



life.augmented

Corporate Innovation

The ST-Up Accelerator model

June 2023



life.augmented

Up
Accelerator



STMicroelectronics in Israel

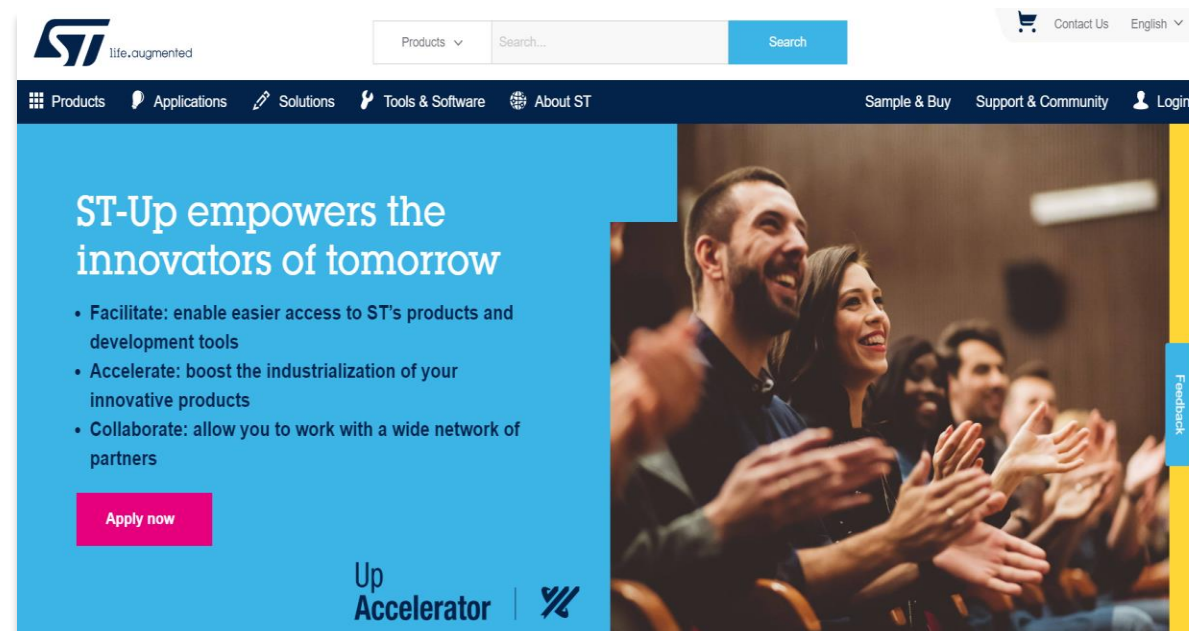
- STMicroelectronics is a **leading Integrated Device Manufacturer** delivering solutions key to Smart Driving, Smart Industry, Smart Home & City and Smart Health
- One of the top semiconductor players in Israel, with R&D, application development, customer support and sales activities
 - Opened sales office in 2001
 - R&D since 2012 via the acquisition of bTendo (micro-mirror technology), now part of ST's Sensors & Actuators business
 - Opened the first ST Accelerator in Tel Aviv in 2018
- Serving over 400 customers, supported by a large distribution network
- Key realizations with long-term partners in automotive and IoT, in line Israeli-originated market dynamics



Over 20 employees
in 3 locations

STMicroelectronics and ST-Up

- ST-Up Accelerator empowers late-stage startups to scale up and build great global companies, with great hardware providing them access to ST BU technical knowledge and Manufacturing expertise, tools, resources, and Strategic Partners connections to build Strategic long-term partnerships with high-growth potential partners



What is ST-Up?

Accelerating growth of start-ups through a comprehensive mentorship program

Facilitate



Easy access to ST's broad **portfolio of products**, technologies and development tools

Accelerate



Privileged access to ST resources (Divisions, R&D, manufacturing, test)
Accelerate the industrialization of their innovative products

Collaborate



Enable **access to strategic partners** (OEMs, EMS, customers, partners, channels, IP etc.)
Increase visibility

ST-Up acceleration Metrics

Scouting (3 months)

- Scouting of relevant startup in the area, short list and invitation to the dedicated challenge
- F2F pitch sessions in front of ST expert committee
- Pre-selection of a cohort of 3-6 startups from the challenge:
 - NDAs
 - Terms and conditions
- Assignment of ST mentors
- Kick off calls and Workshops definition
- Workshops Tests and selection for POCs after Go/No Go

