
PLUGANDPLAY

Welcome!

CallaghanInnovation
New Zealand's Innovation Agency

Executive Visit
June 14th, 2023



Agenda (Pacific Time)

WiFi Network: PNPTC-Guest
PW: SilicoN440!

JOIN THE PLATFORM
[PNPTC.COM/JOIN](https://pnptc.com/join)

9:30 - 10:00 am Plug and Play Tour

10:00 - 10:30 am Startup Presentation: Decant

10:30 - 11:00 am Open Innovation in Silicon Valley



Introduction

Vision

**To build the world's
leading innovation
platform and make
innovation open to
anyone, anywhere.**



Our Beginnings: The “Lucky Building”



Google

logitech

 PayPal

DANGER

**Today we are
the ultimate
innovation
platform.**



**ACCELERATOR
PROGRAM**

We run over 60 industry-themed accelerator programs a year in cities across the world.

**CORPORATE
INNOVATION**

We supercharge the innovation of over 500 industry-leading corporations.



**VENTURE
CAPITAL**

We invest in over 200 companies a year and co-invest with the world's best VCs.



Key numbers

CORPORATE PARTNERS

500+

LOCATIONS

50+

VERTICALS

20+

PORTFOLIO

2500+

UNICORNS

30+

FUNDS

4

INVESTMENTS PER YEAR

200+

STARTUP ECOSYSTEM

60.000+

EVENTS HOSTED PER YEAR

1000+

ACCELERATIONS PROGRAMS

100+

STARTUPS ACCELERATED PER
YEAR

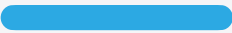
2500+

STARTUPS JOINING EVERY
MONTH

800+

Global Presence





Our Programs



**Advanced
Manufacturing**



Aerospace



Agtech



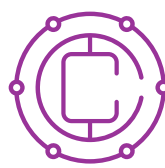
Animal Health



**Artificial
Intelligence**



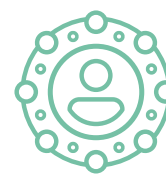
**Brand
& Retail**



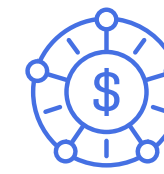
**Crypto &
Digital Assets**



Energy



**Enterprise
Tech**



Fintech



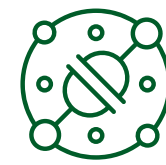
**Food &
Beverage**



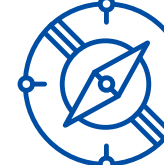
Health



Insurtech



IoT



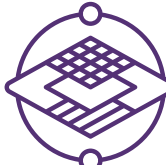
Maritime



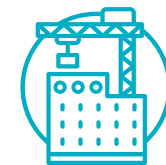
Media & Ad



Mobility



**New Materials
& Packaging**



**Real Estate
& Construction**



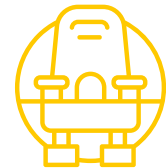
Smart Cities



Supply Chain



Sustainability



**Travel &
Hospitality**

Our global hubs and programs

AMERICAS

Silicon Valley	M&A	Sus	Sma	+10
Cleveland	Hea			
NW Arkansas	Sup			
North Dakota	Agt			
Detroit	Mob			
Topeka	AH			
Chicago	F&B			
LA	M&A	B&R		
Savannah	Sup			
São Paulo	F&B	Fin	Cus	
Toronto	Sup			
Alberta	Hea	Sus		

