IO5: Toolkit for IoT entrepreneurs

Project "INTERNET OF THINGS SECURITY NUGGETS"
ERASMUS+ No 2018-1-BG01-KA202-047919

Content of the course (for all businesses)

1.1. Introduction in cyber security

1.2. Why cyber security is important for my business

1.3. What is the effect of the cyber crimes on business and people

1.4. How to detect, investigate and respond to threats

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Content of the course (for digital businesses)

2.1. Business innovation and management of innovation

2.2. Business model innovation

2.3. Start-up and scale-up of digital business in IoT cyber security

2.4. Financial instruments

2.5. Design thinking for services and products in IoT cyber security

2.6. Target markets, consumers and Empathy map

2.7. Delivery methods and technological development

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Icons   Activity

Definition

Important information

Discussion

Exercise (individual or in groups)

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How to Create an Empathy Map That Improves Your Customer Experience

1. Don't empathize with just your ideal audience

2. Unlock insights from new and existing research

3. Encourage cross-functional team participation

Divide in groups, and use the Empathy map from the toolkit to create better digital products and services

1. Time for work: 50 min

2. Presentations time: <5 min

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IMPORTANT LINKS

- **The European Union Agency for Cybersecurity (ENISA)**

- **How Government Agencies are Facing Cyber Security Challenges**

- **Cybersecurity: Ensuring awareness and resilience of the private sector across Europe in face of mounting cyber risks**

- **Cyber Security Hub** – **check weekly for updates and warnings!**

- **Report cyber attacks:**

  Bulgaria / **Italy** / **Spain** – **Spain** / **Greece**

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