



# 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.

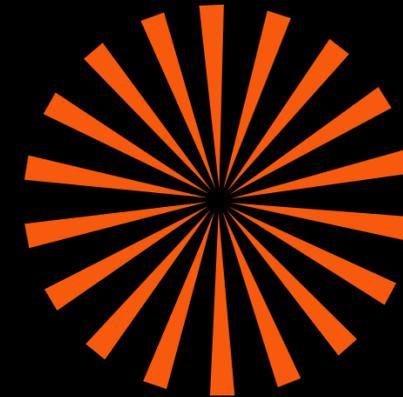
# in numbers

\$13M+

brought to universities

\$11M

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 assessment](#)
- [Fundraising](#)
- [Company valuation](#)
- [Market Analysis](#)
- [Business Validation](#)
- [IP Advisory](#)

## 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

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**

# 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**



# We deliver.

UNICO ANALYTICS

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