BIRD
CYBER 2022 CALL FOR PROPOSALS WEBINAR

September 14, 2022
11am - 12pm Eastern
6pm - 7pm Israel

Homeland Security

BIRD
Israel-U.S.
Binational Industrial Research
and Development Foundation

DHS SCIENCE & TECHNOLOGY

Science & Technology

Megan Mahle
Director of Industry
Partnerships
DHS Science and Technology

S&T Delivers
Scientific Rigor to

6 DHS Mission Areas

Counter Terrorism & Homeland Security Threats

Secure Cyberspace & Critical Infrastructure

Strengthen Preparedness & Resilience

Secure U.S. Borders & Approaches

Preserve & Uphold the Nation's Prosperity and Economic Security

Champion the DHS Workforce & Strengthen the Department

S&T VISION

A Safer America through Advances in Research, Development and Innovation

S&T MISSION

Contribute critical thinking and scientific rigor to deliver effective solutions in homeland security in areas of high impact and value for the nation.

Providing Mission-based Research & Development

S&T applies scientific rigor to detect, protect against and counter major threats and help speed response and recovery operations for intentional, accidental or natural disasters. S&T strives to strengthen the nation's preparedness and resilience through our mission-based portfolio.

S&T manages projects and programs across six thrust areas that align to DHS priorities.

- Border Security
- Counter Terrorist
- First Responder Disaster Resilience R&D
- Chemical, Biological, Explosives Defense R&D
- Cybersecurity, Information Analysis R&D
- Physical Security & Critical Infrastructure Resilience

Science and Technology

S&T Does RD&I in 3 Workstreams

1 Near-Term Component Needs

Includes projects/activities (3 years or less) that focus on gaps or needs that have been identified by DHS Components.

- ◉ Office of Mission Capability & Support
- ◉ Silicon Valley Innovation Program

2 Foundational Science

Enduring research that results in data sets, knowledge products and publications to support scientific endeavors.

- ◉ Office of National Laboratories
- ◉ Office of University Programs
- ◉ Small Business Innovative Research
- ◉ Technology Centers

3 Future Needs & Emerging Threats

Exploring emerging science and technology areas and their potential threat or application to future DHS missions.

- ◉ Technology Centers

Science and Technology

INDUSTRY PARTNERSHIPS

INCENTIVIZING INNOVATION TO DELIVER HOMELAND SECURITY SOLUTIONS

Engaging Industry — Incentivizing Innovation — Delivering Solutions

ENGAGING WITH INDUSTRY TO SOLVE HOMELAND SECURITY CHALLENGES

BIRD HLS and Cyber
Provides grants funded by DHS S&T & Israel MOPS or INCD to develop advanced technologies of mutual interest

Hacking for Homeland Security
Pairs university students with DHS mentors, technical experts, and business leaders to develop solutions for DHS problems

In-Q-Tel
Sources venture-backed commercial tech for homeland security use

Long Range Broad Agency Announcement
Provides an open invitation for the innovation community to propose novel solutions for DHS needs

Prize Competitions
Use public crowd-sourcing to incentivize innovation

Silicon Valley Innovation Program
Engages the global startup community to harness commercial R&D for government applications

Small Business Innovation Research Program
Helps small businesses develop and commercialize solutions

DELIVERING SOLUTIONS TO SOLVE HOMELAND SECURITY CHALLENGES

Technology Transfer and Commercialization
Coordinates intellectual property (IP) rights protection, licensing, and commercialization activities

Cooperative Research and Development Agreements
Facilitate collaborative R&D between DHS and a non-federal partner

Homeland Security Startup Studio (HSSS)
Brings together entrepreneurs and inventors to deliver technology solutions for homeland security

Partnership Intermediary Agreements
Assist DHS with technology transfer and commercialization activities

Commercialization Accelerator Program
Increases the likelihood of successful transfer of federally funded technologies from lab to market

SILICON VALLEY INNOVATION PROGRAM TOPIC CALL

NEW SVIP TOPIC CALL!

Software Supply Chain Visibility Tools

APPLICATIONS DUE

OCTOBER 3, 2022 @ 12 P.M. PT

Science and Technology

SVIP's topic call, in partnership with the DHS Cybersecurity and Infrastructure Security Agency (CISA), seeks technology that will enable stakeholder visibility into software supply chains and new risk assessment capabilities.

