

PRIVATE EQUITY IN ACTION - CASE STUDY

Cognitive Security



Country	Czech Republic
Region	Praha
Investor	Credo Ventures, Evolution Equity, RSJ Private Equity

Cognitive Security is a high-tech internet security software maker that uses artificial intelligence techniques to detect advanced threats of cyber attack. Stemming from an idea developed at the respected Czech Technical University, Cognitive Security needed venture capital funding, experienced partners and access to international networks to grow.

Credo Ventures, Evolution Equity and RSJ Private Equity invested in the company in April 2011 and helped transform the start-up by bolstering Cognitive Security's sales team, helping to unlock US, UK, IR, ES, DE, FR, BE, and CZ markets and increase revenues 50 times. The investors sold the company to US computing and technology giant to CISCO Systems after 20 months in Feb 2013.

50x
increase in sales

50%
growth in employees to 28



What did the business need?

- Improved sales, marketing and corporate governance
- Research and development funding
- Access to international sales networks

How did private equity backing create lasting value?

- Bought out minority investor
- Strengthened sales team
- Expanded into other European and international markets
- Invested €600,000 in R&D
- Won new clients

Thanks to our investors, we have been able to proceed quickly to the global market and make our vision a reality.

MARTIN REHAK
CEO & Co-Founder
Cognitive Security

What outcomes did private equity investment

achieve?'

- Turned Cognitive Security into global player in cyber threat detection and prevention
- Achieved global coverage in the space of Intrusion Detection/Prevention in less than two years
- Increased sales by 50x
- Increased employee numbers by 50% to 28
- Cognitive Security staff took senior roles at CISCO systems



More information

[Cognitive Security](#)

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