European
Champions Alliance

EUROPEAN CYBERSECURITY MAPPING

2026 START-UP AND SCALE-UP LANDSCAPE

European Champions Alliance

ABOUT ECA

About us

- The European Champions Alliance (ECA) promotes European technology and European values. We believe that Europe's strategic economic autonomy must be strengthened through a conscious business-related interdependence between European companies and all participants of the European economic ecosystem.

Our mission

- Our mission is to empower Europe's tech community to drive sustainable growth and digital transformation across key sectors. We connect startups, scale-ups, SMEs, corporates, investors, and industry experts, fostering smart collaboration. Through our platform, we aim to catalyze the growth of tech champions in Europe, ensuring they lead in critical future technologies, support European industries, and protect citizens.

Our vision

- We envision a Europe where startups and scale-ups lead in essential future technologies, remain within European control, and uphold the welfare of European citizens and industries. By building bridges between national ecosystems and leveraging the collective strength of Europe's tech community, we ensure the region's tech innovators thrive and contribute meaningfully to the global economy.

Find out more about us here:
https://european-champions.org/

MAPPING EUROPEAN CYBERSECURITY SINCE 2020
because Europe needs to know its champions

The 2026 Mapping shines a light on the **innovators shaping Europe's cybersecurity future** — and builds the **connections to scale** them.

Despite its strength and creativity, Europe's cybersecurity ecosystem remains fragmented and under-recognized. The Mapping is designed as a strategic enabler — not just to list companies, but to give clarity, structure, and momentum to a growing community of European cyber actors. It empowers decision-makers to act with insight and purpose.

KEY OBJECTIVES OF THE MAPPING

1 Give visibility to the most innovative cybersecurity start-ups and scale-ups across Europe.

2 Support strategic autonomy by surfacing credible alternatives to non-European solutions.

3 Connect the ecosystem by linking innovators, investors, corporates, and policy-makers across borders.

Project Team

Dominique Tessier
Head of Cyber

Andrea Vaugan
Secretary General

Alexandra Kehm
Project Lead

European Champions Alliance

THE 2025 EDITION - A PROVEN PLATFORM

Real added-value as a strategic reference point for visibility, partnerships, and policy engagement.

Key highlights:

