startup camp

How To Approach Enterprises

Avoid buzzwords and focus on value

Ran Oren – Founder @ Pin2pin.de

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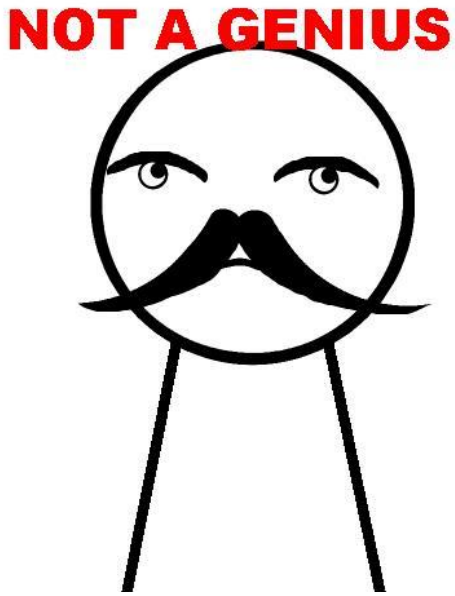
1965 - 2015
50 שנה
ליחסים הדיפלומטיים
ישראל-גרמניה
50 Jahre
Diplomatische Beziehungen
Israel-Deutschland

exist STARTUP GERMANY

Few words about myself

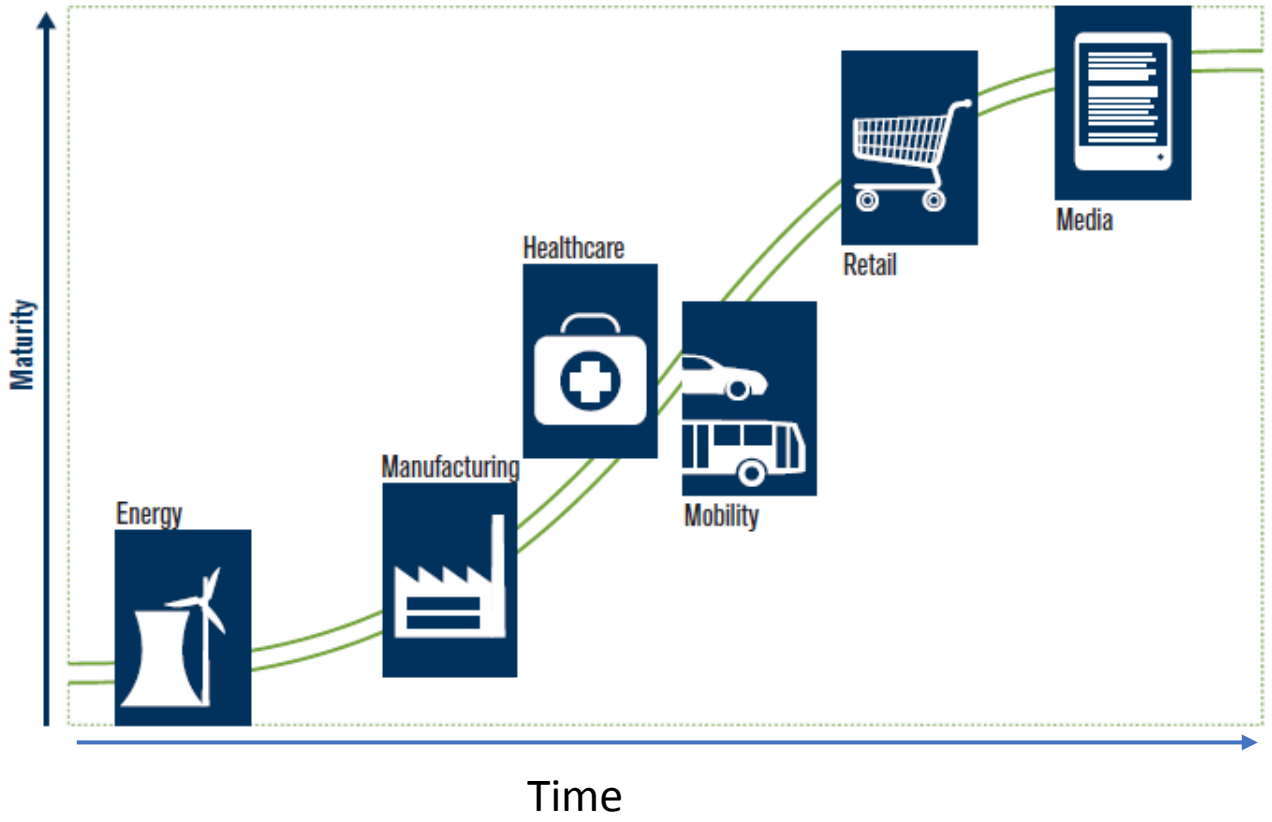