EMEA

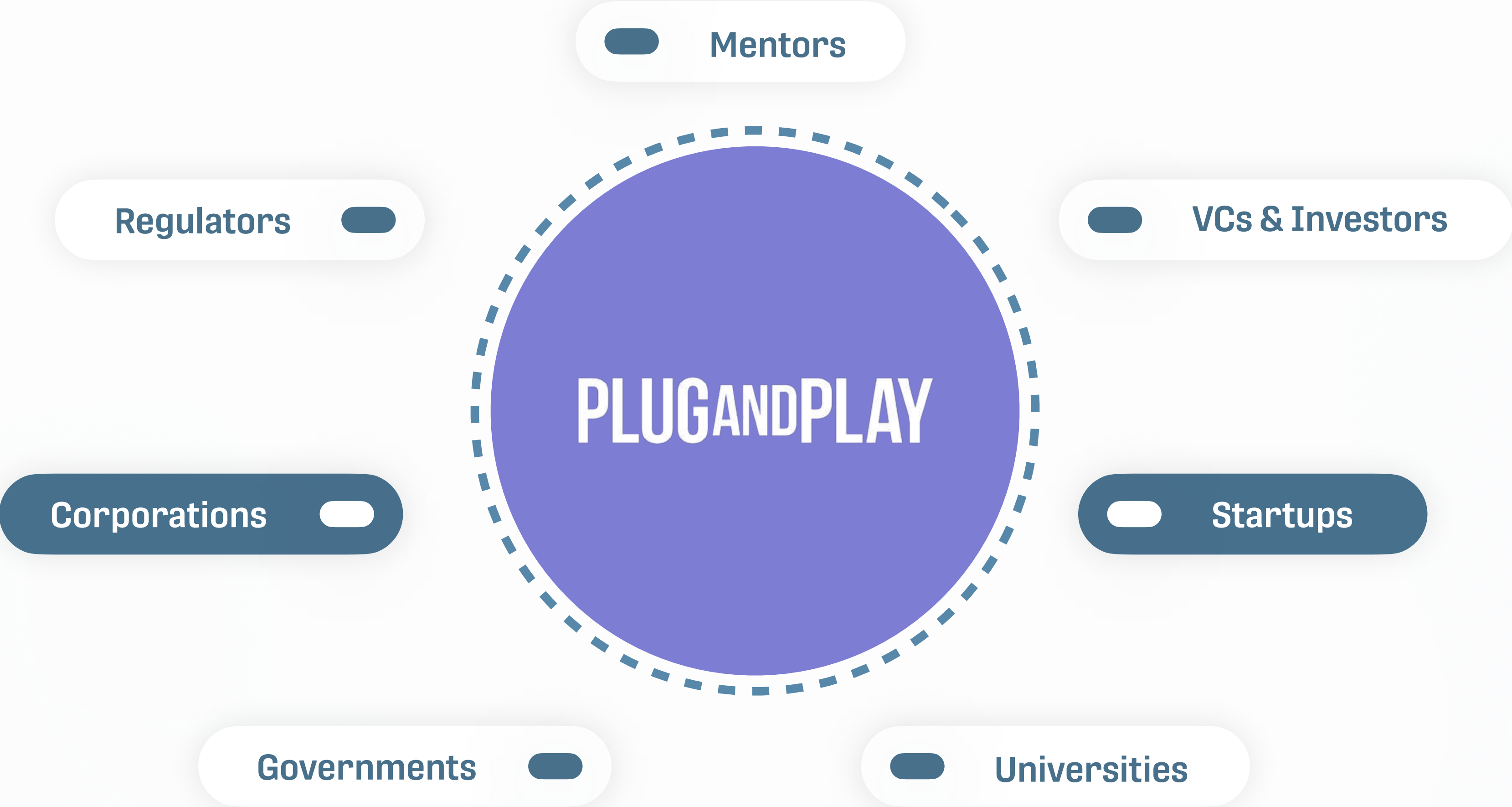
Paris	B&R	Fin	Sma	Cus
Stuttgart	Mob			
Frankfurt	Fin			
Munich	Ins	B&R	Hea	
Hamburg	Sup			
Madrid	Sma			
Barcelona	B&R	Fin		
Valencia	IO			
Geneva	T&H			
Basel	Sma			
Amsterdam	Sma	Fin		
Milan	F&B	Fin	Sus	
Turin	Cus			
Modena	Cus			
Vienna	T&H			
Antwerp	Mar			
UK	Mob			
Malta	Sma			
Istanbul	Sma			
Abu Dhabi	Fin	T&H	Hea	
Ben Guerir	Sma			
Johannesburg	Agt	Sus	Ins	
Cairo	Sma			
Saudi Arabia	Sma	Fin		

APAC

Singapore	Fin	Ins	T&H	Hea	Cus	Cus
Beijing	Ins	IoT	Mob	B&R	Hea	
Shanghai	Fin	Sup	B&R	Ene	F&B	Agt
Wuhan	Cus					
Najing	Cus					
Wuxi	Cus					
Shenzhen	IO					
Jakarta	Fin	Ins				
Tokyo	B&R	Fin	Ins	IoT	Mob	R&C
Kyoto	Hea					
Osaka	Sma					
Bangkok	Sma	F&B	Agt			
Seoul	Fin	Sma				
Kazakhstan	Sma	Ene				
Uzbekistan	Fin	Ins				
Hyderabad	Mob					

