**C2A reveals its Academic Task Force**

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

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

There are many variables in the solution to this question. There is also not only one correct answer. On my journey through the security world for more than 30 years, and  the automotive industry for almost a decade now, I've gained some insights that may shed some light on this.

When evaluating the potential success of a start-up in any vertical or industry, investors have traditionally looked to the CEO and team of the company. The logic being that a significant portion of the obstacles and problems will be solved by an excellent team and leader. I believe that this logic is correct. These are necessary but not sufficient ingredients for a successful company.

We live in an ever changing technological age, always pushing the edge and inventing the next best thing.

Very often, this next best thing has already been invented by the great and talented minds of professors and their students in academia. All that is needed is for an enthusiastic entrepreneur to adopt the idea and convert it into a viable product or to use the idea to solve a practical problem that has been uncovered.

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

Over 30 years ago, Pof. 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 their conditional access technology for PayTV.

NDS eventually grew to be the global market leader for Conditional Access and was sold to Cisco for $5 billion.

Fast forward 30 years, we understood that we need to do the same for automotive security. We built a fantastic team, comprised of experienced automotive engineers, elite Israeli intelligence cyber security officers and graduates from the most prestigious courses, and senior algorithm and embedded engineers that we worked with for many years. We have developed the most advanced security protection for automotive and believe that we have the most advanced and unique solutions on the market.

To remain ahead of the game and to continue to be on the bleeding edge, we once again have turned to the Israeli Academia.

Avishai Wool is one of those special multi-disciplinary researchers.

A world-renowned researcher, with unique knowledge in electrical and electronic engineering, applied security and encryption. He has lead IEEE task forces while co-founding AlgoSec, Prof Wool has that unique talent that allows him to "think industry". He has the ability to solve the industry problems while taking into account the commercial constraints using academic research and knowledge.

Prof Wool has been involved in automotive industry challenges for some years now and his students have presented papers to the Escar conferences.

Teaming up Prof Wool with Dr Elon and Dr Naiman our resident researchers,  aggregating almost a century of research years in one young start-up, created a first of its type academic task force.

We founded C2A to solve the Automotive industry cybersecurity issues and provide cyber security protection where it matters most - a safety industry.

Such a mission requires a special strategy, and a special team, with the ability to solve both short and long term security problems.

Committed to the Automotive industry, our strategy allows us to plan both for the short term, filling the already existing security gaps, while solving the near and farther future problems, some of which the industry is grappling with, and some yet to be addressed.

Adding this special academic task force to the already exceptional team of unique researchers and engineers is extremely exciting. We expect to see some interesting results in the near future….

Looking forward to both the near and far future.

Michael