- B.Sc. in Computer Science, MBA in Business
- 8 Years of professional services in HP Software R&D
- 3 Years Data Analytic product management
- Manage Large enterprises account in highly sophisticated analytic products

RSA

Seize an opportunity

Maturity of business models



Source: Mckinsey

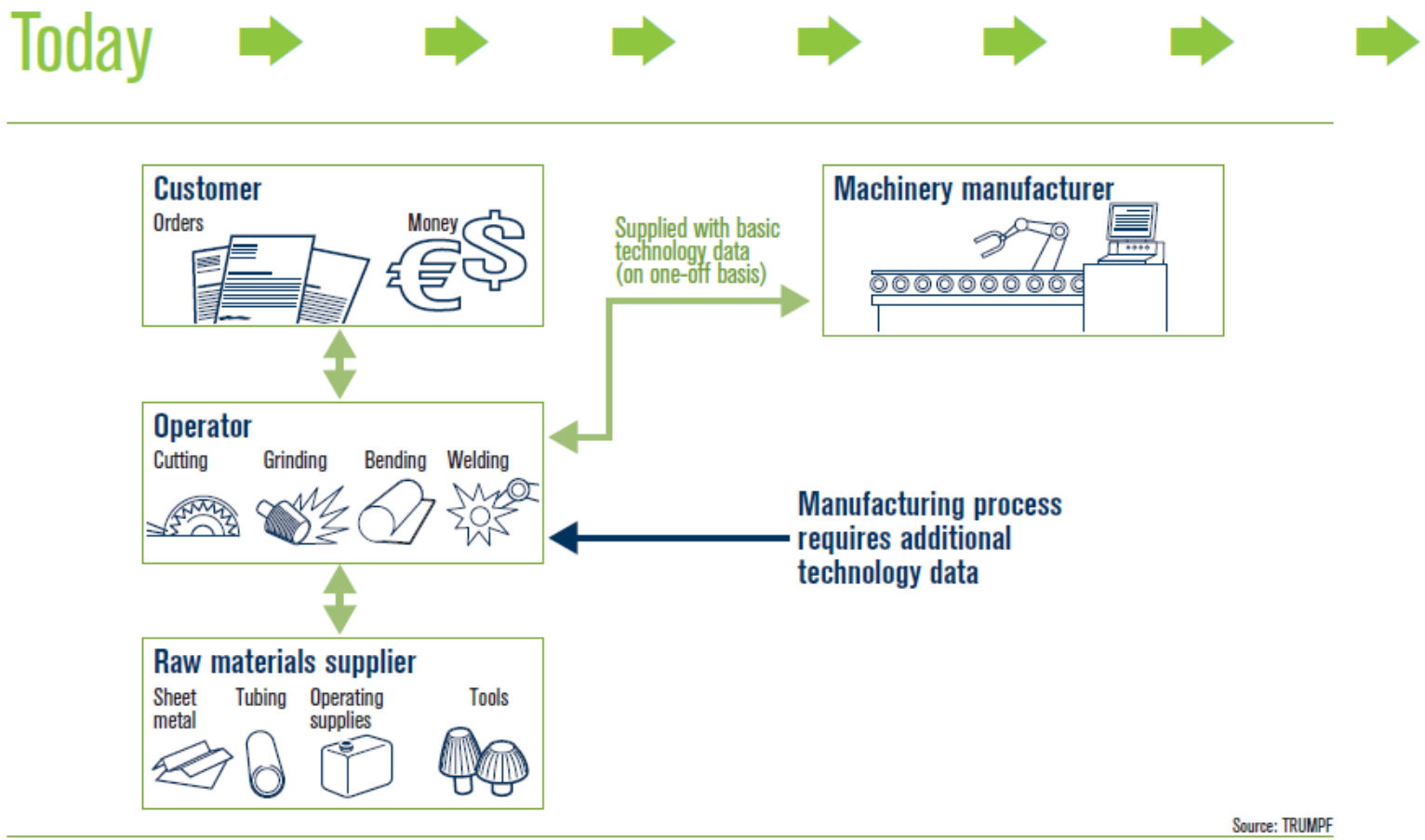
Everything Connected

Industrie 4.0

The Robots are taking over!