📌 828 cybersecurity vendors mapped across 24 countries

⏱️ Structured into 16 categories and 2 maturity levels

👁️ 3500+ landing page impressions | 15,000+ digital distribution

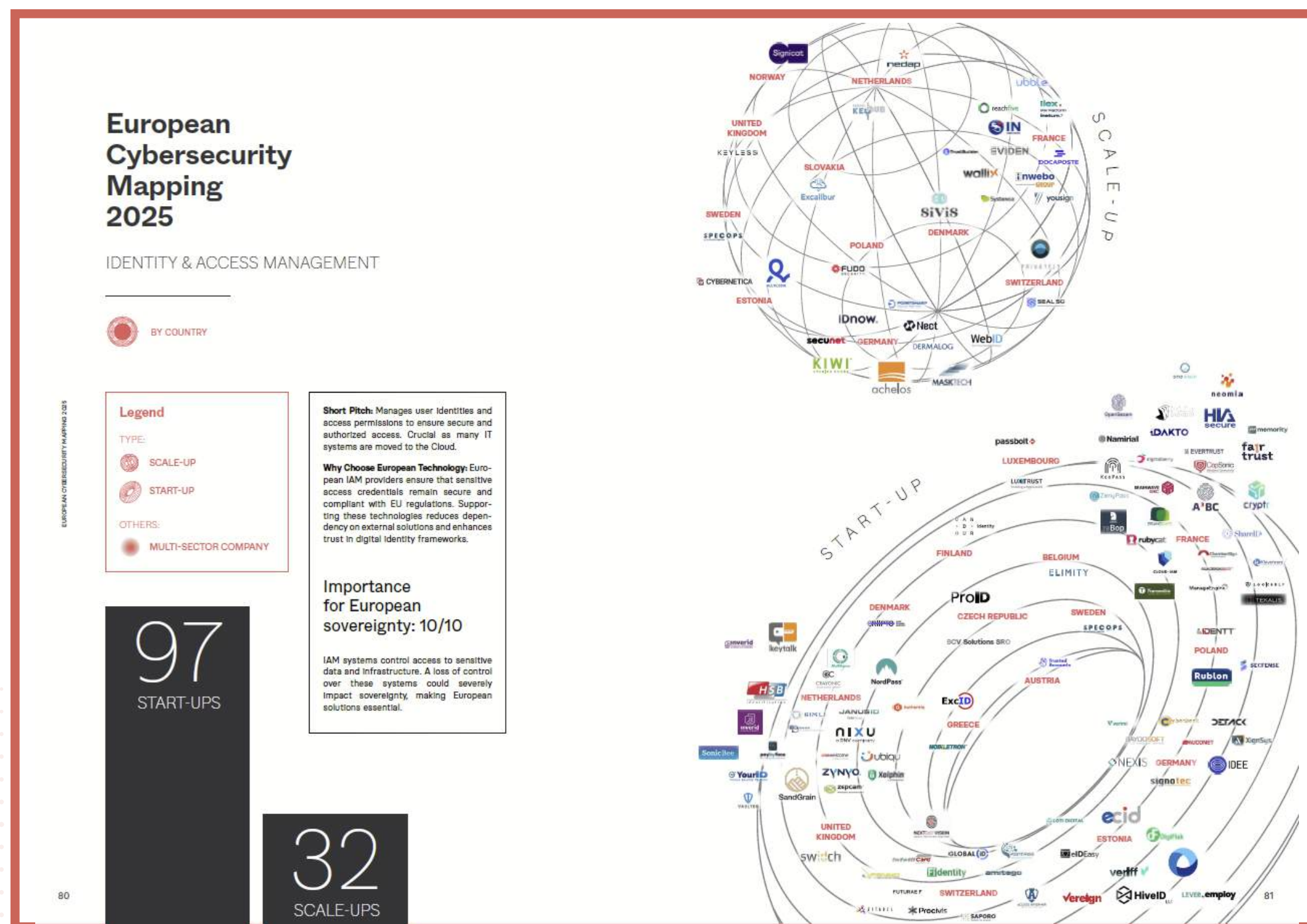📰 Featured in TV, press releases, and strategic briefings (e.g. German Kanzleramt, French Embassy)

📣 1,500+ webinar participants | 200+ physical event signups

💬 27 LinkedIn posts, 50,000+ social media reach

✉️ 7 newsletters to 2,500+ subscribers

❓ Interviews with CESIN, Sopra Steria, Red Alert Labs and more

🖨️ 500–600 physical copies distributed at key events

European Cybersecurity Mapping 2025

IDENTITY & ACCESS MANAGEMENT

BY COUNTRY

Legend

TYPE:
- SCALE-UP
- START-UP

OTHERS:
- MULTI-SECTOR COMPANY

Short Pitch: Manages user identities and access permissions to ensure secure and authorized access. Crucial as many IT systems are moved to the Cloud.

Why Choose European Technology: European IAM providers ensure that sensitive access credentials remain secure and compliant with EU regulations. Supporting these technologies reduces dependency on external solutions and enhances trust in digital identity frameworks.

Importance for European sovereignty: 10/10

IAM systems control access to sensitive data and infrastructure. A loss of control over these systems could severely impact sovereignty, making European solutions essential.

97 START-UPS

32 SCALE-UPS

2026: BIGGER. SHARPER. MORE STRATEGIC.

Since its launch in 2020, the Mapping has grown into a **key reference for Europe's cybersecurity ecosystem** — with each edition expanding its scope, visibility, and strategic value. The 2025 Mapping set a new benchmark. In 2026, we go further: with broader coverage, deeper insights, and stronger engagement to support Europe's digital sovereignty.

WIDER COVERAGE

Full European inclusion of start-ups, scale-ups, investors, and service partners — with a push toward underrepresented regions.

