**C2A reveals its Academic Task Force**

**//Blog post by Michael Dick, C2A Security founder and CEO**

There are many cybersecurity companies in the world, and some are more successful than others. What differentiates the successful from the extremely successful companies?

There are many variables to consider in answering this question and there is also no one simple response.

On my journey through the security world for more than 30 years and the automotive industry for almost all of the last decade, I have been granted many insights that can help us with this issue.

Investors have traditionally looked at the CEO and company team when evaluating the potential success of a start-up, the logic being that a high proportion of any problems and obstacles a fledgling company will face will be overcome by an excellent leader of an excellent team.

I believe that this is a very valid approach to a point, but insufficient in itself to guarantee a company’s success.

We live in an ever-changing technological age where we are always pushing forward and inventing the next great new thing. Very often, its development has already been pioneered by the highly talented academic minds of professors and their students. What it needs is for an enthusiastic entrepreneur to take it up and convert it into a viable product that tackles a practical problem that has emerged.

That combination of theoretical knowledge with cutting edge technologies can very often create something completely new.

Over 30 years ago, Professor Adi Shamir developed an algorithm that was secure yet able to run on a smart card with limited CPU and memory resources. NDS was able to use this invention to enhance its conditional access technology for Pay TV.

NDS eventually grew into being the global market leader for conditional access and was sold to Cisco for $5 billion.

Fast forward 30 years, and we need to do the same for automotive security.

We have built up a fantastic team made up of highly experienced automotive engineers, elite Israeli intelligence cybersecurity officers, graduates from the most prestigious courses, and senior algorithm and embedded engineers with whom we have worked for many, many years.

We have developed the most advanced automotive security protection out there and we strongly believe that we have the most highly developed and uniquely crafted solutions in the marketplace.

To push ourselves further ahead of the game once more, we have again turned to the amazing human resources that come out of Israeli academia.

Professor Avishai Wool is a multidisciplinary researcher with very special skills and talents.

He is a world-renowned researcher with unique knowledge in electrical and electronic engineering, applied security, and encryption. He has led IEEE task forces while also co-founding AlgoSec.

Professor Wool has that very special talent of being able to "think industry" too. He has the ability to solve the industry problems using his vast academic and research knowledge while also being able to handle the commercial constraints involved.

Professor Wool has been immersed in the challenges of the automotive industry for some years now and his students have presented papers at Escar conferences.

Teaming up Professor Wool with Dr Elon and Dr Naiman, our resident researchers, sees us pooling almost a century of collective research experience within one young start-up, and creating a first-of-its-type academic task force.

We founded C2A to solve the automotive industry’s cybersecurity issues and to provide cybersecurity protection where it matters most in an industry founded on the need for safety.

Such a mission requires both a special strategy and an extraordinary team with the ability to solve both short- and long-term security issues.

Because of our deep commitment to the automotive industry, we are able to strategically plan both for tackling the short-term challenges of already existing security issues and also address those of the near and far future, some of which we are grappling with the implications of and some of which we seek to preempt.

Adding this uniquely talented academic task force to our already existing team of exceptional researchers and engineers is extremely exciting for us, and we are looking forward to some equally exciting results from it soon.

Above all, it means we are able to look ahead with confidence to both the near and far challenges we are determined to face.

Michael