Smart service world

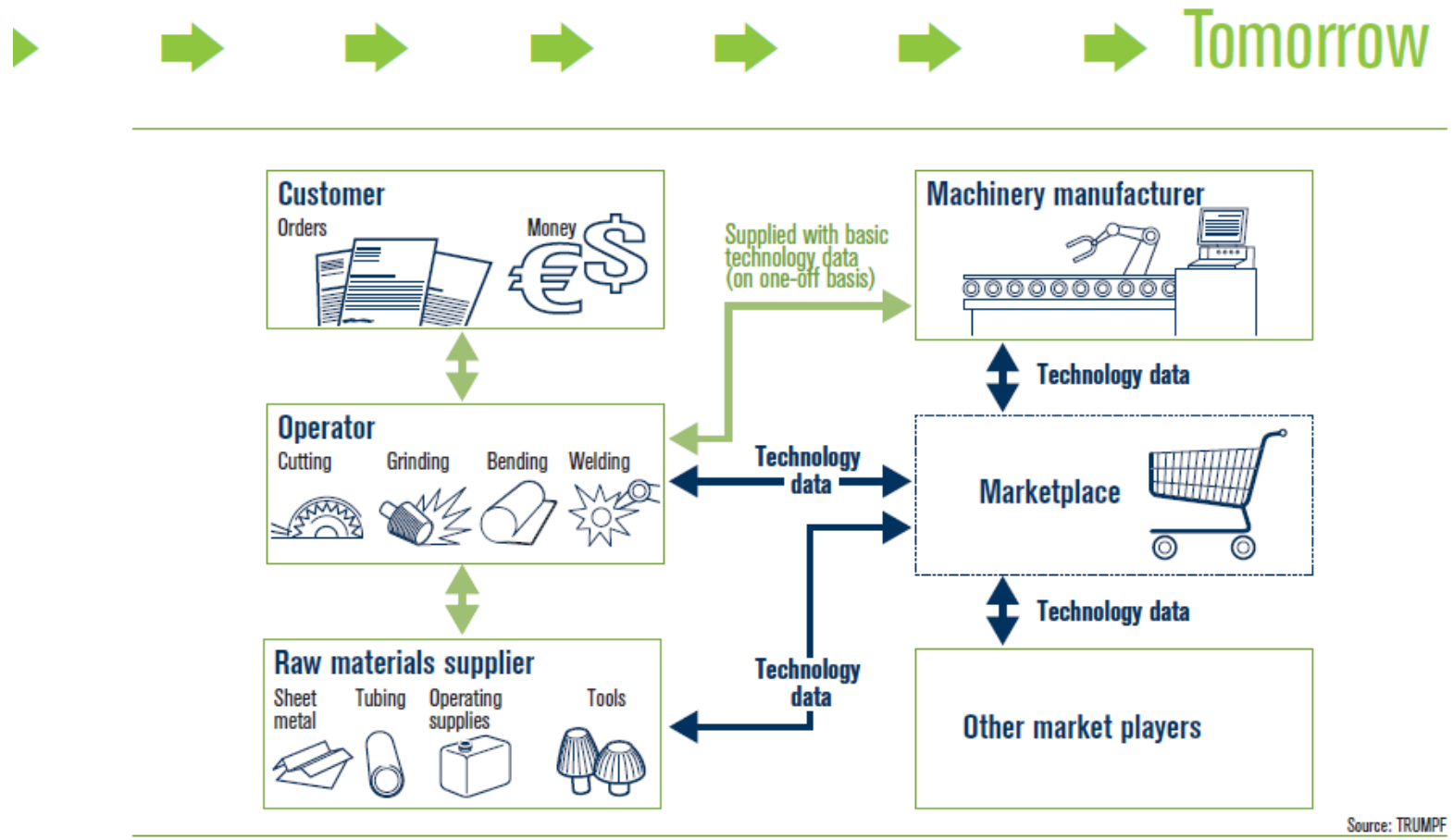
UC 04 - A manufacturer expands control over product lifecycle



