



# THE 2014 SIEMENS NEW VENTURES FORUM

October 28-29, 2014 in Silicon Valley, California

## Got an idea that will change the world? Let's work together.

### WHAT IS IT?

The Siemens New Ventures Forum is a business plan showcase that allows entrepreneurs to present before an influential audience, engage with Siemens and accelerate partnership discussions, and network with the vibrant innovation ecosystem of the San Francisco Bay Area.

Siemens Technology to Business, Berkeley (TTB) proudly organizes this event every year. We are the venture innovation group that introduces exciting new startups to Siemens and helps create long-term value through the power of partnerships.

### WHY SHOULD I PARTICIPATE?

Siemens TTB is an entrepreneurial gateway to our global parent company. Venture partnerships with us can spark a broad range of rewarding relationships with Siemens — including direct go-to-market activities, joint development deals, equity investments, and licensing agreements.

The Siemens New Ventures Forum is an ideal place to share your ideas and passion, and deliver your business pitch to key decision makers. Invited startups will network with Siemens executives, technologists, and product managers in addition to venture capitalists and prominent Valley leaders.

### WHAT ARE WE INTERESTED IN?

The transformative impact of IT on Siemens businesses, particularly in categories such as:

- » “Smart Data” analytics,
- » interfaces and visualization,
- » data-driven services,
- » cloud-based technologies, and
- » innovative mobile solutions.

We also welcome new ideas in the fields of:

- » smart grid and buildings,
- » wind power,
- » factory automation and drive technologies,
- » software for industrial design, simulation, and manufacturing.

Broader areas of focus are energy storage, robotics, novel sensors and materials, and transportation solutions including logistics and planning tools.

### WHO CAN APPLY?

Venture- and seed-stage companies located in the United States and Canada are encouraged to apply. Selected companies may send up to two entrepreneurs each.



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## Application process

### STEP 1: ONE PAGE OVERVIEW

By **July 9th**, please address in a brief email to [birgit.leighton@siemens.com](mailto:birgit.leighton@siemens.com) the following items:

1. Outline the problem you are solving and explain how it is solved today
2. Describe the advantages of your technology and approach
3. Discuss why this could be relevant to and compelling for Siemens
4. Provide an overview of your team and a brief history of your company
3. Competitive advantages
4. Near-term milestones for the company (18 to 24 months) that cover technology, business, and funding steps
5. Possible collaboration scenarios with Siemens
6. Information about the management team, founders, investors, and partners

### STEP 2: BUSINESS PITCH

By **August 25th**, please submit a complete business pitch (maximum 15 slides) to [birgit.leighton@siemens.com](mailto:birgit.leighton@siemens.com) covering the following items:

1. Technology overview
2. Business model and go-to-market strategy

### IMPORTANT 2014 DATES AT A GLANCE

**July 9:** One-page application deadline

**August 25:** Business pitch submission deadline

**September 15:** Notification to selected startup companies

**October 28 and 29:** Siemens New Ventures Forum in Silicon Valley, California

### For information about last year's event:

<http://www.ttb.siemens.com/pool/siemens-ttb-new-ventures-forum-2013-digest-final.pdf>

#### ABOUT SIEMENS

Siemens is a global powerhouse in electronics and electrical engineering, operating in the fields of industry, energy and healthcare as well as providing infrastructure solutions, primarily for cities and metropolitan areas. For over 165 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality. The company is one of the world's largest providers of environmental technologies.

Around 43 percent of its total revenue stems from green products and solutions. In fiscal 2013, which ended on September 30, 2013, revenue from continuing operations totaled €75.9 billion and income from continuing operations €4.2 billion. At the end of September 2013, Siemens had around 362,000 employees worldwide on the basis of continuing operations.

Visit [www.siemens.com](http://www.siemens.com) for more.

#### ABOUT SIEMENS TECHNOLOGY TO BUSINESS (TTB)

Located in Berkeley, Shanghai, and Munich, Siemens TTB focuses on finding innovative, strategically relevant ideas outside of Siemens. We look for promising solutions emerging from startup companies and universities, and forge mutually rewarding venture partnerships. We leverage our technical and business know-how in order to accelerate the go-to-market strategies of our external partners.

Please visit [www.ttb.siemens.com](http://www.ttb.siemens.com) and [www.facebook.com/SiemensTTB](http://www.facebook.com/SiemensTTB) to learn more.