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FOR START-UPS

UNICO for Start-ups

We help you understand your customers, prove your advantage and get investor-ready.

Deep-tech founders usually know their technology inside out. What is harder to see from the inside is how investors, customers and competitors see it. We give you that outside view, backed by data and by conversations with the market.

We have helped found and scale university spin-offs and connect 10+ start-ups to funding every year. We know what investors check, because we do due diligence for them too.

What we hear from founders

01

"Are we ready for investors?"

You are preparing a round and want to know where the gaps are before an investor finds them.

02

"Who exactly is our customer?"

You have a technology with many possible applications and need to pick the first market.

03

"Can we launch without IP trouble?"

You need to know whether competitors' patents block your product and how to protect your own.

04

"What is our company worth?"

You need a defensible valuation for negotiations with investors or partners.

How we help

Start with the Investor Readiness Analysis. If it shows red or orange zones, we close the gaps with targeted services and expert mentoring throughout.

Investor Readiness Analysis

from €3,500

A VC-style due diligence done with you, not to you. A green / orange / red score across all areas investors care about, and a clear map forward.

Market Analysis

from €6,000

Market size, segments, competitors and customers. Where your product has the greatest chance of success.

Market & Business Validation

from €5,000

Interviews with real potential customers to prove your USP, refine pricing and find early adopters.

Freedom to Operate

from €1,600

A commercial-first check that your product does not infringe third-party patents, with design-around options.

IP Advisory

€100 / hour

Patent roadmap, trademark analysis and an IP strategy that investors trust.

Company Valuation

from €3,500

A professional, data-driven valuation that captures the value of your science, IP and team.

Each service has its own detailed one-pager. Ask us for the ones you need.

Client stories

PSP Technologies: from a lab invention to a company

THE SITUATION

Through our contacts at the Institute of Thermomechanics of the Czech Academy of Sciences, we discovered research on using plasma to extend the life of metals.

WHAT WE DID

We built the company from the ground up: assembled the core team, secured a licence agreement with the Academy, and then secured investment and the first customer demand.

THE RESULT

PSP Technologies moved from a kitchenware prototype to a CZK 12 million valuation.

> *"They track the assigned topics and tasks and really do the work. A true art of listening comes naturally to them. And of course, knowledgeable, complete IP procurement."*
>
> **Tomáš Slavík**, CEO, PSP Technologies

> *"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."*
>
> **Tomáš Borovička**, CEO, Datamole

> *"Their team is highly experienced, dependable, and solutions-oriented. Together, we've cooperated on projects involving technology transfer, licensing, IP protection, business validation, strategy development, and more."*
>
> **Monika Štěpánová**, CEO, Lightly

> *"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

About UNICO

UNICO is a consultancy at the intersection of deep tech, innovation and commercialisation. Born in academia in 2017, we help universities, start-ups, companies, investors and public institutions turn advanced technologies into investable and scalable opportunities. Offices in Prague and Zagreb, projects across Europe. **We speak the languages of research, market and money.**

$20M+
brought to universities

10+
start-ups connected to funding yearly

500+
trustworthy business partners

2017
rooted in academia since

Next step

Take our free investor readiness test on the website, or book a call and tell us where you are.

Book a free consultation at **unicoanalytics.cz**

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