



# Kaspersky Innovation Hub

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# Kaspersky Innovation Hub

At Kaspersky, we believe innovation is what distinguishes a leader from a follower. The **Kaspersky Innovation Hub** is a core element in our growth strategy, fostering collaboration and cooperation between our company and the brilliant minds inside and outside. It promotes knowledge sharing and disruptive thinking, while providing great infrastructure to develop ideas into businesses, validate them on the market, enhance them, make them more mature, and scale them to global levels. It also helps us identify new trends and discover new markets, scouting for best-in-class startups or establishing innovative projects inside Kaspersky to follow our main mission – **to make the world a safer place**.

As a part of Kaspersky Innovation Hub, the **CoWorking** space offers innovative projects and startups access to Kaspersky's corporate infrastructure as well as our business and technological expertise to dramatically accelerate growth.

## Kaspersky Open Innovations Program

We are constantly on the lookout for new forms of innovation, promoting engagement with the startup ecosystem and alliance partners. By launching the **Kaspersky Open Innovations Program**, we invite innovative startups to support us in making the world cyber-immune. One strategic goal of this activity is to keep an eye on market needs, understand security challenges and demands across industries, identify gaps and close them by looking for innovations both inside and outside the company.

That's why we've launched **Global Startup Challenge**. It will search for the most advanced projects and innovative solutions beyond the functional prototype phase that can enrich our cybersecurity offering in different industries, including transportation and automotive, industrial and IoT, anti-fraud, and blockchain. This is a first step and its goal is to develop systematic engagement with people inside and outside Kaspersky, our partners in different regions, venture capital firms, accelerators and incubators across the globe in order to identify cybersecurity needs and run activities to satisfy those needs.

### Why it's important for innovative companies and startups

The main goal of our Open Innovations Program is to give as much support as we can to companies whose mission is to defend the world from cyberthreats. We help them validate their solutions and grow their businesses globally with Kaspersky.

#### Technical validation

- Technical and business mentoring for product development
- Work on technical integration for a joint proof of concept

#### Business development

- Business partnerships for commercial growth
- Access to our sales force and channel partners

#### Global exposure and outreach

- Join our global partner conferences and other events
- Engagement and exposure via our global media partners

### Why it's important for our clients

Kaspersky Open Innovations Program brings multiple values to our current customers:

- We select best-in-class solutions to address the biggest cybersecurity challenges and needs faster, reducing time to market.
- We scout, validate, nurture and enhance the most advanced and disruptive technologies to ensure digital transformation happens in a safe, secure environment.
- We partner with companies that complement us, integrate with our technologies to combine and maximize values for corporate cybersecurity strategies.

## Our current projects

We already run several innovative projects inside Kaspersky Innovation Hub. These projects operate in a variety of fields, but they all share the common goal of increasing protection and fighting fraud in its various forms.

# Polys

**Polys** – an online and offline blockchain-based solution that enables clear and transparent, fully monitored elections and voting, while simplifying the entire voting process. It reduces organizational costs and paperwork, helps boost turnout and increase the legitimacy of voting results, while providing a great user experience for all types of voters (<https://polys.me>).



**Privacy Audit** – an online personal assistant that saves time and effort in exercising your personal data protection rights, by helping identify which public resources have your personal data, and providing the capability to handle legally meaningful communications with owners of those resources, and, if necessary, even automatically submit legal complaints to the appropriate government agencies on your behalf in order to execute your right to be forgotten (<https://privacyaudit.me>).



**Transparent Deal** – an automated scoring system that identifies conflicts of interest between a customer's employees and a contractor's employees by analyzing multiple indicators, like relations, job position, resumes, and numerous other factors, helping compliance officers fight fraud in supplier contracts and prevent corruption (<https://transparentdeal.ru>).



**Verisium** – an IoT platform that features NFC and RFID tagging and blockchain infrastructure for supply-chain control and anti-counterfeit capabilities. It establishes a direct bi-directional connection between vendors and consumers by using a mobile app for product authentication and an immersive user-experience (<https://verisium.com>).



**Kaspersky Antidrone** – an advanced solution that features a combination of lidar- and video-detection systems as well as a neural network to detect, classify, and track civil drones, while also utilizing a jammer system to disrupt remote control, telemetry, video link and GPS/GLONASS signal transmission (<https://kaspersky.com/antidrone.global.html>).

## Let's innovate together

The Innovation Hub and CoWorking space promote the principles of transparency. We invite our clients and partners to visit us and gain hands-on experience of our projects. Share your own challenges and needs, learn more about the latest new trends and exciting technologies, and then go back to your business partners, customers and prospects with fresh ideas and new initiatives, making yourself an industry leader while keeping Kaspersky as a trusted partner and advisor.

Want to know more? Contact us via [ihub@kaspersky.com](mailto:ihub@kaspersky.com)

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