Source: ACATECH smart service welt

Smart service world

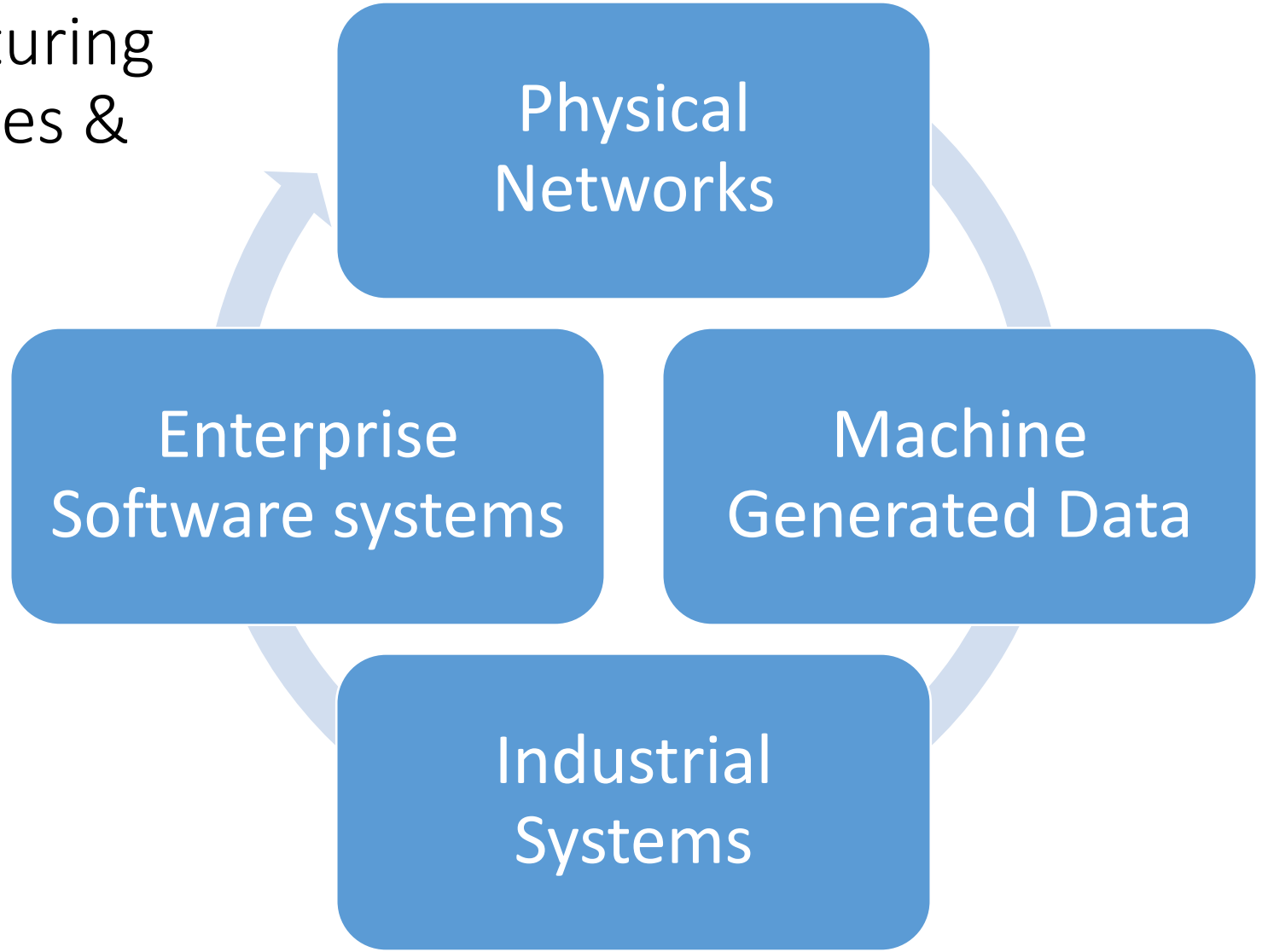
UC 04 - A manufacturer expands control over product lifecycle



