



WE TURN IDEAS INTO INNOVATIONS.  
AND INNOVATIONS INTO BUSINESS.

THE UNICO WAY





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## Our story

UNICO was founded in 2017 in academia, where we have seen in different roles that collaboration between research and business has huge benefits for both sectors. **To ensure that cutting-edge scientific discoveries do not remain hidden in academia, we decided to set up a consultancy company.**

We address the real needs of business and bring collaborative opportunities to the scientific sphere. Using our knowledge of the patent environment and the interdisciplinary research network, **we effectively connect universities, companies and investors.**

# Inovation: delivered.

We save companies money by accelerating, simplifying and making the path to innovation clearer. We leverage unique data sources and a wide network of contacts across industries.

## Scouting

We seek out **the best technology solutions and scientific experts** for your innovation.

## IP optimisation

**We analyze and value your company's intellectual property** and optimize your costs invested in it.

## Due dilligence

We specialize in detecting **technology and intellectual property risks**.

## Development management

**We will manage your innovation project reliably** – from intellectual property treatment and risk management to overseeing the collaboration with the selected scientific team.



# How we do it?



## One-stop-shop

**UNICO guides you through the innovation process reliably from A to Z – from idea to delivery of a real technological innovation.** You can go about your work with the confidence that your innovation is being developed by the best.



## Smart data

We use **dynamic data** and **artificial intelligence** (whether from our own Experts.ai platform or global databases like Patsnap) at all stages of the innovation process – from finding the most appropriate technologies on the market, to uncovering IP risks, to evidence-based strategies that keep you one step ahead.



## Business2Science

Thanks to an extensive network of contacts across scientific disciplines and on the business side, **we successfully connect companies with top scientific teams.**





## 100+ innovations

Since its founding in 2017, UNICO has developed over 100 technologies involving cutting-edge research – the new Barnie tap for Plzeňský Prazdroj, the upgrade of the ROUVY bicycle app to 3D, or an AI-powered big data analytics project to digitize the used car market for Carvago

## 7 academia spin-outs

UNICO has built Entrant, a start-up perfecting a unique method of measuring stress with support from the European Space Agency, Allffinity, a biotech company developing sophisticated artificial intelligence software for drug production, MoistureGuard, a spinout measuring moisture in wooden buildings, and PSP technologies, a company bringing plasma discharges to market to increase the durability of metal materials.

## 5 continents

Through UNDP, World Bank and Visegrad Fund projects, UNICO shares its unique expertise in deep-tech innovation and building innovation ecosystems in Europe and beyond



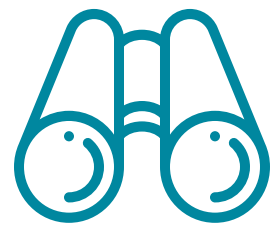
# Defining the need for innovation



In the first and absolutely crucial step of the innovation process, we define your innovation need with you and set the exact parameters of the resulting technological innovation.

*"Clients usually think they have the exact brief, but in 90% of cases we run into a lot of confusion."*

**At the end of this section, the need and expected outcome of the project is precisely defined in technical, financial and time details.**



# Technology scouting

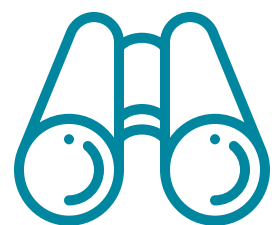


The companies we work with have **great ideas on how to innovate their products, services or production process**. But they face technological obstacles, lack of time or know-how.

With smart data sources from global databases and our own AI platform, **we map the best technologies on the market for every innovative idea** – even those that are still in development. **In 5–6 weeks, we'll provide you with a comprehensive overview of technology solutions for your innovation.** UNICO's technology scouting includes key information on selected technologies – including their owner, intellectual property protection, availability and comparisons by key parameters such as technology readiness level. All backed by our long experience: **scouting is led by experts and industry leaders, not consultants.**

With technology scouting, you'll have a foundation for the next steps in your innovation process. **You'll gain key information to make a strategic decision on which technology to choose for your innovation or start developing.**





## Experts scouting

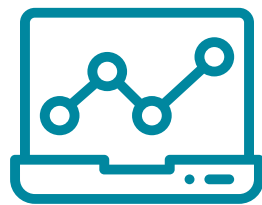


If the technology you need for your innovation is not yet available on the market or in development, we will find and vet top scientists to develop it for you.

Using smart data from global databases, our own AI platform, and engaging a wide cross-industry network, **we will find and vet top scientific professionals to develop your technology for you in 5-6 weeks** – with full deployment and in the agreed timeframe. We have extensive experience in academia, so we can select scientists who are enthusiastic about working on your project. Having developed more than 100 technological innovations in collaboration with research, **we can set the parameters of the collaboration to lead to practical results that you can use immediately.**

Our structured overview of the experts in the form of a presentation will include a comparison of key parameters important for collaboration (willingness, time, expertise), our professional recommendations for the selection of the scientist and a proposal for the next steps in your innovation process. **The experts know about your project, are interested in it and want to collaborate on it. You just choose the most suitable one and we will then link you to them.**





# Technological & IP due diligence



## Analysis of technological and intellectual property risks

We conduct research, evaluate data obtained from the Patsnap database, review existing legal documents and consult with independent experts on the risks identified. **We will provide you with a detailed analysis** with cautions for each aspect of intellectual property and each technical parameter, along with specific recommendations.

**You will be sure not to embark on an innovation that is not technically or IP feasible.**

You will get answers to the most important questions such as: Do competitors' patents threaten my solutions? Who owns the patents? Is the solution technically viable? What is the history of the patents and technology?





# IP Optimizace



## **We deal with patents from a business perspective.**

We optimize the cost of IP management and administration: so that your company doesn't spend unnecessarily on unconceptual or dysfunctional IP protection and lose out on the benefits of getting it right.

**We will prepare a detailed process analysis, assess the current status and real value of the company's know-how.** We will present you with a comprehensive IP strategy document.





# Development management



Once we have defined the need and verified that there is no easy solution to start with, we set up an innovation project.

The first thing we do is to prepare the so-called **Development Design**. This step involves defining the project, including the financial part and the team. The output is a **planned innovation project and a physical mockup of the final solution** (we work with Stedina Design). We tentatively define the project budget (including estimated uncertainties). With the developed Development Design, you can implement the innovation project yourself, outsource it to anyone, or carry on with us.

**You will have a single point of contact in us for the entire project: we are the one-stop-shop for your technological innovations.**

We will start the innovation project according to the planned budget. The whole project is structured in milestones, in which you can evaluate it, modify the assignment or withdraw from the project. The budget is continuously refined and the uncertainties in each step are reduced. **At the end of the project, we will deliver a fully functional prototype.**



# Our Clients





# THANKS!



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