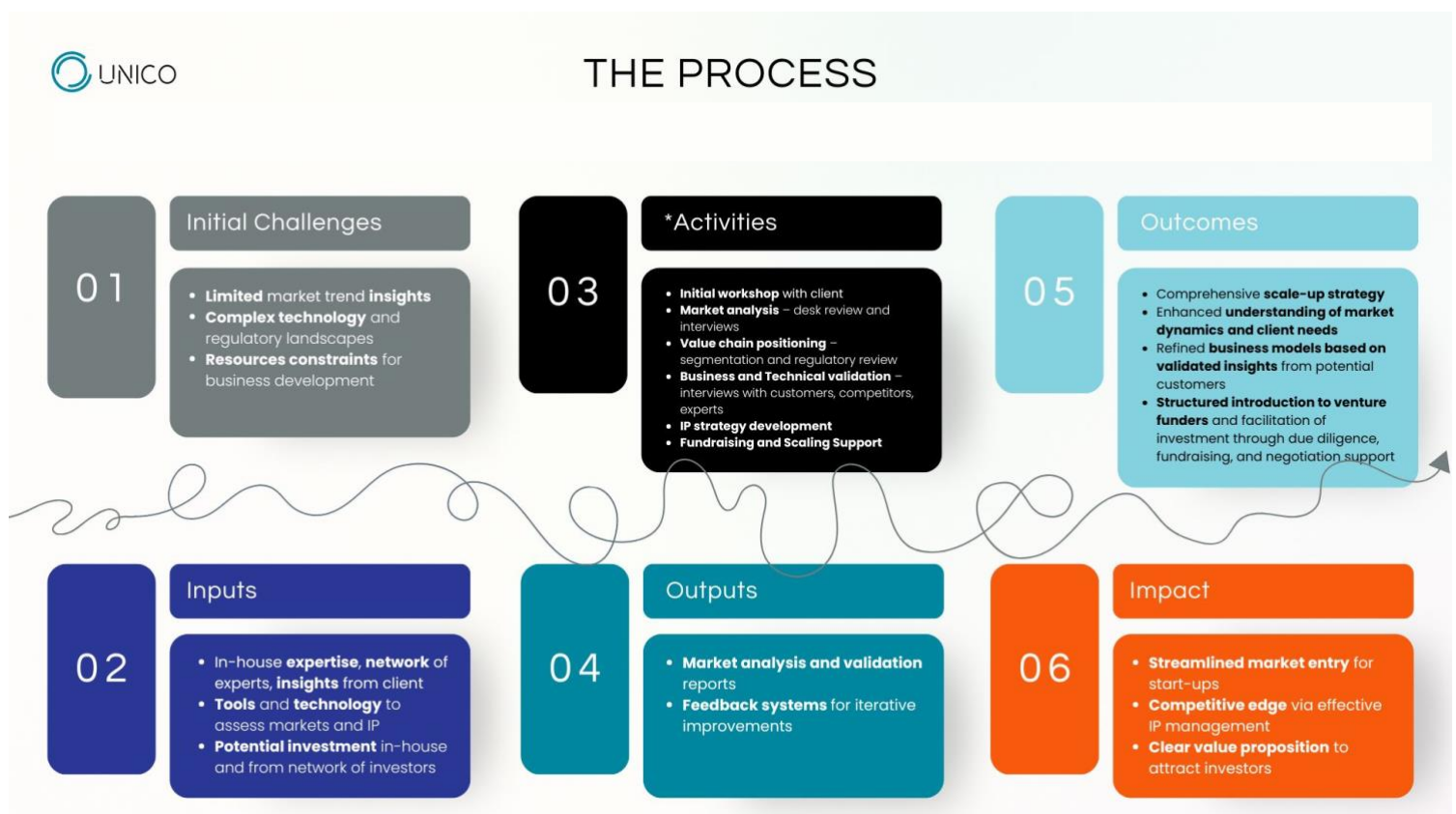


Go-To-Market Services for Start-Ups

At UNICO, we recognize that the success of start-ups hinges not only on ground-breaking scientific advancements but also on a robust, market-validated business case. We bridge this gap by offering a full suite of services from concept to marketplace, tailored to meet the unique challenges of deep tech and tech-driven ventures.

Our service is designed to empower technology start-ups by co-creating and fine-tuning comprehensive and actionable business cases before directing clients towards follow on funding. We work in close collaboration with our clients, emphasizing a partnership approach to ensure the business case is aligned with their goals and market realities. Our vast network of investors and venture builders assures that our clients receive added value beyond our analytical support and beyond their borders. Our strong base of clients and investors in CEE and SEE are a great outlet for companies looking to test their propositions and raise capital in a *glocalized* setting.



Key Elements of Our Service

Market Analysis

Comprehensive analysis that **quantifies market size and potential** while identifying and **segmenting target markets**. This ensures a clear understanding of customer needs, market dynamics, and **competitive positioning** to **define the technology's unique value proposition**.

Value Chain Positioning

Analysis of the technology's place within the **broader value chain** including, end users, competition, supplier, regulators etc., considering **regulatory requirements**, certifications, and other legislative considerations that may impact the product's market entry and scalability. This ensures a comprehensive understanding of **strategic opportunities and challenges**.

Business Validation

Engaging with the most relevant potential users, customers, and even competitors through **targeted interviews** to test hypotheses, **refine the business model**, and gather actionable insights. These early interactions not only **inform the analysis** but also create opportunities for building relationships with **future clients or collaborators**.

Technology Validation

In collaboration with our **network of international peer reviewers** from Central and Eastern Europe, we conduct a technical validation of your technology. This process involves a detailed assessment of the technology's technical feasibility and potential impact, ensuring that each project is not only strategically positioned but also **scientifically sound and regulatorily ready for market success**.