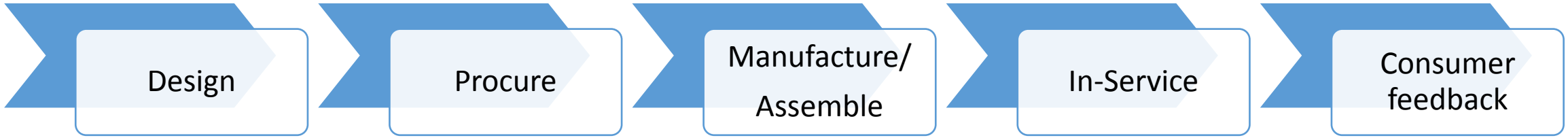
Source: ACATECH smart service welt

An Industry Data Evolution

Data from todays manufacturing comes from different sources & systems.

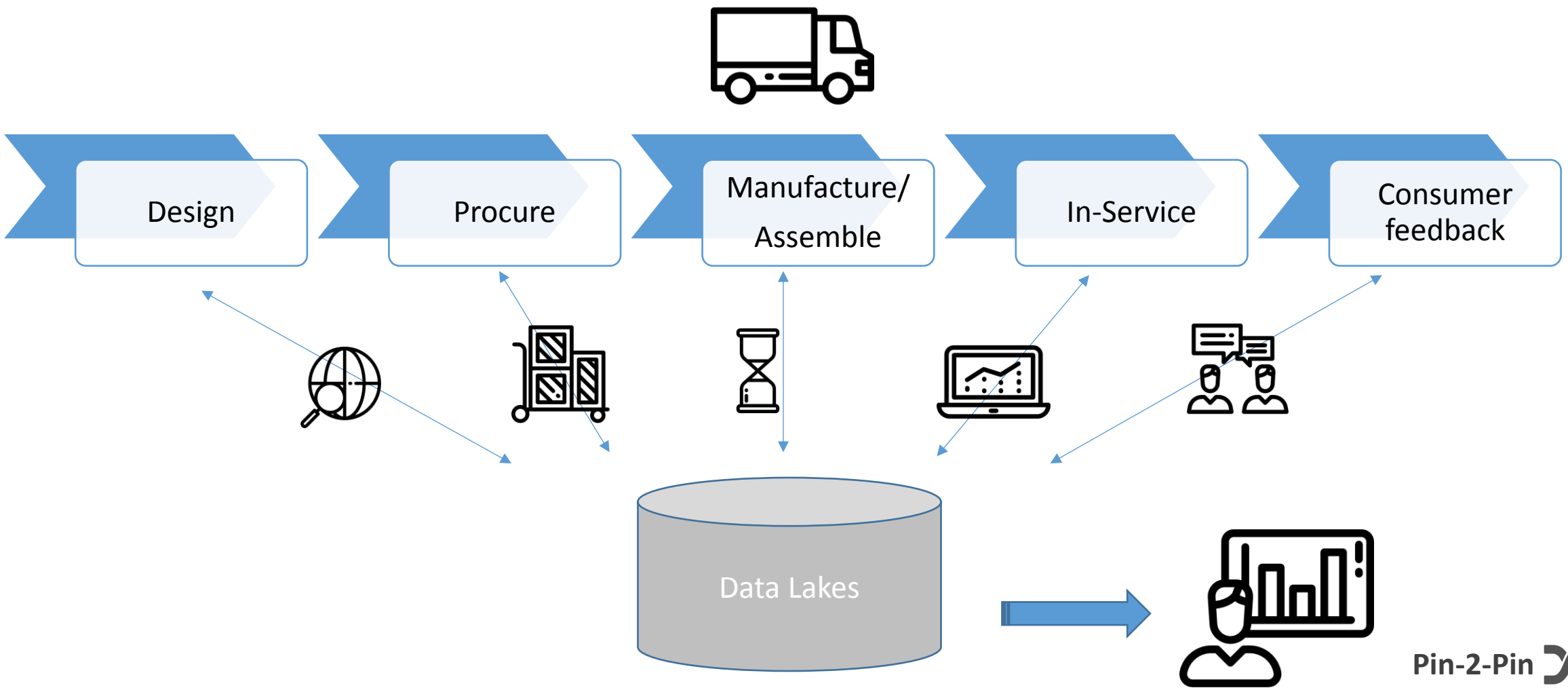


Product lifecycle

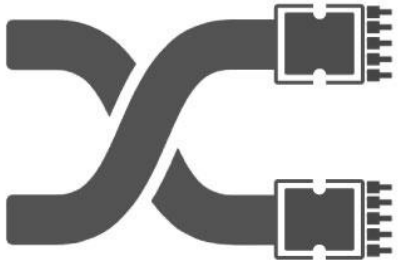


The Digital Thread

Data collection and integration process



Pin-2-Pin



Pin-2-Pin

Optimize the process of electronic component sourcing for Original Equipment Manufacturers (OEM).

