



# Business Consultancy for Tech Innovations

For Academia

For Startups

For Corporations

## For Startups

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

Services

Investor readiness Analysis  
Company valuation  
Market Analysis  
Business Validation  
IP Advisory

# Investor 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



**Garrett**  
ADVANCING MOTION



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# We deliver.

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