- Agtech
- Animal Health
- Brand & Retail
- Energy
- Enterprise Tech
- Fintech
- Food & Beverage
- Health
- Insurtech
- IoT
- Maritime
- Media & Ad
- Mobility
- New Materials & Packaging
- Real Estate & Construction
- Smart Cities
- Supply Chain
- Sustainability
- Travel & Hospitality
- Innovation Outpost
- Custom Program

An ecosystem of change makers



We curate and track introductions for our partners and startups of all stages

 **Playbook** 60,000+ PRE-QUALIFIED TECH DATABASE



Late-stage startups
Funding greater than \$50m

Mid-stage startups
Funding greater than \$5m

Early-stage startups
Funding less than \$5m

Seed-stage startups
Funding less than \$1m

Our partners make innovation a priority

plugandplaytechcenter.com/corporations/



GLOBAL FOOD & AGTECH PROGRAMS

The Largest Food & Agriculture Innovation Platform in the World!

Alberta Food Program
Launched: 2023



Fargo Digital Agriculture
Launched: 2020



US Food Program
Launched: 2017



Silicon Valley

Chicago

Topeka Animal Health
Launched: 2021



São Paulo Food & Ag
Launched: 2019



Italy Food
Launched: 2019



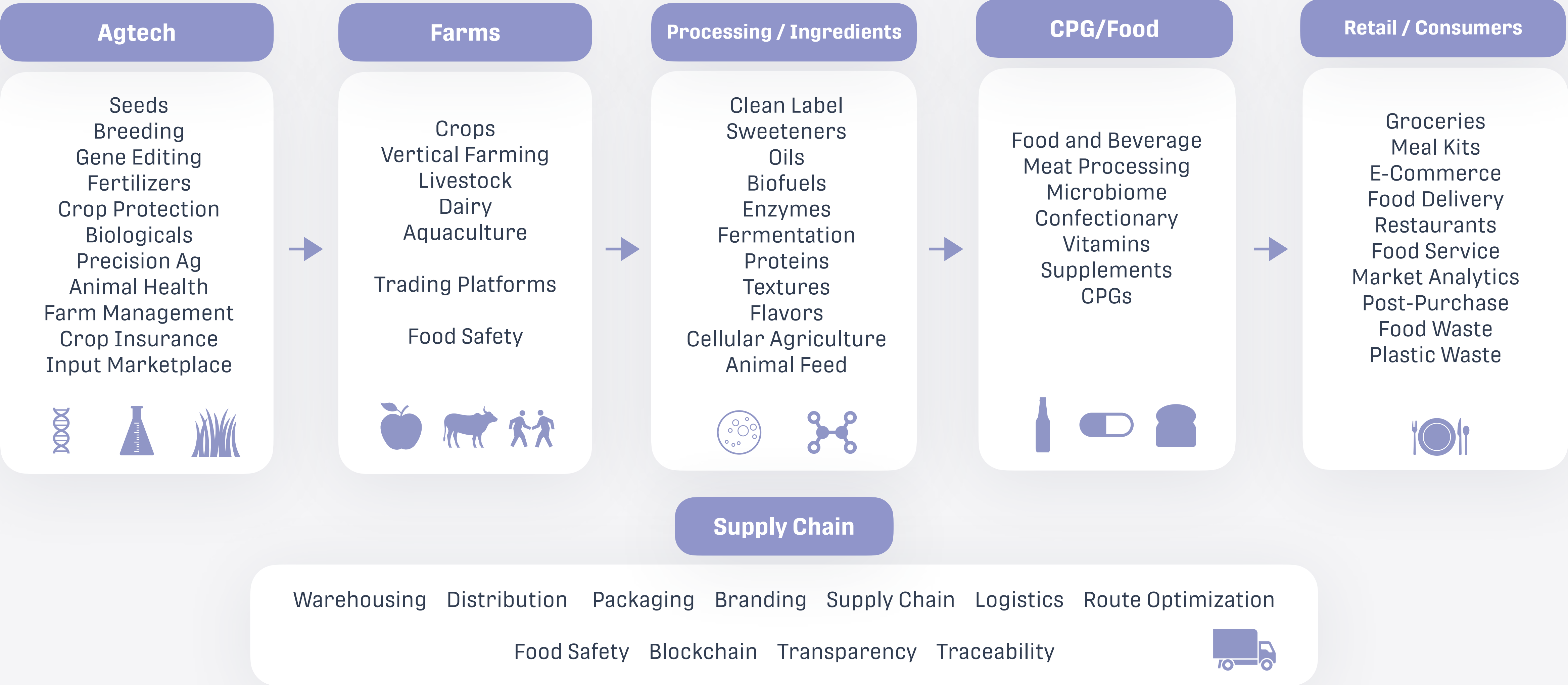
Shanghai /Nanjing
Launched 2020



Tokyo, Japan
Launched 2022



Food Value Chain





Food Focus Areas

Ingredient Innovation



Proteins/Cellular Ag
Functional Ingredients
Sweeteners
Enzyme/Microbe
Engineering
Fermentation
Textures, Colors, Flavors