Applications are required to align to the first technical topic area (TTA) listed below and one or more of the additional TTAs:

1. [REQUIRED] Foundational Open-Source Libraries
   - Multi-format SBOM Translator
   - Software Component Identifier Translator
2. Automated SBOM Generation
3. SBOM Enabled Vulnerability Visualization
4. SBOM Enabled Interactive Development Environment (IDE) Plug-in
5. SBOM Enabled Security Incident and Event Management (SIEM) Plug-in

Deadline: October 3, 2022 at 12:00 PM PT

For more information: www.dhs.gov/science-and-technology/svip

Science and Technology

CONNECT WITH S&T

scitech.dhs.gov

SandT.Innovation@hq.dhs.gov

@dhsscitech

BIRD Cyber

Andrea Yonah
Director of Business Development
East Coast and Midwest

andrea@birdf.com

Tal Kelem
Director of Business Development
BIRD Cyber and BIRD HLS Lead

tal@birdf.com

Israel-United States Binational Industrial Research and Development Foundation

www.birdf.com

BIRD Foundation

BIRD = Binational Industrial Research and Development

Joint fund, established in 1977 as a joint initiative between the US and Israeli governments

Mission

To stimulate, promote and support joint (non-defense) industrial R&D of
<u>mutual benefit</u> to
Israel and the United States

Funding

Income from interest earned on $110 million endowment grant and from repayments from successful BIRD projects

The BIRD Model

Conditional Grant
Risk Sharing
Up to $ ½ (X)

Budget
$ X
Israeli Company

Proposer

Proposal
$ (X+Y)

Repayments from
100% up to 150%
Of Grant upon
commercialization

BIRD

Budget
$ Y
U.S. Company

Conditional Grant
Risk Sharing
Up to $ ½ (Y)
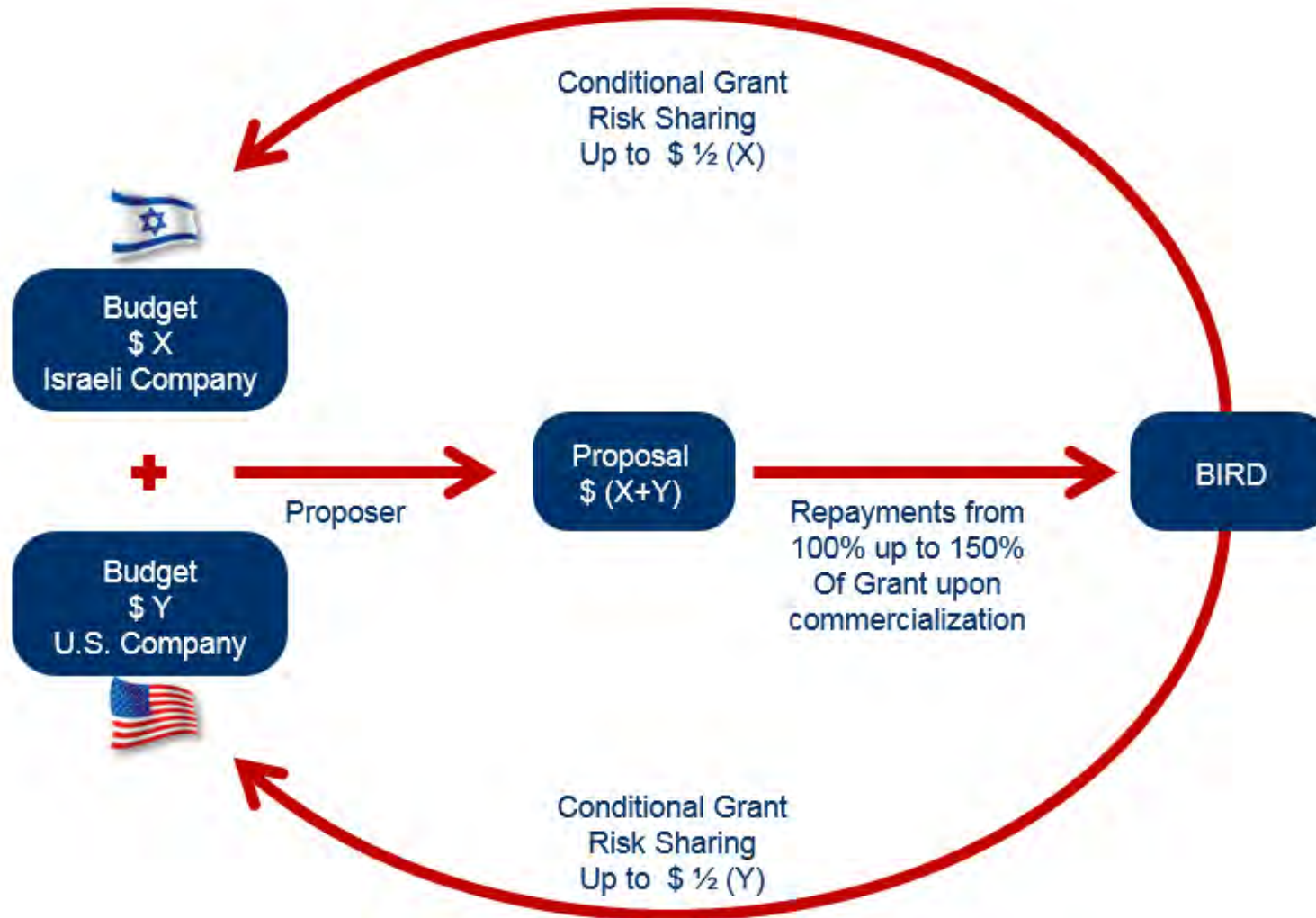
- The BIRD Foundation offers conditional grants on a risk-sharing basis