DEEPER INSIGHTS

Highlight funding gaps, emerging trends, and consolidation opportunities across 16+ cybersecurity categories.

STRONGER VISIBILITY

Co-hosted events, expert interviews, and targeted campaigns — amplified across press, socials, LinkedIn takeovers, and media partnerships throughout Europe.

IMPROVED SEGMENTS

Enhanced categorization by size, sector, maturity, and innovation focus — and even cleaner visual language for the ECA Flagship Content in 2026.

BOOSTED CREDIBILITY

Closer collaboration with national cyber associations, institutional partners, and EU-level policy discussions.

WHY SPONSOR THE 2026 MAPPING?

Be recognized as a key player in Europe's cyber future.

🧭 STRATEGIC POSITIONING

Align your brand with Europe's most trusted cybersecurity mapping — a flagship reference shared with CISOs, policymakers, and the tech ecosystem.

📣 MULTI-CHANNEL VISIBILITY

Be featured in high-reach LinkedIn posts, newsletters, media mentions, print and digital formats — ensuring you stay top-of-mind across channels.

🎙 THOUGHT LEADERSHIP

Showcase your expertise through interviews, articles, and speaking opportunities at both the launch and key partner events.

🤝 ECOSYSTEM ACCESS

Connect with cybersecurity start-ups, scale-ups, national associations, investors, and institutional decision-makers.
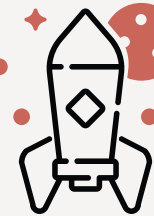
🌍 HIGH-PROFILE EVENT PRESENCE

Get visibility and stage time at top events like the InCyber Forum, ECA Tech Day, and regional roundtables throughout 2026.

📦 CONTENT DISTRIBUTION

Receive printed copies of the mapping for your teams, partners, and clients — ideal for branding, gifting, and showcasing your role.

2026 EUROPEAN CYBERSECURITY MAPPING
START-UP AND SCALE-UP EDITION

European Champions Alliance

SPONSORSHIP PACKAGES

	STRATEGIC PARTNER (Max 4)	MAIN SUPPORTER	COMMUNITY CONTRIBUTOR
Feature in Mapping	Double-page spread + exclusive 2-page interview	Full-page feature + interview	Half-page visual + short interview
Speaking opportunities	Keynote at launch webinar + event	Speaking slot at webinar or event	Co-host opportunity at one meetup
Brand visibility	Logo on front cover + full event + media co-branding	Back cover logo + selected media + event branding	Logo in Mapping + event branding
Media & content presence	Social media, newsletter, and press coverage	Social & newsletter features	Mention in launch content
Event access & engagement	VIP access + pre-launch briefings + roundtables	Sponsor-only roundtable access	Meetup co-organization
PDF and printed copies	PDF + 50 copies for clients & partners	PDF + 25 copies for clients & partners	PDF + 10 copies for clients & partners
	€10.000	**€5.000**	**€2.500**

➤ Event Sponsor and Ad options available separately.

INTERVIEW SAMPLE PAGE

STRATEGIC PARTNER

MAIN SUPPORTER

Interview Scale-up
RED ALERT LABS

GOLD SPONSOR

European consolidation is indeed necessary to strengthen the region's cybersecurity landscape. I believe institutions play a vital role in creating the policy framework that encourages consolidation. However, large users and integrators also have an incentive—they drive demand for unified solutions, and their active push would accelerate this process.

In a few words, what is your domain?

Red Alert Labs specializes in IoT cybersecurity. We help businesses manage risk and achieve compliance for their connected products through consulting, evaluation, and our AI-driven platform, CyberPass.

In your domain, what have been the main evolutions since 2020? And what evolutions do you anticipate for the period up to 2027 in technology and in customer's behaviour?

