UNICO

Business Consultancy for Science based Innovations

in numbers

$12M
saved for companies

$9.3M+
brought to universities

200+
Innovations delivered.

13
market-ready deep-tech start-ups

Product-market-grant fit!!!

 Product-market fit.

(Ask „who cares" before scaling the lab work)

 Technology-grant fit.

(Fitting tech to grant opportunities kills the product)

 Product-market-grant fit.

(Don't scale/grow business before you are ready)

How to fund the business?

▶ Bootstrapping.

(earn the money first, then scale)

▶ Public funding.

(test and learn using public money)

▶ Risk capital.

(use someone else's money to grow faster)

VC Funding

▸ Business case + Business model
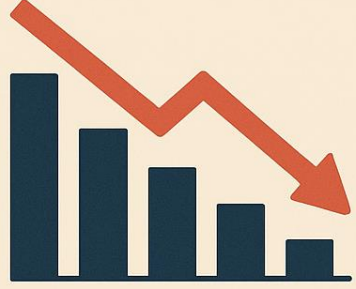(convincing, supported by data, not just model)

▸ Team.
(will this team be able to deliver?)

▸ Learn from criticism. Pivot.
(critics can help you if you reflect on it)

VC Statistics

➤ 63% of tech start-ups fail in first 5 years

(up to 80% fail rate for medtech start-ups)

➤ First-time founders? 18% succes rate.

(team is critical!)

➤ 42% fail due to lack of market need.

(please please please ask what your clients need!)

VC – things to remember

▶ Timing!

(always takes more time than you expect)

▶ Not just $, governance as well.

(think twice before accepting SHA/conditions)

▶ Strategic investor or just cash?

(think about other benefits than money)

HIGH RISK

HIGH REWARD

EIC Accelerator

➤ Excellent business case and model.
(data! High-risk high-gain projects only)

➤ Team.
(excellent team ABSOLUTELY necessary)

➤ Professional VC on board.
(for blended funding)

➤ Soft factors.
(presentation, bullshitting)

THANKS!

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