- The Foundation funds up to **50%** of each company's R&D expenses associated with the project

- Maximum conditional grant= **$1.5M**

- **Every dollar invested by the governments yields at least $2 of activity through private sector cost-sharing**

Why BIRD?

- Non-Dilutive Funding

- Risk sharing - willing to invest in high risk technologies that require longer time to market.

- "Stamp of approval" – review of the project by external organizations such as DHS* and INCD**

- High positive reputation which improves fundraising, PR and ability to find additional partners

- Commitment - Improved Partnership

*   U.S. Department of Homeland Security
** Israel National Cyber Directorate

Flags by :www.webdesignhot.com

BIRD
Israel-U.S.
Binational Industrial Research

BIRD FOUNDATION
IMPACT STUDY
2002-2018

How do we evaluate projects?

- Innovation (Technology)

- Synergy between companies

- Market opportunity

- Go to market strategy / commercialism

Flags by :www.webdesignhot.com

BIRD Foundation Staff

BIRD
Israel-U.S.
Binational Industrial Research
and Development Foundation

Headquarters - Israel

	Eitan Yudilevich, Ph.D. **Executive Director** eitan@birdf.com	**PBC ***
Natalie Galperin **Fin** **Chief Financial Officer** natalie@birdf.com	**Chava Doukhan** **Off.** **Office Manager** chava@birdf.com	**Tal Kelem** **PBC** **Director of Business Development BIRD HLS and BIRD Cyber Lead** tal@birdf.com
Auriane Amouyal **Fin** **Financial Manager** moran@birdf.com	**Oshrat Attias** **Off.** **Administrative Assistant** oshrat@birdf.com	**Limor Nakar-Vincent** **PBC** **Deputy Executive Director of Business Development & BIRD Energy** limorn@birdf.com
	Maha Wakileh **IT** **Information Systems Manager** maha@birdf.com	**Omer Carmel** **PBC** **Director of Business Development** omer@birdf.com

*PBC – Primary BIRD Contact

U.S. Offices

West Coast (California) **Maya Vardi Shoshani** **Director of Business Development** mayav@birdf.com
East Coast & Midwest (New Jersey) **Andrea Yonah** **Director of Business Development** andreay@birdf.com
South (Texas) **Shiri Freund Koren** **Director of Business Development Energy Center U.S. Coordinator** shirik@birdf.com

BIRD Cyber

U.S.-Israel Cybersecurity Initiative

An annual program, funded by DHS S&T (the U.S. Department of Homeland Security, Science and Technology Directorate) and INCD (the Israel National Cyber Directorate).

BIRD Cyber 2022 Call for Proposals

https://www.birdf.com/bird-cyber/

- Secured Architecture for Protecting Core Operational Processes
- Small to Medium Airports or Seaports Real-Time Risk Assessment Solution Pilot
- Piloting Resilience Centers for Small and Medium Businesses and Enterprises
- Advanced Data Fusion and Analytics

- **Executive Summary:** November 15, 2022
- **Final Proposal:** January 10, 2023
- **Decisions:** March 2023

18

BIRD Cyber 2022 Call for Proposals

https://www.birdf.com/bird-cyber/

BIRD Cyber Highlights

- Answering market gaps that are not properly answered by the industry

- Focus on SMBs

- Specific topics – the proposal answers a requested need/market gap

- The stakeholders, DHS and INCD, define the needs, review all proposals, and are exposed to your offering

- BIRD and INCD can help with demo sites both in Israel and in the U.S.