Manage risk related to electronic product manufacturing across entire product life-cycle.

Develop a state of the art risk engine for electronic component matching.

The Procurement Cycle

The Sourcing Engineer Problem

- Design constraints
- Best in class chips
- Build a great product

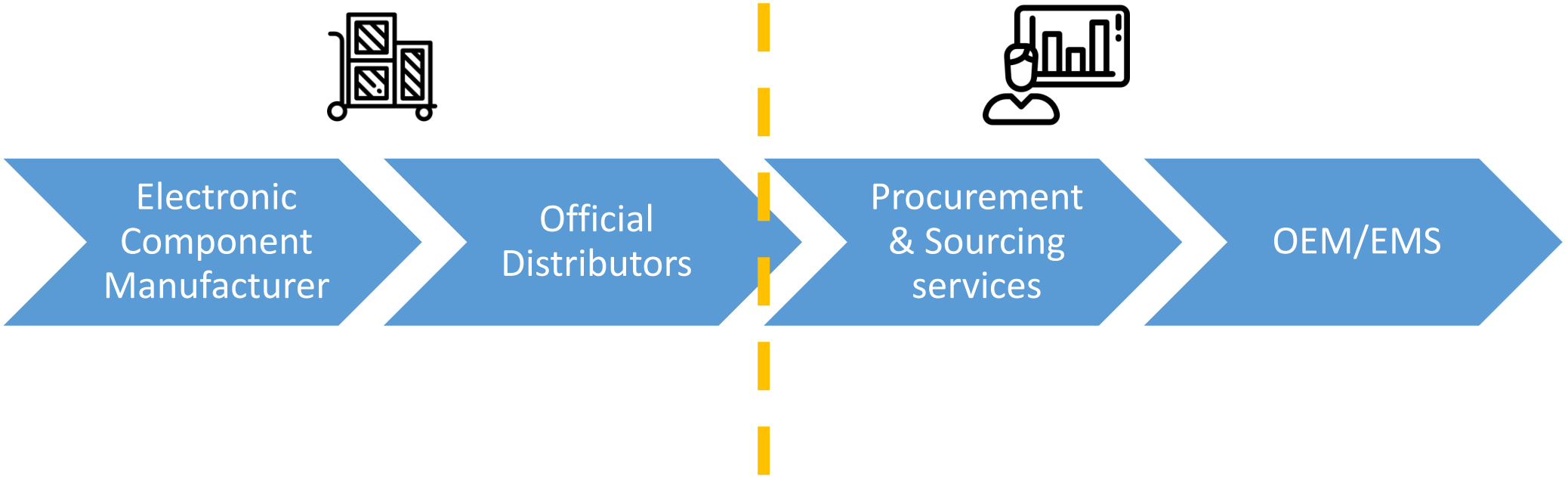
- Material costs
- Strategic contracts
- Product EOL support
- Time to market

Simplified Market Flow

Global market for electronic components projected to reach €214 billion by 2020
(Source: Global Industry Analysts, Inc.)

