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# ST- Up Accelerator

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2020



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Up  
**Accelerator**



# Who we are

- 2019 revenues of **\$9.56B**
- Listed: NYSE, **Euronext** Paris and Borsa Italiana
  - **46,000** employees worldwide
  - **7,800** people working in R&D, **~\$1.5B spend**
- Portfolio of over **9,400** patent families
- **11** manufacturing (front and back-end) sites
- **Over 80** sales & marketing offices **servicing 100,000 customers**
- Focus on 4 end markets:
  - Broad-based for automotive and industrial markets
  - Selective for personal electronics and communication infrastructure

# ST in Israel

- 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
  - \$230 million of revenues in Israel in 2019
- Key realizations with long-term partners in automotive and IIoT, in line Israeli-originated market dynamics

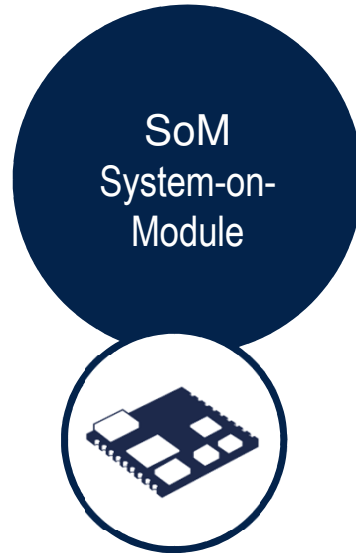
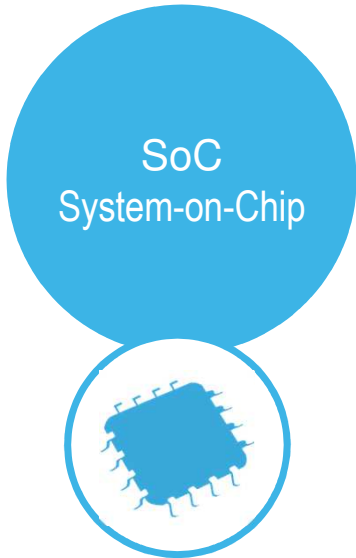
Over 20 employees  
in 3 locations



# The ST-Up accelerator: Profile

- An initiative to empower Israeli startups to scale up and build great global companies, with great hardware
- We will work with late-stage startups and provide them access to ST BU technical knowledge and Manufacturing expertise, tools, resources, and Strategic Partners connections to help them achieve their goal
- ST's goal is to build Strategic long-term partnerships with high-growth potential partners

# ST Business Targets



## ... and technology scouting & evaluation

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

# Principles

To accelerate growth of Israeli Start-ups through a mentorship program

## Facilitate



Ease 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, an Acceleration program for semi completed in Israel

## A semiconductor acceleration program targeting mature startups

- This is the process-driven implementation of what had been done before with a number of customers (latest example: Valens and Adasky), and the first such in-depth, resourced initiative in the company with backing from the 3 Groups and dedicated support.

### Facilitate



Ease access to ST's portfolio of products, technologies and development tools

To inspire and guide startups developers to build solutions based on the latest ST technology, processes and applications.

### Accelerate



Provide privileged access to ST resources, accelerate the industrialization of their innovative products

To serve the selected startups with direct access to ST BUs, Fabs and Strategic Partners giving Marketing and Technical coaching supported by the 3 Groups Champions.

### Collaborate



Enable access to strategic partners and increase visibility

Sourcing and delivering innovative solutions (based on ASIC, SoC, IP licensing, roadmap product definition) to meet the company's challenges  
Opportunity to test and deploy cutting-edge technologies: Select the most relevant solution to test PoC (proof-of-concept).



# PoC support for faster time-to-market

The right building blocks for IoT devices

## Building Blocks

Processing	Security
Sensing & Actuating	Connectivity
Motor Control	Power & Energy Management
Conditioning & Protection	