- One of the partners may be a university/research institution

- Demo sites might be partners in the program

Evaluation Process

Proposals' Submission

Evaluation by INCD's Reviewers

Evaluation by DHS S&T's Reviewers

Coordination of Israel Rankings
by INCD

Coordination of U.S. Rankings
by DHS S&T

DHS S&T and INCD:
Joint pre-Board Meeting

**Selection of Projects at the
Board of Governors' Meeting**
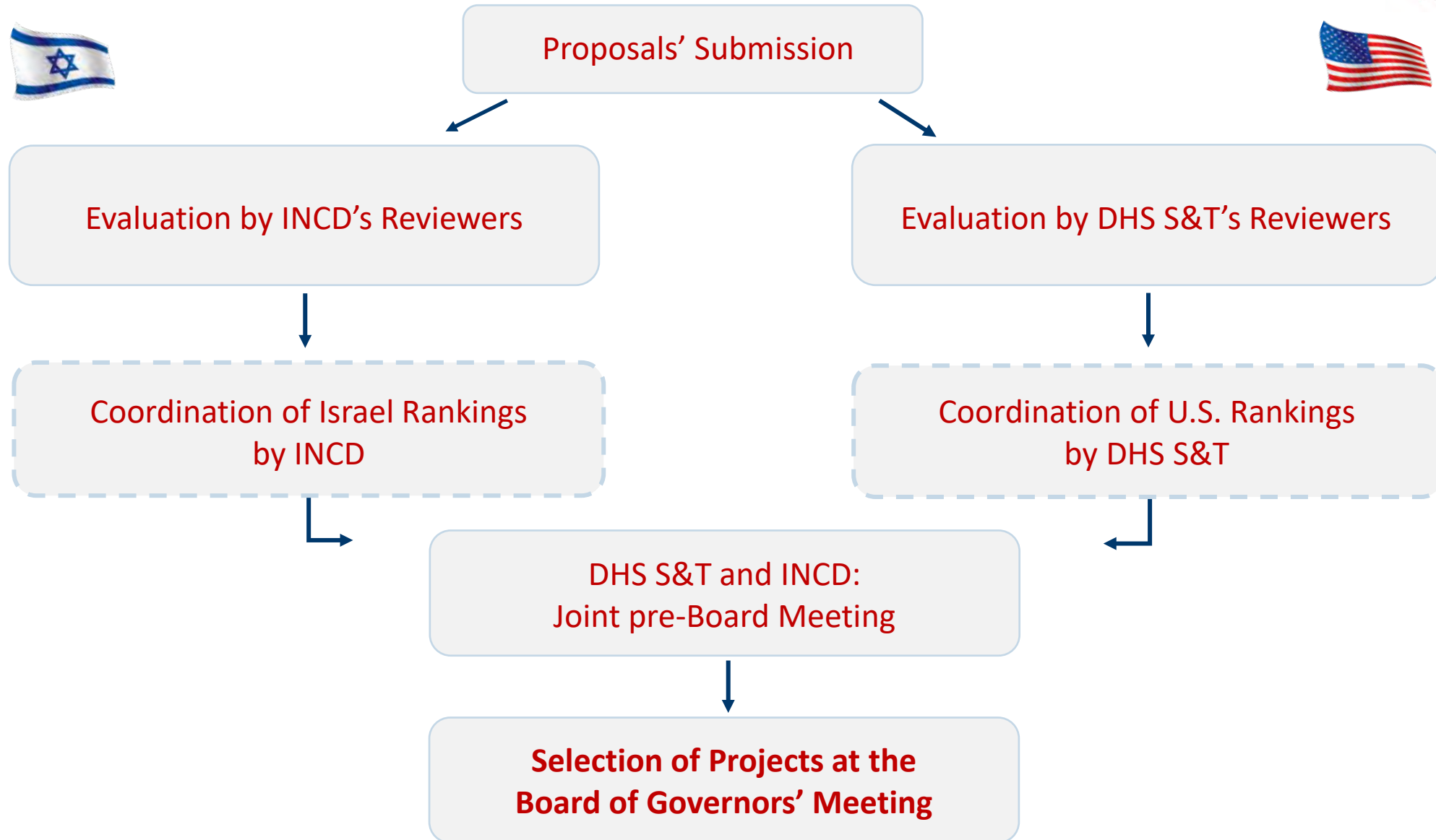
A strategic partner

- A joint R&D collaboration is a long term strategic act

- What are your needs?
  Analyze your needs and your offering before
  approaching a company.