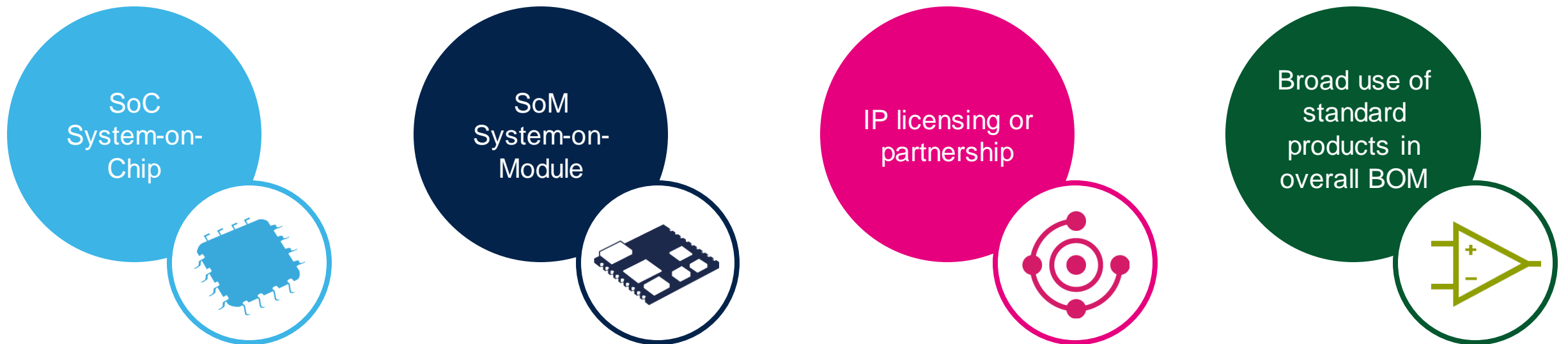
Transformation (6 to 12 months)

- POC: Pilot solution and practical validation by a SOW
- Technical integration with ST and program collaborators
- Value creation assessment/KPIs
- Mentorship*
- Business development support with ecosystem partners
- Definition of joint value proposition
 - commercial agreements
 - terms of long-term partnership

Partnerships (3 month)

- Storytelling support (senior level strategic storytelling, public speaking, trade shows)
- Meetings with strategic Partners
- Demo Days

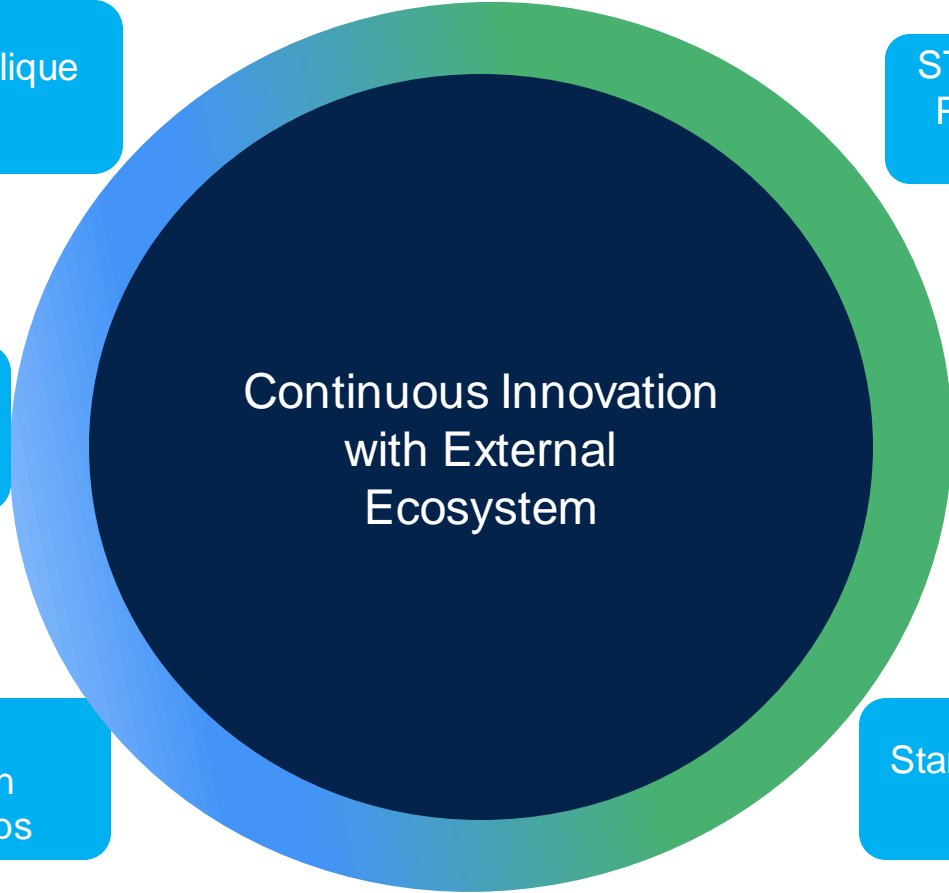
ST-Up Business Models



... and technology scouting & evaluation

Exposure to possible future market leaders and cutting-edge topics, new architectures, new algorithms for MCU/MPU platforms etc.

Innovation at ST



- Incubators**
- Software République
 - Si-Catalyst
 - Plug-n-Play

PLUGANDPLAY

ST Partner Program



- Accelerators**
- Motor Valley
 - Startup Autobahn

PoC Proof-of-Concept Center

PoC Center



Bilateral Innovation Partnerships

Startup Entrepreneurship Program



ST-Up ST accelerator

Our technology starts with You



Find out more at www.st.com

© STMicroelectronics - All rights reserved.

ST logo is a trademark or a registered trademark of STMicroelectronics International NV or its affiliates in the EU and/or other countries.

For additional information about ST trademarks, please refer to www.st.com/trademarks.

All other product or service names are the property of their respective owners.



life.augmented