Lower barriers for developers getting started

## Stackable Boards & modular SW

STM32 Nucleo development boards

STM32 Nucleo expansion boards

Lower barriers from prototyping to first product

## Application specific SW

Audio Algorithms      Sensor Fusion

## Pre-integrated Software for vertical Applications

Smart Home      Building automation      Wearable

Lower barriers to connect devices to the Cloud

## Integration of Cloud Provider SDKs

Microsoft Azure Certified      IBM Watson Internet of Things

Alibaba Cloud      aws

## Ready to use Smartphone Apps



Enable product design & service commercialization

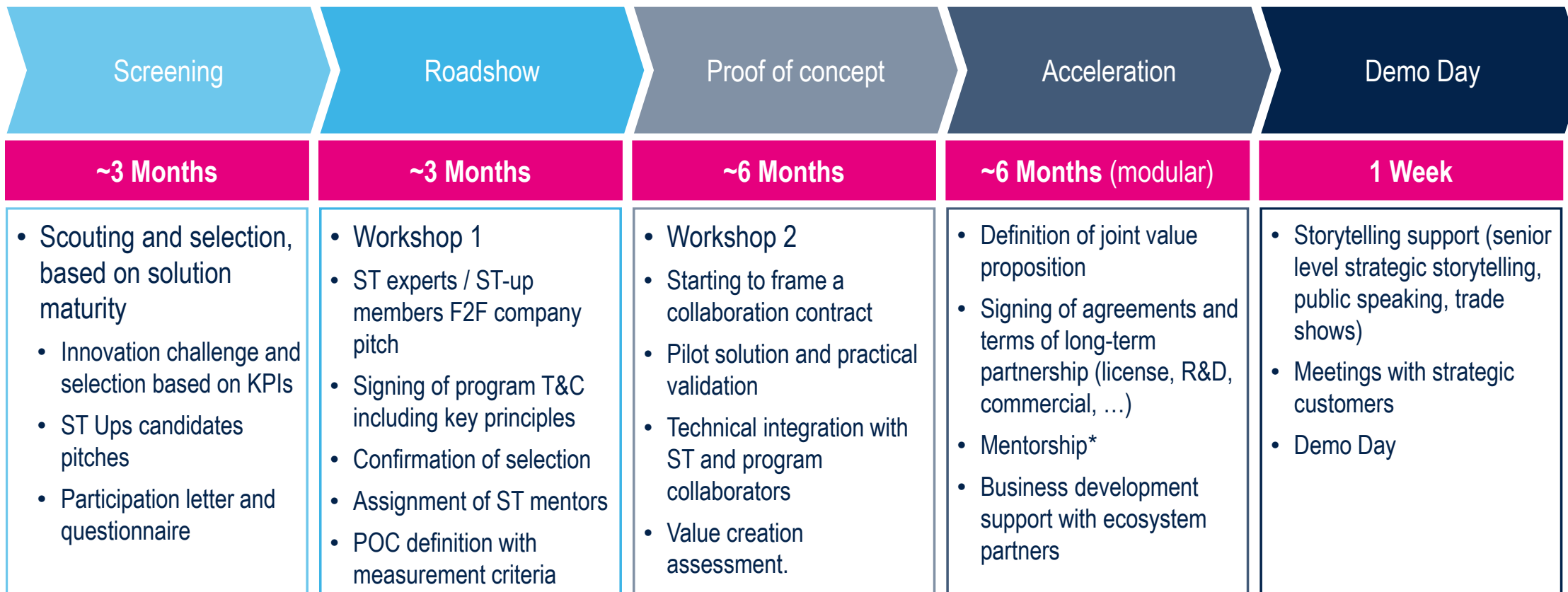
## Partner Program

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Partner Program



# An 18-month program



\*Mentorship includes: B2B sales, manufacturing process expertise , development agreement, supply chain and logistics agreement, partners companies

# 2019 candidate scouting

**Agritech**  
innovation challenge with AMS

- Completed Dec. 2018
- 50 screened
- 9 Challengers
- Winner: Saturas

**AI**  
innovation challenge with MDG

- March 28, 2019
- 150 screened
- 8 Challengers
- Winner: Curiosity Robotics

**Smart mobility**  
Innovation challenge with ADG

- April 11, 2019
- 50 screened
- 12 Challengers
- Winner : Chakratec

Jury composition: ST Israel and ST Group “angels”/Champions

[www.st.com/st-up](http://www.st.com/st-up)

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<https://www.impactlabs.tech/>