Data Analytics



Market Analytics
Consumer Sentiment
Post-Purchase
Trend Analysis
Product Lifestyle
Management
Interactive Marketing
Personalized Marketing

Food Safety



Traceability
Rapid Pathogen Testing
Foreign Object Detection
Real-time Monitoring
Blockchain
Transparency

IoT / Food Services



Consumer Appliances
Device Connectivity
Restaurant Management
Inventory Tracking
Computer Vision
Frictionless Checkout
Automation

Agtech



Crop Protection
Farm Management
Livestock
Precision Agriculture
Fertilizers/Biologics
Breeding
Gene Editing

Biotechnology



Microbiome
Allergies
Prebiotics/Probiotics
Personalized Nutrition
Enzyme/Microbe
Engineering
Microbiome Therapeutics

Supply Chain



Automation
Blockchain
Warehousing and
Distribution
Last Mile Delivery
Food Waste
Shelf-life

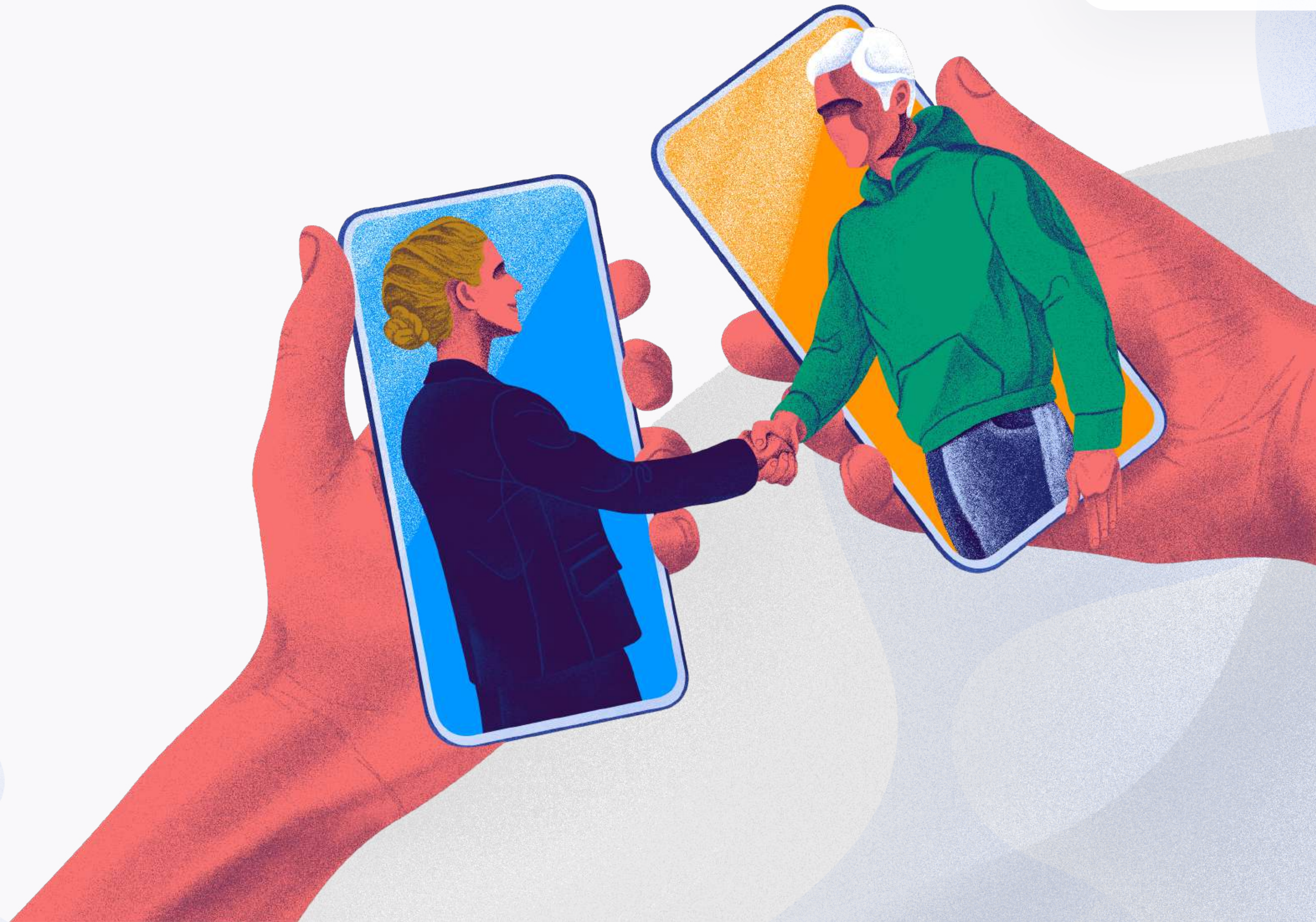
Food Packaging



Smart/Interactive
Packaging
Biodegradable
Antimicrobial
Blockchain/Anti-counterfeit
Shelf-life
Coatings