- Build your network within the partnering company

Flags by :www.webdesignhot.com

Thank You

Andrea Yonah
Director of Business Development
East Coast and Midwest

andrea@birdf.com

Tal Kelem
Director of Business Development
BIRD Cyber and BIRD HLS Lead

tal@birdf.com

Israel-United States Binational Industrial Research and Development Foundation

www.birdf.com

Israel National Cyber Directorate

Dadi Gertler,
Executive Director of Innovation
& Technology Cooperation

סייבר ישראל
מערך הסייבר הלאומי

The National Cyber Directorate(INCD)

- **The national agency for securing Israeli Civil cyberspace**

- **Promoting Cybersecurity Innovation & Capacity building**

סייבר ישראל
מערך הסייבר הלאומי

INCD Scope of Responsibility

- Government
- Critical Infrastructures
- Vital Assets and Sectors
- Industries and Services
- SMBs
- Man in the Street
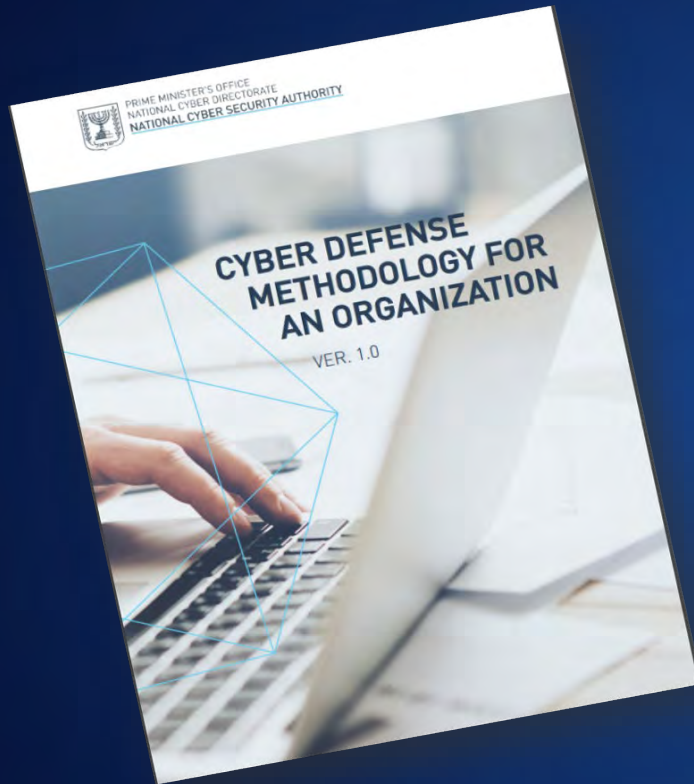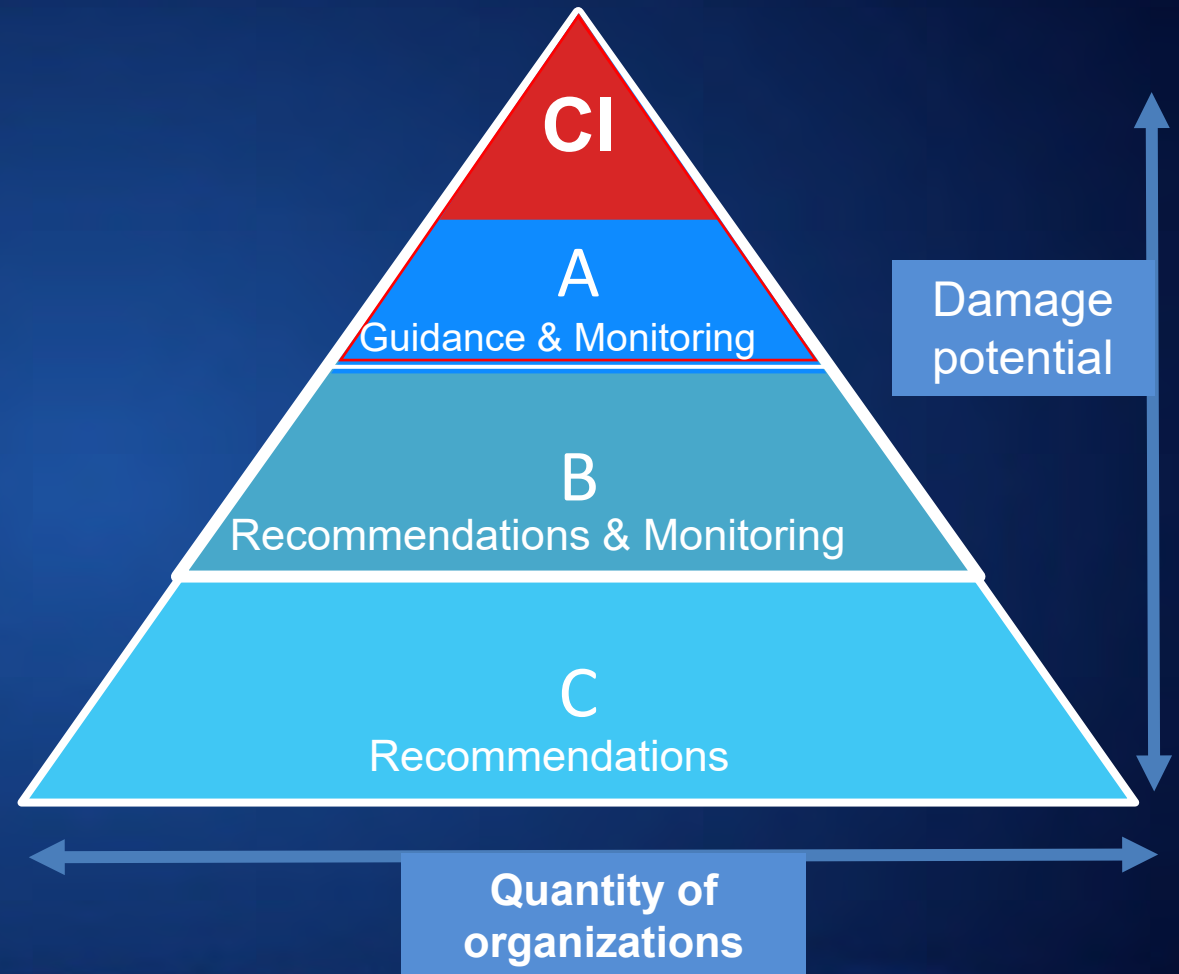
Topic - 1