The procurement software market was worth €8.19 billion in 2013
(Source: Gartner, E-procurement market and vendor landscape report)

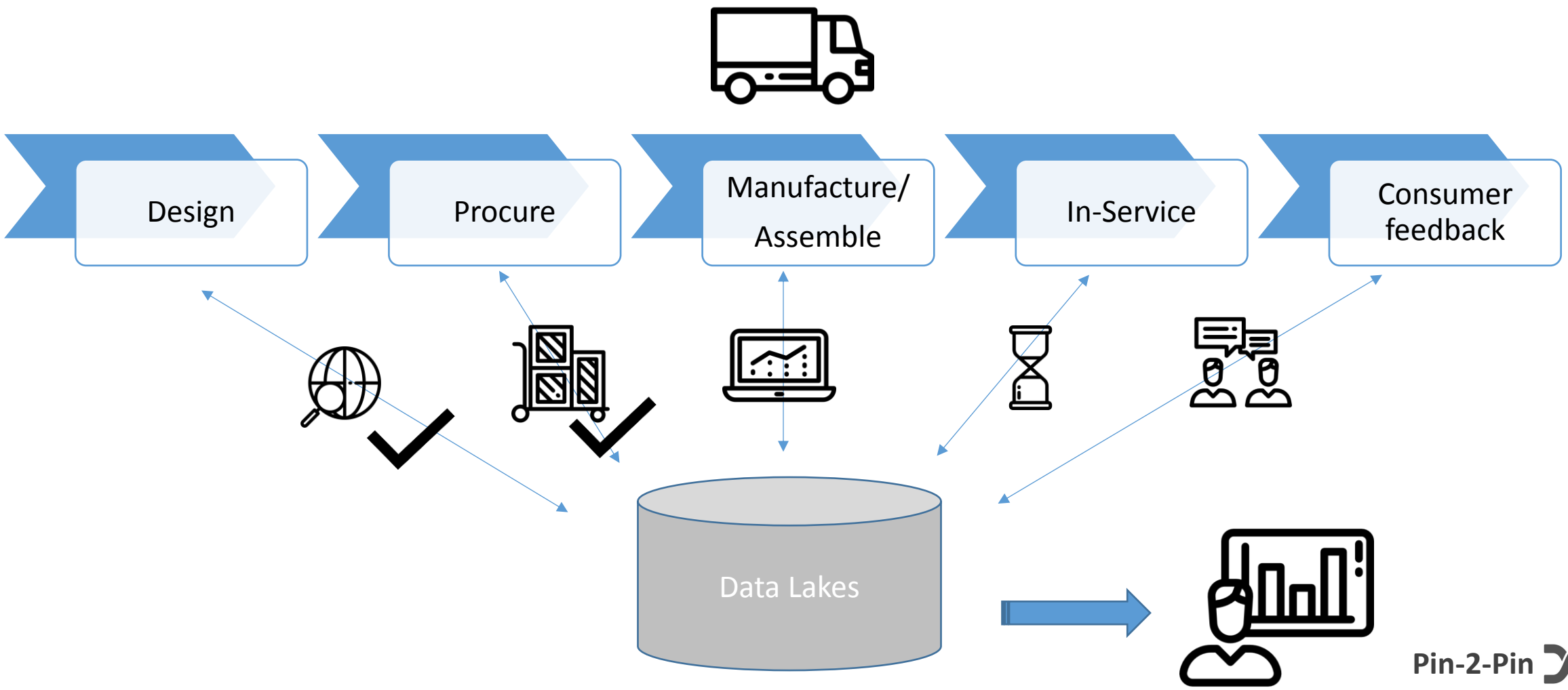
Supplier - Client Benefit



- Willingness to pay
- Define Unique selling proposition

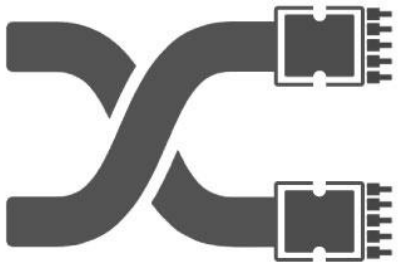
Our Vision - The Digital Thread

Data across the full product lifecycle



Summary

- Follow your market closely – Seize opportunities
- Identify all players in the lifecycle
- Describe the main actors- Relate to their pains
- Answer/integrate with an existing process, Do not educate Anyone!
- A service oriented sphere, Are you willing to take the risk?
- Its OK to sell a product with a Roadmap



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Support the Digitalization of Industrie 4.0

Danke Schon!

Fragen Bitte?

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