



Business Consultancy  
for Tech Innovations

[www.unico.ai](http://www.unico.ai)

# Who we are



UNICO is a consulting company operating at the intersection of deep tech, innovation, and commercialization. With experience in launching university spin-offs, refining business models through market validation, and aligning academic potential with industry needs, we combine technical depth, strategic thinking, and business foresight.

## **Born in Academia, Built for Impact.**

We started in 2017, rooted in academia, driven by a simple insight: when research and business truly collaborate, powerful things happen. But too often, breakthrough discoveries stay locked in labs. We set out to change that.

# in numbers

\$15M+

brought to universities

\$13M

saved for  
companies



400+

business trustworthy partners

13

market-ready deep-tech start-ups

# Why UNICO

Smart frameworks,  
strong networks.

**We bring structure** to complex areas and **connect across disciplines**, using our proven methodologies and a powerful network of researchers, industry experts, and investors.

Reliability, Perspective, Brutal honesty and Precise data.  
No bullshit.

The result?

**Faster decisions, reduced risk, and real opportunities** - backed by insight, not guesswork.

# What we do

## For Academia

Discovering the true market potential of your technology and its real price tag.

- [Market Validation](#)
- [Market Analysis](#)
- [IP Valuation](#)

## For Startups

Understanding your customers' needs, the competitive advantage of your solution and securing the funding you need.

- [Investment readiness Analysis](#)
- [Company valuation](#)
- [Market Analysis](#)
- [Business Validation](#)
- [Freedom to Operate](#)

## For Corporations

Revealing new opportunities, keeping an eye on the competition, and discovering the real value of your company's intellectual property.

- [Strategic Technology Scouting](#)
- [Experts Scouting](#)
- [IP Optimization](#)

# Market Analysis

**You have an interesting technology and want to know more about relevant markets?** We identify and assess the real market potential based on evidence. We recommend next steps.

We identify the real market potential and explore market opportunities. **We analyze the territory and industry where your technology has the best chance of success.** We prepare a detailed market (client) segmentation.

Our Comprehensive market analysis **measures market size, growth potential, key segments for technology application, value chain/supply chain positioning and potential products/services segmentation.**

It examines market dynamics, benchmarks competitors, and identifies potential customers **to refine the technology's unique value proposition.**

# Market Validation

**Do you know what your unique selling proposition (USP) is?** Together we define what is unique about your solution. **What does the market think about your technology?** We test your USP through interviews with actual companies in your target market.

The goal of Market validation is to **test assumptions** about the technology by gathering real feedback from potential customers/industry experts (or academic/regulatory experts). This helps **refine the technology to ensure it meets real market needs before full development.**

We use semi-structured interviews to focus on **understanding the customer's real problems and needs**, not just whether they like the technology.

# Intellectual Property Valuation

Our IP Valuation service helps technology owners, research institutions, startups, and investors **understand the true economic potential of their intellectual property**. We evaluate intellectual property, typically patents or other intangible assets.

Our valuation is based on the income approach, meaning **we assess its real market potential**.

**The result is an official valuation report, certified** by a court-appointed expert. This gives your innovation a clear and objective market price tag.

# words of our clients

"We approached UNICO to prepare a market analysis related to the technology from two research institutes of the CAS. The results of the analysis were used to negotiate a cooperation and licensing agreement with the start-up Preagon Biotech. Thanks to the presented information, we now have an overview of the competition and legislative conditions on the market and we have also confirmed the possibilities of application of our technology. **We value the cooperation with UNICO especially for the ability to find relevant source data and work with it analytically.**"



**Martin Smekal**, Head of the TTC, CeTTAV

# words of our clients

“UNICO Analytics helped us determine the value of technology for transferring rights to a private company. Our entire collaboration was marked by **excellent communication, reliable conduct, speed, and reasonable prices**. Overall, UNICO's work was very good, and I would like to thank them again in this form.”



**Michal Mokroš**, Business Development Specialist, VŠB TUO

# Strategic Tech Scouting

**Find the technologies that matter:** before your competitors do. Or **test your idea before investing:** someone else might already be doing it.

We scan the global tech landscape to **identify innovations that align with your business needs**. From early-stage breakthroughs to applied solutions, we deliver targeted scouting, expert validation, and actionable insights.

STS includes key information on selected technologies – including their owner, intellectual property protection, availability and comparisons by key parameters such as technology readiness level.

# Experts Scouting

Need expertise you don't have in-house? We'll connect you with the right people. Through our extensive network across academia UNICO identifies and secures **experts who bring not only the right knowledge, but also the experience, attitude, and collaborative mindset** to move your project forward.

We focus on quality: people who are capable of delivering value, not just titles. Whether you're looking for a **domain-specific advisor, a technical lead, or a strategic sparring partner**, we make sure you're working with professionals who fit your goals and team culture.