1. Secured Architecture for Protecting Core Operational Processes	The solution should demonstrate a holistic approach to protect key Operational Technology and Industrial Control System processes within a major operational critical infrastructure utilities (such as Water, Industry 4.0, Transportation, and Oil &Gas). There should be an emphasis on external connectivity with innovative online artificial intelligence optimization services in the cloud.

Topic - 2

2. Small to Medium Airports or Seaports Real-Time Risk Assessment Solution Pilot

The solution will provide continuous cyber-posture visibility & situational awareness for EITHER small to medium airports OR small to medium seaports challenged to meet cybersecurity regulations released by sector-specific government agencies and industry associations.
The solution should include a fusion of various sources such as external attack surface management, vulnerability assessment (IT & OT) & management, breach & attack simulation (BAS), passive network sensors, endpoint sensors, IoT analytics tools, and threat intelligence.

Topic - 3

3. Piloting Resilience Centers for Small and Medium Businesses and Enterprises

Focusing on sectoral hubs*, the solution should demonstrate resilience centers capable of serving hundreds of entities, and including capabilities such as continuous monitoring, detection and response, online risk assessment services, cyber insurance, training & awareness, and other professional, financial and technological services, which are tailored to the challenge of working at scale, in a highly cost effective and distributed manner.

*Sectoral Hubs are defined here as associations or other entities which typically engage/serve a substantial number of organizations from the same market sector.

Topic - 4

4. Advanced Data Fusion and Analytics	Developing and piloting data fusion architecture by collecting unstructured data from a diverse set of feeds (such as commercial threat intelligence, deception technologies, DNS data, malware samples, and inline sensors) and using AI/ML techniques to effectively idAdvancentify ed Persistent Threats. Additionally, develop AI/ML infrastructure, algorithms, and tools to enable Security Orchestration, Automation, and Response, behavioral anomaly detection, data reduction, tipping and queuing of analyst workflows, and other useful mission needs. A particular use case of interest is the ability to generate representative training data that can be shared among partners including Government to Government and Government to Private Sector.

סייבר ישראל
מערך הסייבר הלאומי

Israel National Cyber Directorate

**Dadi Gertler,
Executive Director of Innovation
& Technology Cooperation**

CYBERSECURITY &
INFRASTRUCTURE
SECURITY AGENCY

Cybersecurity and Infrastructure Security Agency (CISA)

VISION
Secure and resilient infrastructure for the American people.

MISSION
We lead the National effort to understand, manage, and reduce risk to our cyber and physical infrastructure.

