



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](#)

# 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

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

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**



# We deliver.

UNICO ANALYTICS

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

+420 737 701 586

[info@unico.ai](mailto:info@unico.ai)