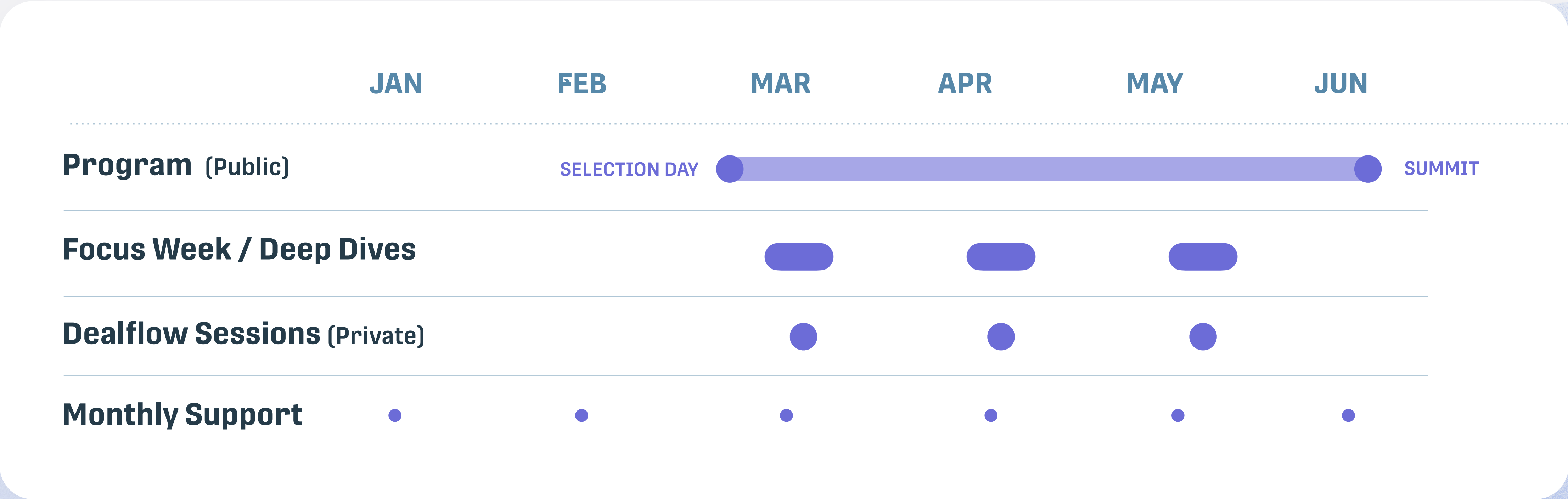
Accelerator Program

We run 2 startup batches a year, based on our Anchor partners' focus areas



We run 2 programs per year for each vertical

The format and dates may vary per program

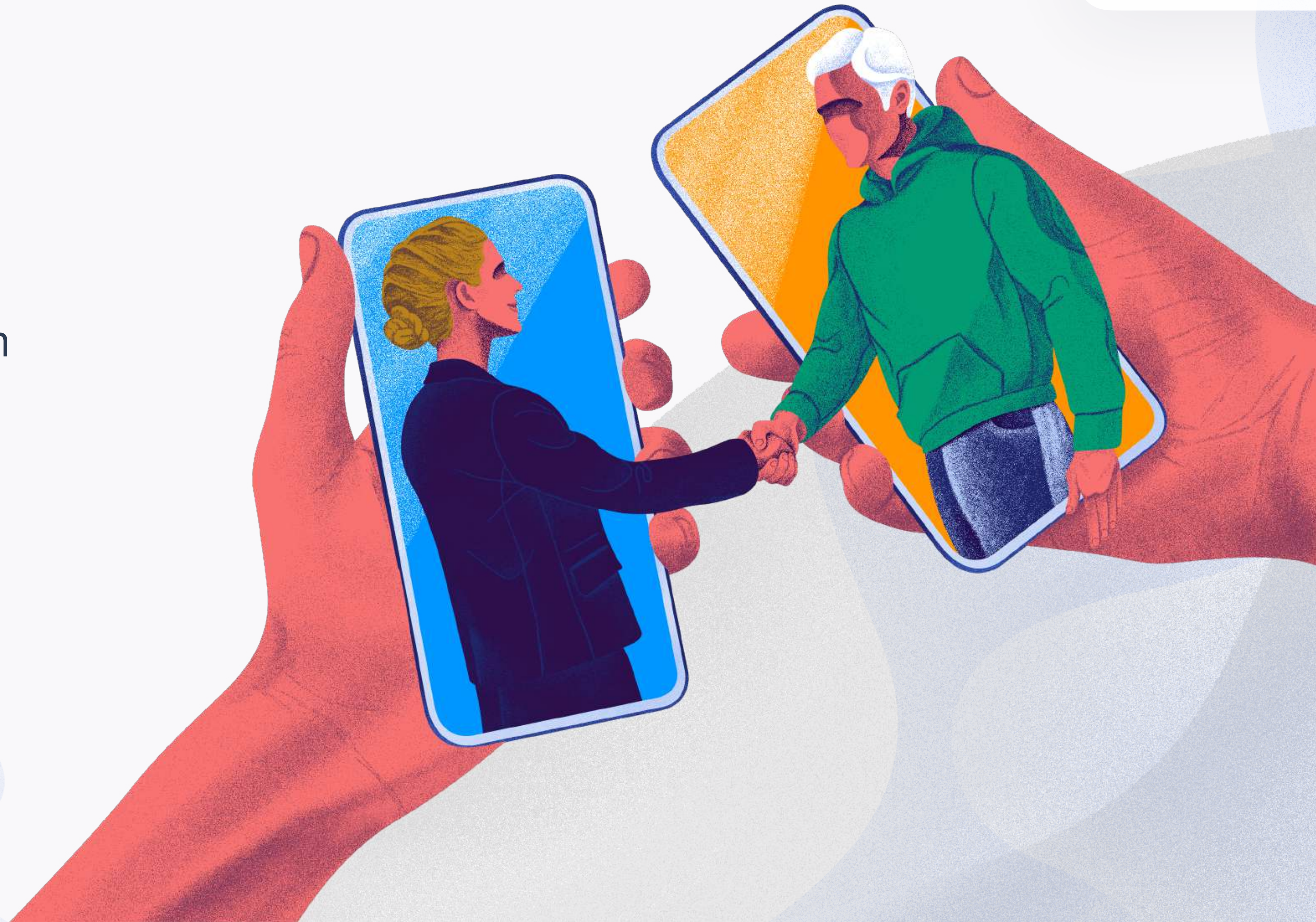


Our program selection process



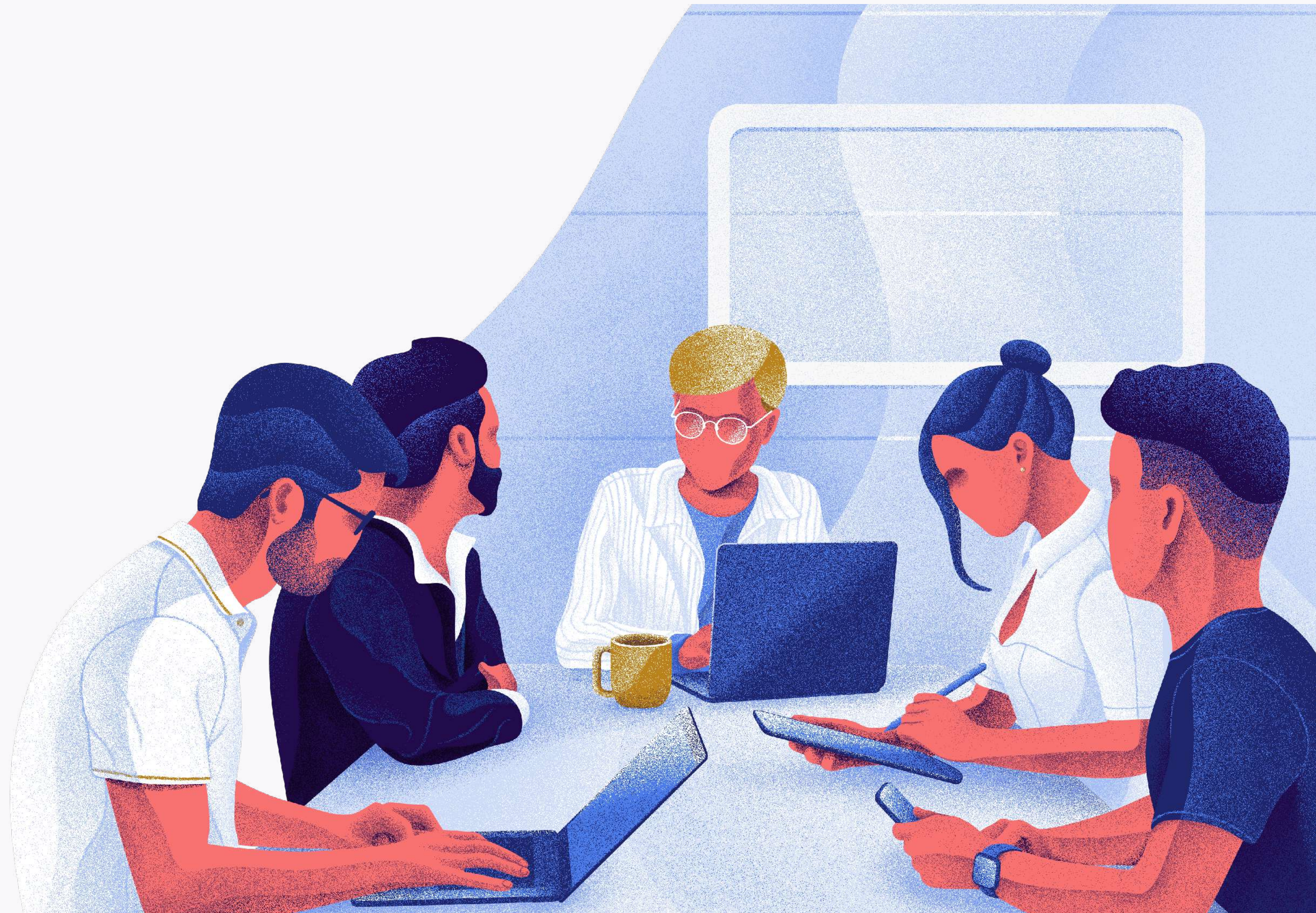
Startups can apply here:

Must have an MVP and
Proof of concept or Traction
with a significant player



Collaborative Due Diligence

We help you explore,
curate, and meet the
world's best startups.



**We are proud
to have backed
some of the
best founders
in the world.**

Family Office Money