OVERALL GOALS

GOAL 1

DEFEND TODAY

Defend against urgent threats and hazards

seconds | days | weeks

GOAL 2

SECURE TOMORROW

Strengthen critical infrastructure and address long-term risks

months | years | decades

CYBERSECURITY &
INFRASTRUCTURE
SECURITY AGENCY

Our
Work

The Cybersecurity and Infrastructure Security Agency (CISA) works with partners to defend against today's threats and collaborating to build more secure and resilient infrastructure for the future

PARTNERSHIP DEVELOPMENT
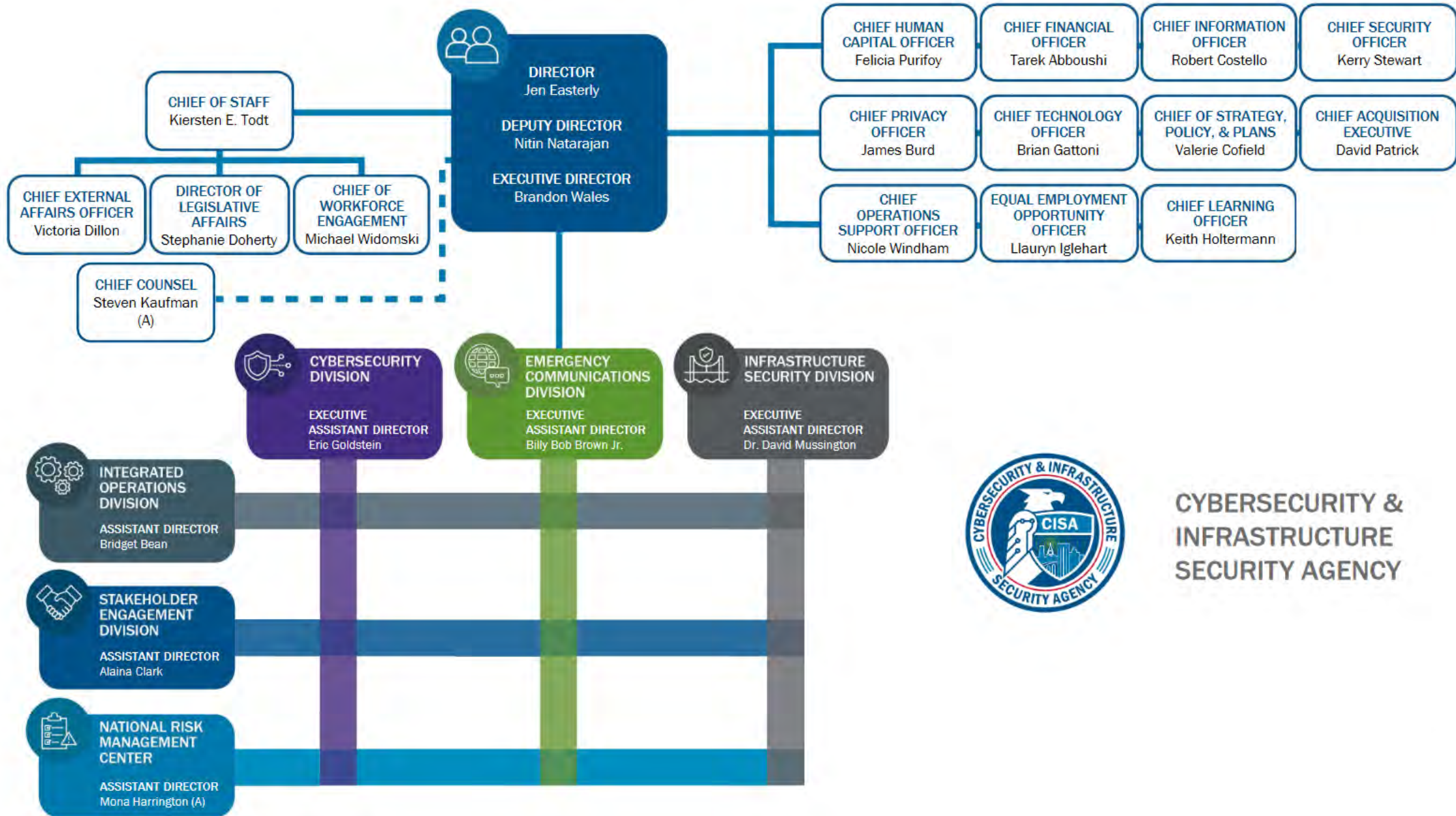
INFORMATION AND DATA SHARING

CAPACITY BUILDING

INCIDENT MANAGEMENT & RESPONSE

RISK ASSESSMENT AND ANALYSIS

NETWORK DEFENSE

EMERGENCY COMMUNICATIONS

DIRECTOR
Jen Easterly

DEPUTY DIRECTOR
Nitin Natarajan

EXECUTIVE DIRECTOR
Brandon Wales

CHIEF OF STAFF
Kiersten E. Todt

CHIEF EXTERNAL AFFAIRS OFFICER
Victoria Dillon

DIRECTOR OF LEGISLATIVE AFFAIRS
Stephanie Doherty

CHIEF OF WORKFORCE ENGAGEMENT
Michael Widomski

CHIEF COUNSEL
Steven Kaufman
(A)

