 19th and June 30th, 2006.
 - Venture capitalists, business academics and graduate students will select the 20 best executive summaries.
 - Those entrants who are successful at this stage will be invited to submit fully-fledged Business Plans for a second round of judging in August.
 - Five finalists will then be selected to present to a panel of judges, consisting of senior advisors from government, venture capital, security, and technology organizations.
 - The winner will be selected at a Grand Final in London in October 2006, which will be combined with a one-day security technology conference featuring a number of high profile speakers.

4. **London Business School:** London Business School's vision is to be the pre-eminent global business school. The London Business School is ranked 1st overall in the Financial Times assessment of European graduate business schools. The School graduated over 800 MBAs, Executive MBAs, Masters in Finance, Sloan Fellows and PhDs from over 70 countries last year, while the executive education department serves 6,000 executives and 60 corporate clients on its programmes every year.

London Business School, founded in 1965, is based in the most accessible and international city in the world and is one of only two UK business schools to have twice been awarded the highest research rating of five-star (5*), by the Higher Education Funding Council for England (HEFCE), confirming the School as a centre of world-class research in business and management. <http://www.london.edu>