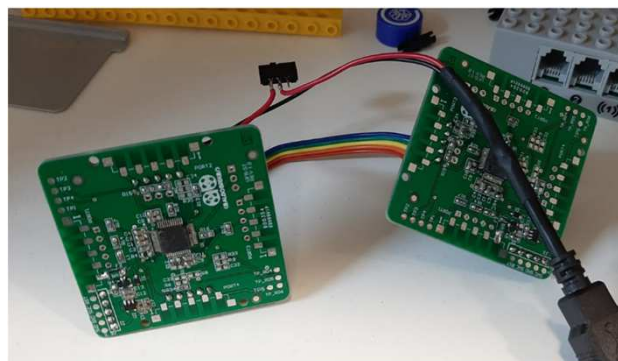
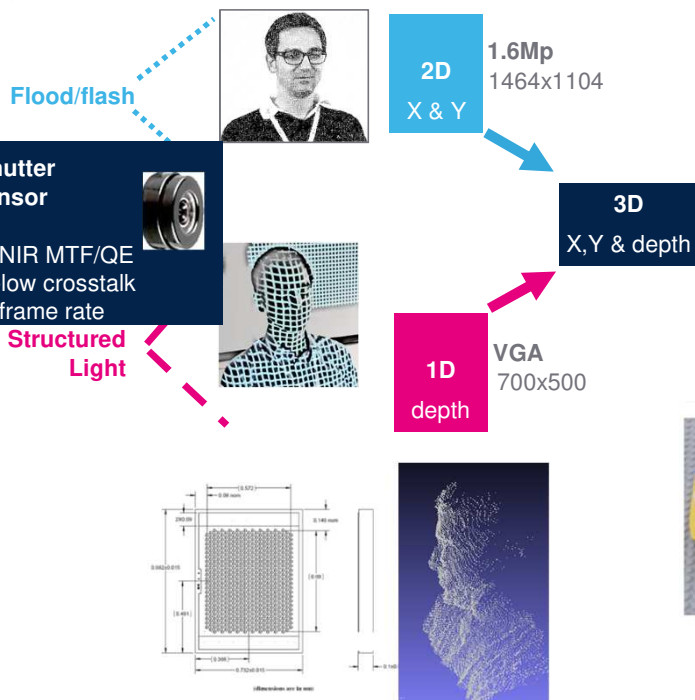


# Achievement with the 3 BUs: 3 POCs

**MANTIS VISION**  
2D+1D Structured light  
Camera

**ALGOBRIX**  
Ed-Tech code learning kit

**ARILOU**  
Automotive cyber  
security solutions



**WIDE MIND**  
**Algobrix: The Ultimate Coding Learning Game**  
Turn coding into a child's play with the most exciting code learning game for kids 5-13.

Algobrix Coding Blocks  
Pittsburgh, United States  
about

**\$1,208,315** USD total funds raised  
2307% funded on September 21, 2017

Facebook, Twitter, YouTube, Instagram, LinkedIn, Email icons

**Algobrix and STMicroelectronics**

MCU in every function block  
Passive components  
BLE

And most importantly -  
Education



# Selection process and first achievements

Startups' selection funnel	Application domains		
	Agritech / foodtech	AI	Smart mobility
SCOUTING	50+ startups scouted – results from 3 <sup>rd</sup> session (2019)		
	SATURAS Trunk irrigation sensor	CURIOSITY Robotics AI Robot for Edtech	CHAKRATEC Automotive Battery Charging
EVALUATION	High-potentials under evaluation – results from 2 <sup>nd</sup> session (2018) – 3 POCs completed		
	MANTIS VISION 3D AR/VR	ALGOBRIX Ed-Tech code learning kit	ARILOU Automotive cyber security solutions
ENGAGEMENT	3 T&Cs for POC signed – results from 1 <sup>st</sup> session (pilot session : started in 2017)		
	ARAZIM Sensor-based assistive devices for visually-impaired people	EYESIGHT Edge-based computer vision AI	NOVETO Audio beamforming

# Selection process and first achievements

- Technology scouting & evaluation
  - Exposure to possible future market leaders and cutting-edge topics, new architectures, new algorithms for MCU/MPU platforms etc.
- Gained institutional support and visibility
  - MoU signed with Israel Innovation Authority for POC funding
- First steps to replicate/adapt
  - France, Germany , Italy, Poland.
- Positive collateral business engagement
  - Several startups have mass market potential for OTC new designs





# Getting things done



AgroTech Pitch Challenge by  Up Accelerator 



STMicroelectronics Launches Israel Startup Accelerator  
CTech - Jan 31, 2018  
Geneva-headquartered chipmaker STMicroelectronics N.V. announced Wednesday the launch of an Israeli startup accelerator focused on ...



When Multinationals Think Chip Design, They Look to Israel  
CTech - Feb 25, 2018  
Following are six of CTech's most popular chip-related stories. ... Dubbed ST-Up, the accelerator will focus on advanced mobility and IoT, ...

Top left to bottom right: with the ST launch team in Tel Aviv in January 2018; with AMS Champion M. Aleo; with A. Cremonesi in Krakow at major Polish innovation show to sell the ST-Up "model"; briefing French Ministers visiting DLD in Tel Aviv; visits of N. Dufourcq and M. Tamagnini; supporting media coverage of ST-Up launch in Israel tech media.





Thank You