Cybersecurity & Cinema Challenge: "Startup Scene"

Presented and hosted by Propolys
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Scoring: Points will be available on the platform.
Deliverable: 1 pitch (up to 3 minutes) + a maximum of 3 slides
Prize: $400 for the winning team ($100 per member)

🎥 Context

Welcome to **"Startup Scene"**, where the world of cinema meets cybersecurity! Your mission: come up with an innovative startup idea that addresses cybersecurity challenges in the film industry.

Think studio hacks, actor deepfakes, hijacked screenings, or AI-generated plot manipulation. The movie industry is facing a new wave of digital threats—what if **YOU** had the solution?

🌐 Your Mission

Pick one of the proposed scenarios (or come up with your own) and develop a startup idea that solves a cybersecurity issue. Your objectives:

- Define your startup concept (what, who for, and why)
- Identify the problem, the impact, your solution, and a name for your startup
- Present a simple business model (target users, value proposition, revenue model)
- Create 3 slides
- Practice delivering a punchy and engaging 3-minute pitch

🔷 Scenario Ideas (choose one or invent your own):

❄️ *Hollywood under attack*

A major movie studio gets hacked just days before the release of a blockbuster. The script is leaked, unfinished visual effects are circulating online, and chaos ensures. Your startup protects film productions at every step of the creative pipeline.

🫥 Deepfake or not

Fake videos of famous actors are causing chaos online—false announcements, shocking statements, rumors of feuds. Your startup develops a tool to detect or prevent deepfakes, tailored for the film industry.

🍿 Cyberflix

A streaming platform wants to reinvent content recommendations without exploiting personal data. Your startup offers an innovative, ethical, and privacy-friendly solution to enhance the user experience.

🎬 Screen 7 Hacked

During a high-profile premiere, a movie theater is hacked—projectors shut down, sound disrupted, illegal streaming begins. Your startup builds a solution to secure modern cinema equipment from cyberattacks.

🕐 Back to the Future of Cyber

It's the year 2045. Cinema is immersive, AI-generated, and interactive… and extremely vulnerable. Imagine a futuristic startup that anticipates the cybersecurity challenges of this next-gen movie industry.

👽 Villain-as-a-Service

What if movie villains (think Joker, Darth Vader, or Voldemort) launched a cybercriminal startup? What would they offer? And how would your real startup fight back? *Bonus points if you go the funny route!*

🎤 What You Can Do

- Serious pitch or fun and creative? Up to you!
- Feel free to use humor, sci-fi vibes, or pop culture references
- Focus on a real-world problem and propose a smart solution

💥 What We're Looking For

A pitch that's clear, engaging, and maybe even fun—along with a startup idea that feels like it could actually become real someday!

📞 Want to go Further?

If entrepreneurship sounds exciting, or if you'd like to develop your idea into a real project, get in touch with **Propolys**, Polytechnique Montreal's incubator:

👉 www.propolys.ca
✉ propolys@polymtl.ca