Since 2020, there's been a major evolution in how cybersecurity standards and regulations, like RED Directive, Cyber Resilience Act, ETSI EN 303 645 and EN 18031, have impacted IoT manufacturers and suppliers, creating pressure to comply with standard practices. We've also seen an increased reliance on connected devices, which has amplified cybersecurity threats. By 2027, I anticipate a shift toward more integrated cybersecurity compliance solutions, driven by AI and automation. Customer behaviour will lean toward demanding greater transparency in how vendors protect their products, pushing companies to provide proactive, end-to-end compliance management.

Cybersecurity means R&D, hence money. How can European vendors meet this challenge?

European vendors can meet this challenge by embracing shared platforms that allow collaboration on core R&D efforts, which helps cut costs. Initiatives like CyberPass provide a standardized way to manage compliance, enabling vendors to leverage collective knowledge and streamlined certification processes, ultimately reducing the burden of separate investments.

Some say customers, especially in Europe, are fed up with scattered cybersecurity offerings and would prefer to find already integrated solutions. Do you agree? If yes, how do you meet or prepare to meet such a trend?

Yes, we agree. Customers are increasingly seeking simplicity and prefer integrated solutions to fragmented services that require multiple vendors. To meet this trend, we created CyberPass—an AI-powered platform that consolidates various aspects of compliance management into one unified solution. This allows us to offer an end-to-end approach that's easy to deploy and reduces the complexity customers often face.

Is European consolidation an actual perspective according to you? If yes, who should push the move: the institutions? The large users? Some large integrators? Vendors themselves?

European consolidation is indeed necessary to strengthen the region's cybersecurity landscape. I believe institutions play a vital role in creating the policy framework that encourages consolidation. However, large users and integrators also have an incentive—they drive demand for unified solutions, and their active push would accelerate this process. Vendors themselves should not wait; early leaders in a consolidated market.

The EU has set up cybersecurity regulations; does that help? More generally, what do you expect from EU Authorities?

Yes, EU regulations such as the Cyber Resilience Act and RED Directive have helped by creating a clearer path for security expectations and compliance. However, we expect EU Authorities to provide more incentives for compliance, such as funding for SMEs to meet standards or establishing trust marks that reward secure practices. In addition, more uniformity across member states would help create a true single market for cybersecurity compliance services.

Red Alert Labs is an international cybersecurity lab specializing in IoT security. They offer innovative consulting, evaluation, and certification services for IoT products, processes, and services, covering the entire spectrum from chip to cloud. Their AI-driven innovation, CyberPass, is a SaaS platform that equips enterprises with a cost-effective and scalable solution to assess and manage the cybersecurity compliance of connected products.

redalertlabs.com
cyberpass.com

Roland ATOUI
Managing Director
Red Alert Labs

Interview Start-up
UBCOM

SILVER SPONSOR

At one time, we were in the Cloud, then in SD-ONE, and now we're doing NDR, tomorrow we'll be offering auto diag, and by 2025, mobility will no doubt be taken into account, with operators getting involved. But there's one trend that has stayed the same since the iPhone. It's free-mium or free. The trend towards free consumption is still on the rise, even if we'll never stop repeating that when it's free, the product is you.

Is European consolidation an actual perspective for you? If Yes, who should push the move: the institutions? The large users? Some large integrators? Investors? Vendors themselves?

There is no consolidation. It's a ruthless economic war in a divided Europe, with the dominant market being the USA, fuelled by Israeli innovation. Only those who claim to defend a so-called sovereign offer and are committed to this principle beyond the rhetoric manage to work together. There are very few of them. Less than 50 have been identified on the continent. For the others, there is too much competition for the trend to be reversed, and politicians have no interest in seeing this change. Divide and conquer remains a fundamental principle of public action.

The EU has set up cybersecurity regulations; does that help? More generally, what do you expect from EU Authorities?

