



CHANGE LIGHT-LY

# THE LINK BETWEEN TECH START-UPS AND INDUSTRY



Industrialisation | Organisational development | Visibility



Start-ups have **innovative, pioneering ideas**.

They possess first-class expertise in the fields of sustainability, the circular economy, cloud applications and AI.

They often lack visibility and a support network.

At the same time, they find it difficult to identify suitable industrialisation partners for their products in the **hardware** sector.

In the **SaaS** sector, there is often a lack of pilot customers and industrial partners who are willing to provide a database or to support a product during its development, test it and improve it through active feedback.

**STARTUPS**



**Traditional  
Industry**

**Flexible**

**Creative**

**Engineering expertise**

**Modern & efficient working  
methods**

**No manufacturing expertise**

**Digital & abstract**

**Limited knowledge of standards**



**Inflexible & static**

**Innovation bottleneck**

**Shortage of engineers**

**Outdated, inefficient  
working methods**

**Manufacturing expertise**

**Haptic & analogue**

**Certification experience**

# Start-up industrialisation

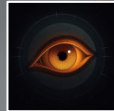
We build bridges between traditional industry and innovative start-ups!



Engineering-Hub



Networking



Marketing



Pilot customers



Events



Compliance & Certification

We help you find suitable partners to

- industrialise a product
- verify manufacturability
- ensure compliance and certification
- receive advice and support during development
- find industrial companies as pilot customers whose processes can be significantly streamlined by a software solution

# Organisational development for start-ups

The transition from a core founding team with a shared vision and constant communication to a fully functional organisation is often challenging.

Critical team sizes that necessitate a change in organisational structure are:

- 5 people

We help start-ups overcome the obstacles of these growth phases and position themselves for the future, not only technologically but also organisationally!

- 20 people
- 50 people

Once this headcount is reached, processes, organisational structure and roles must be redefined.

At the same time, scalability must be ensured for the next stage.



Scalability



Organisational structure



Process definition



Project management

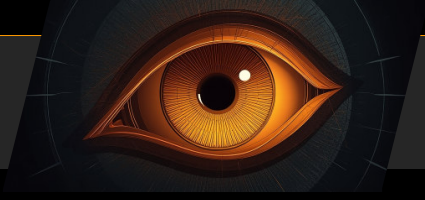


Role descriptions



Joint pool of experts

# Marketing & Reach



LinkedIn



Image  
brochure

Just like the traditional electronics industry, start-ups are **masters of their craft** – but not necessarily **masters of marketing...**

Transforming technical expertise into tangible added value whilst simultaneously building their own business is a challenge that the founding team can scarcely manage in parallel.

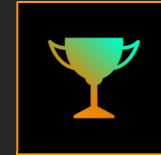
That is why we support start-ups as they take their first steps towards the market, reach and visibility, ensuring they are **present and effective with their target audience** right from the start.

Together, we identify the unique selling points that **make your product stand out.**

We create content and designs for the website and identify suitable keywords to ensure that the innovative product can be found using standard search terms.



Website



USPs



Pitch deck

We design pitch decks and corporate brochures to ensure that **investors** and website visitors always receive a professional impression and comprehensive information about the product.

# Our pool of tech experts

Industry experts: Affordable | available | tailored to the industry

**Experienced, qualified experts** are expensive, yet worth every penny. - For start-ups and small businesses, this often means they cannot afford this specialist knowledge in business development and networking within the electronics sector, and it remains out of their reach.

Projects are held up because the existing team has to painstakingly familiarise themselves with topics that lie far outside their areas of interest and core expertise.

Our pool of experts specifically addresses this issue and enables start-ups and small and medium-sized enterprises to become part of a tech community that has access to the same pool of experts:

- Technical marketing and sales
- Specialised hardware and software development
- Business development & networking for electronics

✓ Industry expertise

✓ On an individual basis and part-time

✓ Cost control

✓ One salary for a wide range of expertise

# Time to market is crucial – Especially for Start-ups

## 1. Secure a competitive advantage

by entering the market before a larger corporation brings the idea to market faster

## 2. Learn more quickly what customers really want:

The sooner you go live, the sooner you'll discover which features are truly needed – and can make adjustments.

## 3. Use resources efficiently

Months of development without user contact risks investing resources in features that are incomprehensible or not user-friendly.



## 4. Winning over investors

A working (basic) product with early users demonstrates progress – this is more convincing to investors than any business plan.

## 5. Seizing the right moment

Opportunities are fleeting: new technologies, regulations or trends. Timing your market entry correctly is crucial.



## THE LINK BETWEEN TECH START-UPS AND INDUSTRY



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Book an appointment now for your personalised start-up strategy!



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