Intellectual Property Strategy and Valuation

Guidance on protecting and leveraging intellectual property to support sustainable competitive advantages paired with a clear idea of what your IP and with-it your company are worth to investors.

Fundraising and Scaling Support

For promising projects, we **leverage our extensive network of investors, industry partners, and research institutions to help attract funding and scale effectively**. Through our analytical outputs we enhance investor confidence, while our fundraising support unlock growth opportunities for innovative companies.

Our Specific Expertise

Deep Tech Specialization

We specialize in deep tech and highly complex technology projects, leveraging our extensive **network of domain experts** across various fields. This allows us to provide precise insights tailored to the unique challenges of such technologies.

Advanced Intellectual Property Analysis

Using the **professional patent database Patsnap**, which incorporates AI, we can rapidly assess intellectual property landscapes. This includes **analysing competition**, understanding how competitors are protecting similar solutions, and identifying strategic opportunities for innovation.

Understanding of Private Company Demands

With extensive experience working with private companies, we **understand market demands** and business mindsets. This expertise enables us to guide new companies in aligning their strategies with real-world expectations and market needs.

Comprehensive Valuation Methodology

Unlike traditional methods, focussed on financial modelling, comparable transactions, or cost analysis, our approach integrates deep market research, business validation activities, and advanced IP analysis. This ensures that our valuations are not only data-driven but also grounded in commercial feasibility and competitive positioning. For IP-driven companies, this results in the most accurate representation of value, helping investors and innovators make informed strategic decisions.

Strategic Partnerships and Network

Through collaborations with leading investment firms and academic institutions across Central and Eastern Europe, we facilitate strategic partnerships that enhance deal flow and investment opportunities. Repeat clients in our network include CB Espri, Depo Ventures, Tensor Ventures, CrowdBerry, BPD Partners, Y Soft Ventures, Longevity Tech.fund, Dendis Capital, YouNick Mint, Vesna Deep Tech and many more. This allows us to **test firms' business and technical cases** as well as **set them up to scale**.

How We Collaborate with Our Clients

Our collaboration process is designed to ensure active client involvement and iterative refinement of deliverables:

Initial Workshop

A three-to-four-hour session where we gain a **thorough understanding of the technology, its value proposition**, and client goals. This workshop enables us to identify key areas for the market analysis and business validation. This workshop, and answering all questions, is **absolutely necessary** to complete the assignment.

Early Technology Assessment

After the workshop, we provide an **initial assessment of the technology** based on its market potential, the team, intellectual property, and the technology itself. This provides the client with an **early understanding of the business potential**. At this stage, the client may decide to stop further collaboration if they feel there are foundational issues they need to address before moving forward.

First Draft

Along with the early assessment, we deliver a **draft of the market analysis** and parts of the business validation for client review.

Feedback and Fine-Tuning

Based on client feedback, we **refine the market analysis and adjust the focus** on the added value and critical aspects. During this stage, we may reach out with additional questions, requiring the client to provide timely responses.

Final Market Analysis Draft

After incorporating feedback, we present the **finalized market analysis** and begin working on the business validation.

Iterative Business Validation

A **draft of the business validation** is shared for client review. We iterate the document to focus on what matters most for the client and finalize the business validation.

Comprehensive Deliverable

The final output is a **single cohesive document combining the market analysis, business and technical validation**, and other relevant outputs, addressing all outcomes listed previously.

The Main Outcomes of Our Service

- **Comprehensive market analysis**, including the quantification of market size, potential, and segmentation.

- **Value chain analysis**, identifying the technology's **strategic position** while addressing regulatory, certification, and legislative aspects.
- **Early technology assessment** based on market understanding, team evaluation, intellectual property, and technical feasibility, giving the client an early understanding of the business potential.
- **Competition description and competition matrix**, understanding what competitors are doing and how the company differentiates.
- **Potential pricing strategy** based on market insights.
- **Clear definition of the company's added value.**
- A curated list of **potential clients** and **investors**.
- **Feedback on the value proposition** constructed during the engagement.
- Articulated avenues to safeguard, manage, and valorize IP.
- A **market-validated and IP-driven valuation** for your company.
- **Structured introduction to venture funders** and facilitation of investment through due diligence, fundraising, and negotiation support.

Pricing

Our service is priced depending on the complexity of the project. We usually have some understanding about the scope after the initial workshop. The service is structured in three phases, but clients may opt for specific outputs or phases depending on their needs.

Phase 1

Workshop, Quick Assessment, and Market Analysis Draft:

- The first phase includes a three-to-four-hour workshop, an initial assessment of the technology (including market, team, intellectual property, and technology itself), and a draft of the market analysis.

At this stage, the client gains an early understanding of the technologies' and business' potentials and may decide to stop further collaboration if they need to focus on foundational work before proceeding.

Phase 2

Full Market Analysis and Business Validation:

- If the client decides to continue, the second phase involves completing the market analysis, conducting a detailed business validation, and refining the intellectual property assessment.
- The remaining cost is adjusted based on the complexity of the project and the specific requirements.

This flexible structure ensures that clients can make informed decisions at each step while staying aligned with their readiness and goals.

Phase 3

Due Diligence, Valuation, and Fundraising:

If the client requires fundraising services or is, through the process of the Go-to-Market services ready for its next stage of investment, UNICO may conduct a detailed due diligence and/or firm valuation, and introduce the start-up to investors.

- The due diligence and valuation are robust and focus on the technical, business, and intellectual property aspects of the start-up, providing investors with a seal of excellence and initial understanding of the company.
- If the fundraising is successful, the costs of the due diligence and valuation will be subtracted from a success fee for facilitating the investment.