Here's another great question. Since November 5, we've known what the Americans are going to eat out of European regulations. First, there's the agreement between Nvidia and Elon Musk. This is the technological base that will literally kill us in the regulatory sense. Trump's policy will wisely ignore our regulations, including the DSA. Musk promised to serve him European data on a platter to feed his unified AI base. The GAFAMs will feed him; he's already feeding himself with his Starlink telecom offering, and he'll become the leader in less than 5 years, with the Chinese almost ready. In Europe, we don't process any American data. In the U.S., we process just over 80% of data from EU countries. And if we think that ChatGPT, for example, is still a must-have, it's going to be smothered by Musk's power, which is guaranteed to secure its GPU supply before anyone else. You can have the best AI in the world, but without a GPU and data, it isn't very worthy. I've no words to add.

ADVERTISING / PUBLICITY PLACEMENT

Want visibility without a full sponsorship? Add your voice or brand via an ad placement:

Placement	Description	Pricing
Back cover	Ultimate visibility	€3.500
Inside covers	Premium placement, early booking	€2.000
Full page	Ideal for campaigns, vision, branding	€1.500
Half page	Horizontal or vertical	€ 750
Quarter page	Great for logos + CTA	€ 500

Printed Distribution: Ad partners receive 1 print copy and can order additional physical copies for clients and events.
All ad submissions are reviewed for alignment with the Mapping's editorial mission.

INVOICING CONDITIONS

Payment Schedule:
- Upon receiving interest from a potential sponsor, the ECA will issue a quote detailing the sponsorship package and total amount.
- Once the sponsor confirms acceptance of the quote in writing (email confirmation is sufficient), the ECA will issue the invoice.
- The invoice must be paid within 15 calendar days from the invoice date.
- Sponsorship benefits will be confirmed only after full payment has been received.

Payment Methods:
- Sponsors can make payments via bank transfer.
- All payments should be made to the following account details:

Account Holder: ECA-TEAMWORK
IBAN: FR76 1695 8000 0158 5923 4883 247
BIC/SWIFT: QNTOFRP1XXX

Invoice Issuance:
- Invoices will be issued within 10 days after receipt of the written sponsorship agreement and/or acceptance of the quote.

Tax Information:
- All sponsorship amounts are subject to VAT, if applicable.
- Sponsors will receive a detailed invoice, including tax amounts where applicable.

Late Payment:
- In case of late payment, the ECA reserves the right to charge late payment interest at the statutory rate and/or suspend sponsorship benefits until payment is received.

Agreement Modification:
- Any modifications to the sponsorship agreement, including invoicing terms, must be made in writing and agreed upon by both parties.

Currency & Bank Fees:
- All amounts are invoiced in EUR. Sponsors are responsible for covering any bank transfer or currency conversion fees to ensure the full invoice amount is received by ECA.

Non-Transferability:
- Sponsorship agreements cannot be transferred to another party without prior written consent from the ECA.

Force Majeure:
- In the event of exceptional circumstances beyond either party's control, obligations may be postponed or adjusted.

Contact Information:
- For questions about invoices or payments, please contact: andrea.vaugan@european-champions.org

CANCELLATION POLICY

All cancellations must be submitted in writing to the European Champions Alliance (ECA). Refunds will be calculated based on the time remaining before the final editorial deadline as follows:

3 Months Before final editorial deadline
- Sponsors cancelling 3 months or more before the final editorial deadline will receive a 75% refund of the sponsorship fee.

1 Month Before final editorial deadline
- Sponsors cancelling between 1 and 3 months before the final editorial deadline will receive a 50% refund of the sponsorship fee.

1 Week Before final editorial deadline
- Sponsors cancelling between 1 week and 1 month before the final editorial deadline will receive a 25% refund of the sponsorship fee.

After final editorial deadline
- Cancellations made after the final editorial deadline are non-refundable.

Special Circumstances
- In the case of force majeure (e.g., severe illness, natural disasters, or other events outside the sponsor's reasonable control), ECA will review the situation on a case-by-case basis and may offer a partial credit towards a future project.

Contact Information
For cancellation requests or questions, please contact:
✉ andrea.vaugan@european-champions.org

THERE IS NO EQUIVALENT MAPPING IN EUROPE

TODAY. **WE ARE BUILDING THE REFERENCE.**

Join us!

European
Champions Alliance