2022 Average Check Size

\$96,527

We typically invest between \$25-500K.

Portfolio Company Exits

27

2022 Number of Investments

247

We have backed 1,600+ portfolio
companies since 2006.

Startup Stage

215

Seed

31

Early

1

Late

We've backed some of the best startups.

Check out our
spectacular unicorn
portfolio of **31** unicorns!



*Order by Date

 PayPal

 LendingClub

 Dropbox

 SoundHound

 Rappi

 GUARDANT

 N26

 Quantenna

 hippo

 honey

 Course Hero

 ApplyBoard

 Kustomer

 BigID

 Flutterwave®

 FiscalNote

 shippo

 Truicoo

 TRACTABLE

 BLOCKDAEMON

 cloudwalk

 OWKIN

 MANSCAPED

 Turing

 Truebill

 FLYR

 ESUSU

 visby medical

 FLEXIV

 VESTTOO

 einride

Plug and Play Platform next step Follow-on Investment Funds

We invite our trusted
partners to become LPs

CLOSED

**COMMERCE
FUND**

CLOSED

**SUPPLY
CHAIN &
LOGISTICS**

RAISING

URBAN TECH

FIRST CLOSE

SUSTAINABILITY

FIRST CLOSE

**FINANCIAL
SERVICES**

Why We Win

Entrepreneurial mind set, leading investor track record, and technology expertise

LPs & Corporate Partners

LPs and corporate partners create strong pull

LPs and corporate partners advise on fit and viability of technology

Licensing deals, M&A, strategic partnerships, co-development etc.

