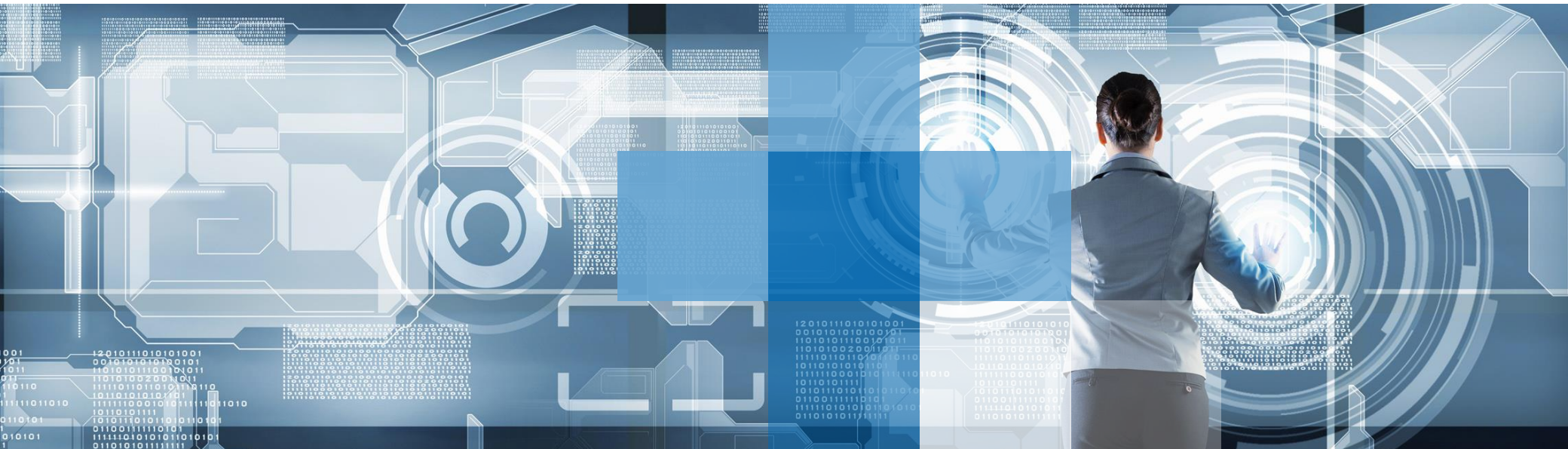




**INC
INVENTION
CENTER**



***INC Service Module
Start-Up Screening – Newsticker – Match Making***

23.03.2017



Scope

The Invention-Centre in cooperation with KEX AG performs screening and technical validation work of start-ups for their Community partners to early-stage monitor relevant market entrants, innovative products with the potential of technology leaps and last-but-not least paving the way for their M&A activities in strategic sectors.

By performing targeted technical searches and conducting validation and demonstration work we identify valuable, promising start-ups and de-risk promising technologies to solve industry challenges.

- Gain access to the start-up landscape and technical overview of the technology or market of interest
- Get actionable data from an independent third party to guide decision making on strategic investments, M&A and more
- Identify opportunities for disruptive growth and/or protect your business

Invention Center: Start-Up Screening – Newsticker – Match Making



3 Stages – 6 Phases

Newsticker	<u>Define:</u>	Determine the scope and goals of respective screening program focusing on start-up foundation and development in a particular technology field, market segment, geographical region or a topic of strategic interest.
	<u>Identify:</u>	INC/KEX executes a comprehensive start-up search to prepare a start-up landscape in the requested technology field, market segment, geographical region or a topic of strategic interest.
Analysis	<u>Verify:</u>	INC/KEX executes an in-depth analysis of favoured start-ups based on selected attributes to create a ranked short list of potential candidates for further ongoing.
Matchmaking	<u>Select 1:</u>	INC/KEX executes a selection process that integrates expert technical and business expertise (Fraunhofer, RWTH, ...) based on attributes required/requested by the partner to identify potential candidates for match-making (Technical Due Diligence).
	<u>Select 2:</u>	Our domain experts design a customized validation or demonstration project that integrates the goals of the Consortium Partners (partner + start-up) with those of the selected startup(s).
	<u>Execute:</u>	<p>The technical projects are executed at INC/KEX/Fraunhofer research facilities in real-world settings. Projects may include:</p> <ul style="list-style-type: none"> • Optimizing and testing prototypes • Conducting field demonstrations in real-world conditions • Performing system integration work • Evaluating manufacturability



Stage 1

- **Define:** Determine the scope and goals of the screening program in a particular technology field, market segment, geographical region or a topic of strategic interest.
Deliverable: scope, expectations and target
- **Identify:** comprehensive start-up search to prepare a start-up landscape in the requested search field
Deliverable: frequently/opportunistic delivered ranked start-up long list



Stage 2

- **Verify:** in-depth analysis of favoured start-ups based on selected attributes to create a ranked short list of potential candidates
Deliverable: ranked short list of candidates



Target

- Contemporary information to our partners about start-ups in defined market segments or technology fields
- In depth analysis of selected start-ups
- Selection of start-ups for match-making and realization of projects

Stage 3

- **Select 1:** selection process that integrates expert technical and business expertise based on attributes
Deliverable: top 3+ list for match making; Technical Due Diligence
- **Select 2:** selection process by visiting and interview of start-ups; notification of partner to start-up; project definition
Deliverable: match making and project definition
- **Execute:** project execution
Deliverable: feasibility, prototype, demonstrator