CHIEF HUMAN CAPITAL OFFICER
Felicia Purifoy

CHIEF FINANCIAL OFFICER
Tarek Abboushi

CHIEF INFORMATION OFFICER
Robert Costello

CHIEF SECURITY OFFICER
Kerry Stewart

CHIEF PRIVACY OFFICER
James Burd

CHIEF TECHNOLOGY OFFICER
Brian Gattoni

CHIEF OF STRATEGY, POLICY, & PLANS
Valerie Cofield

CHIEF ACQUISITION EXECUTIVE
David Patrick

CHIEF OPERATIONS SUPPORT OFFICER
Nicole Windham

EQUAL EMPLOYMENT OPPORTUNITY OFFICER
Llauryn Iglehart

CHIEF LEARNING OFFICER
Keith Holtermann

CYBERSECURITY DIVISION

EXECUTIVE ASSISTANT DIRECTOR
Eric Goldstein

EMERGENCY COMMUNICATIONS DIVISION

EXECUTIVE ASSISTANT DIRECTOR
Billy Bob Brown Jr.

INFRASTRUCTURE SECURITY DIVISION

EXECUTIVE ASSISTANT DIRECTOR
Dr. David Mussington

INTEGRATED OPERATIONS DIVISION

ASSISTANT DIRECTOR
Bridget Bean

STAKEHOLDER ENGAGEMENT DIVISION

ASSISTANT DIRECTOR
Alaina Clark

NATIONAL RISK MANAGEMENT CENTER

ASSISTANT DIRECTOR
Mona Harrington (A)

CYBERSECURITY & INFRASTRUCTURE SECURITY AGENCY

16 Critical Infrastructure Sectors & Corresponding Sector Risk Management Agencies

CHEMICAL	CISA
COMMERCIAL FACILITIES	CISA
COMMUNICATIONS	CISA
CRITICAL MANUFACTURING	CISA
DAMS	CISA
DEFENSE INDUSTRIAL BASE	DOD
EMERGENCY SERVICES	CISA
ENERGY	DOE

FINANCIAL	Treasury
FOOD & AGRICULTURE	USDA & HHS
GOVERNMENT FACILITIES	GSA & FPS
HEALTHCARE & PUBLIC HEALTH	HHS
INFORMATION TECHNOLOGY	CISA
NUCLEAR REACTORS, MATERIALS AND WASTE	CISA
TRANSPORTATIONS SYSTEMS	TSA & USCG
WATER	EPA

CISA Regions

1	Boston, MA
2	New York, NY
3	Philadelphia, PA
4	Atlanta, GA
5	Chicago, IL
6	Dallas, TX
7	Kansas City, MO
8	Denver, CO
9	Oakland, CA
10	Seattle, WA

1. CISAREGION1@CISA.DHS.GOV
2. CISAREGION2@CISA.DHS.GOV
3. CISAREGION3@CISA.DHS.GOV
4. CISAREGION4@CISA.DHS.GOV
5. CISAREGION5@CISA.DHS.GOV
6. CISAREGION6@CISA.DHS.GOV
7. CISAREGION7@CISA.DHS.GOV
8. CISAREGION8@CISA.DHS.GOV
9. CISAREGION9@CISA.DHS.GOV
10. CISAREGION10@CISA.DHS.GOV

AK

Seattle WA
OR
ID

WA MT ND
SD
WY
UT CO Denver

NV
CA
AZ

Northern Mariana Islands
Guam
American Samoa
HI

NE IA
KS
Kansas City MO

MN
WI MI
Chicago
IL IN OH

ME
VT NH
MA
CT RI
Boston

NY
New York
NJ
Puerto Rico
U.S Virgin Islands

PA
WV MD DE
VA
Washington D.C.
Philadelphia

KY
TN NC
SC
MS AL GA Atlanta
FL

NM OK AR
TX LA
Dallas

Q&A