## **Our service includes:**

- Selecting experts with relevant experience and references.
- Confirming their availability and interest in collaboration.
- Helping the you choose 1–2 experts based on scouting results.
- Organizing the first meeting to define the your objectives and collaboration timeline.

# Intellectual Property Optimization

**Aren't you losing money on your company's IP?** We evaluate your intellectual property assets to uncover missed revenue opportunities and improve IP monetization strategies.

We will perform an analysis and precise valuation of your company's intellectual property and recommend specific steps to **set the right price-performance ratio** for its protection.

We will quickly and professionally **categorize IP according to its strength against competitors and its importance to the company's competitiveness and future sales.**

We will develop a detailed process analysis, assessing the current state and **true value of your company's know-how.** We will present you with a comprehensive **IP strategy document with actionable recommendations.**

# words of our clients

In the search for alternative materials for the production of our core range, we have reached beyond the horizon of our vision. **Thanks to our cooperation with UNICO and their Strategic Tech Scouting, we were able to find a way out of the impasse and see the issue in a broader context.**

The cooperation was very stimulating and showed us the direction we should take. The project is still ongoing and the outcome cannot be clearly predicted at the moment. What we do know is that if we find ourselves in a similar situation in the future, **we will confidently turn to UNICO again** and find our way together...



**Ladislav Kotoulek**, Managing Director, Kayser

# words of our clients

**"Working with UNICO has provided us with extensive knowledge of patents and innovative solutions in Central Europe.**

The UNICO team was able to prepare **practical and clear outputs** relevant for our innovators and innovation managers.

Thanks to the overall overview and the list of specific examples, their output was easy to grasp both for inspiration and for a substantive discussion of the possibility of using individual solutions. **This pragmatism is much appreciated.**"



**Kiril Ribarov**, Innovation Manager, Škoda Auto, a.s.

# words of our clients

From the very beginning the negotiations were very empathetic and stimulating at the same time. **UNICO provided us with a comprehensive view of IP protection and a quantification of our progress to date in this area.** It helped us to organize our priorities and attitudes towards patent protection in the future and optimizing our existing patent portfolio. We will definitely follow up on the project.



**Kateřina Kadlecová, CEO, USSPA**

# Investment Readiness Analysis

**A VC-style due diligence: done with you, not to you.**

We analyze your business across the same dimensions investors care about and give you a clear, customized report showing where you're ready, and where you need to improve.

**Green** – You're ready

**Orange** – Some gaps

**Red** – Major issues to fix

The report serves as a shared starting point for any future collaboration, including our fundraising support. If you're not ready yet, you get a clear map forward.

# Our services for Startups

If your readiness score shows red or orange zones, we offer **targeted services to close those gaps**. Each service is tailored to your startup's situation and includes expert mentoring throughout.

## Market Analysis

We **identify the real market potential and examine market opportunities**. We analyze the territories, industries, where your product has the greatest chance of success. We prepare detailed market (client) segmentation.

## Freedom to Operate

Doesn't your product conflict with your competitors' technology?  
We will prepare a **professional freedom-to-operate** so you can be confident to **launch your product with minimal legal risks**.

## Business Validation

We **ask real people on the market** and uncover the true benefits and competitive advantages of your solution. We translate technical features into clear, compelling benefits that drive customer demand and loyalty.

## Company Valuation

We deliver a **professional, data-driven valuation** of your business to support negotiations and strategic decisions.

# words of our clients

We've been working with UNICO for several years across a variety of projects, and from the very first interaction, I felt supported and knew I could rely on their team. For me, it's essential to not only have professional alignment, but also to connect on a personal level and share common values—and that's exactly what I've found in our collaboration with UNICO.

Their **team is highly experienced, dependable, and solutions-oriented**. No matter the challenge, **things are always handled constructively and in good spirit**, which I truly appreciate.

Together, we've cooperated on projects involving technology transfer, licensing, IP protection, business validation, strategy development, and more. UNICO has consistently been a trusted partner, and I'm confident in recommending them to anyone seeking reliable, expert support in innovation and commercialization.



**Monika Štěpánová, CEO, Lightly**

# words of our clients

“Working with UNICO was refreshing. **Their approach is well structured and they are able to evaluate a huge amount of data in only a short time.** Their insights are extremely helpful not only as an external evaluation information source for investors and shareholders, but also for the team internally to guide and prioritise next actions.”



**Maren Arp, ABCDx**

# Words of our clients

"UNICO has mapped out for us the business potential of the AI anomaly detection technology we were developing. In less than a month, UNICO conducted validation with key people in manufacturing companies. **UNICO helped us navigate the market and saved us time and money** – the valuable feedback helped us rethink our strategy. In addition, **the cooperation opened the door to potential clients** in the Czech market."



**Tomáš Borovička**, CEO, Datamole



# We deliver.

UNICO ANALYTICS

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