SOURCE

VET

SCALE

PLUGANDPLAY

~100 associates create strong push and 50+ universities and 180+ VCs create strong pull

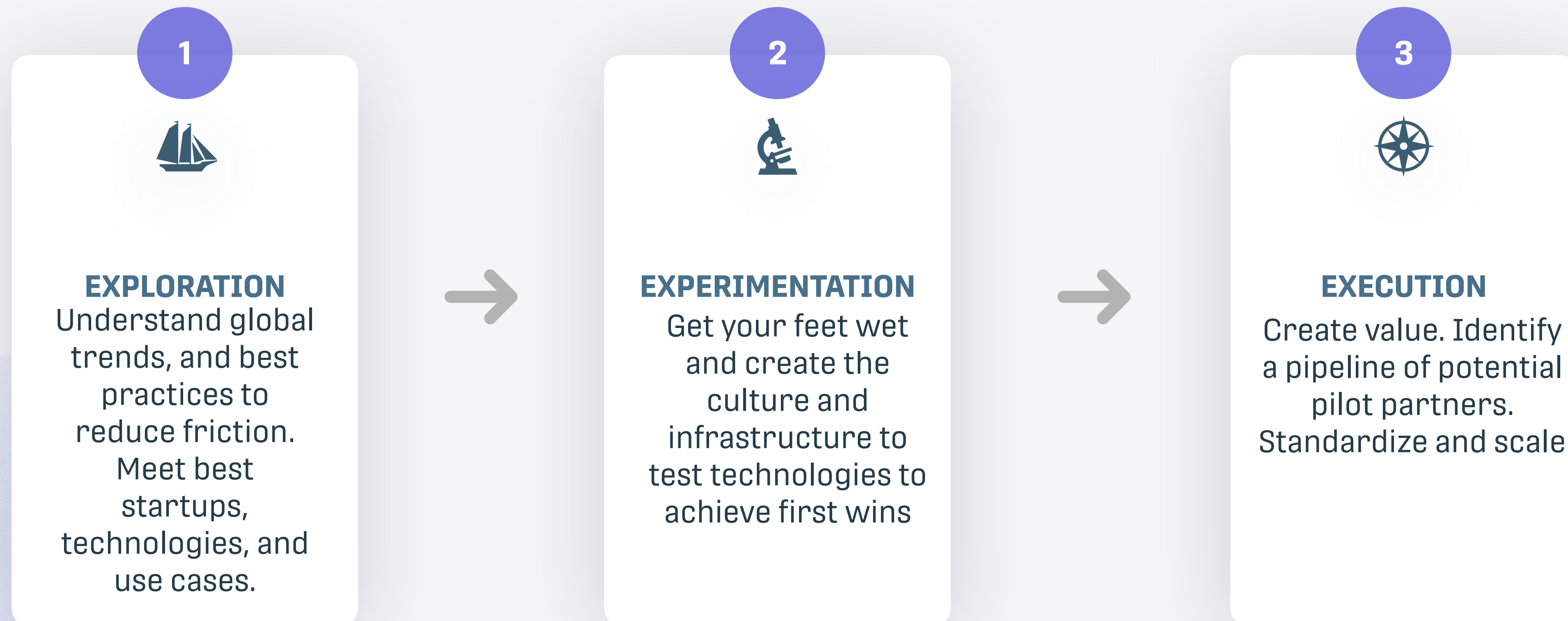
500+ corporate partner network across 18 other industries, VCs, and tech experts

15,000+ yearly startups sourced and reviewed, leading to 200-250 investments a year

Corporate Partnership Goals

Create a culture of
innovation deep within each
department of your
company.

Corporate Innovation Journey



We add value to our partners' innovation journeys.

JOIN THE PLATFORM
[PNPTC.COM/JOIN](https://pnptc.com/join)

1

Exposure & Exploration

Scouting, meeting, and deep diving into the startup ecosystem on a global scale.

2

Value Creation

Launching POCs and pilot projects with a defined set of clearly defined solutions.

3

Education & Culture

Exhibiting value generated with success stories by permeating the whole company.

4

Innovation Network

Meeting likeminded people across different industries, investors, etc.

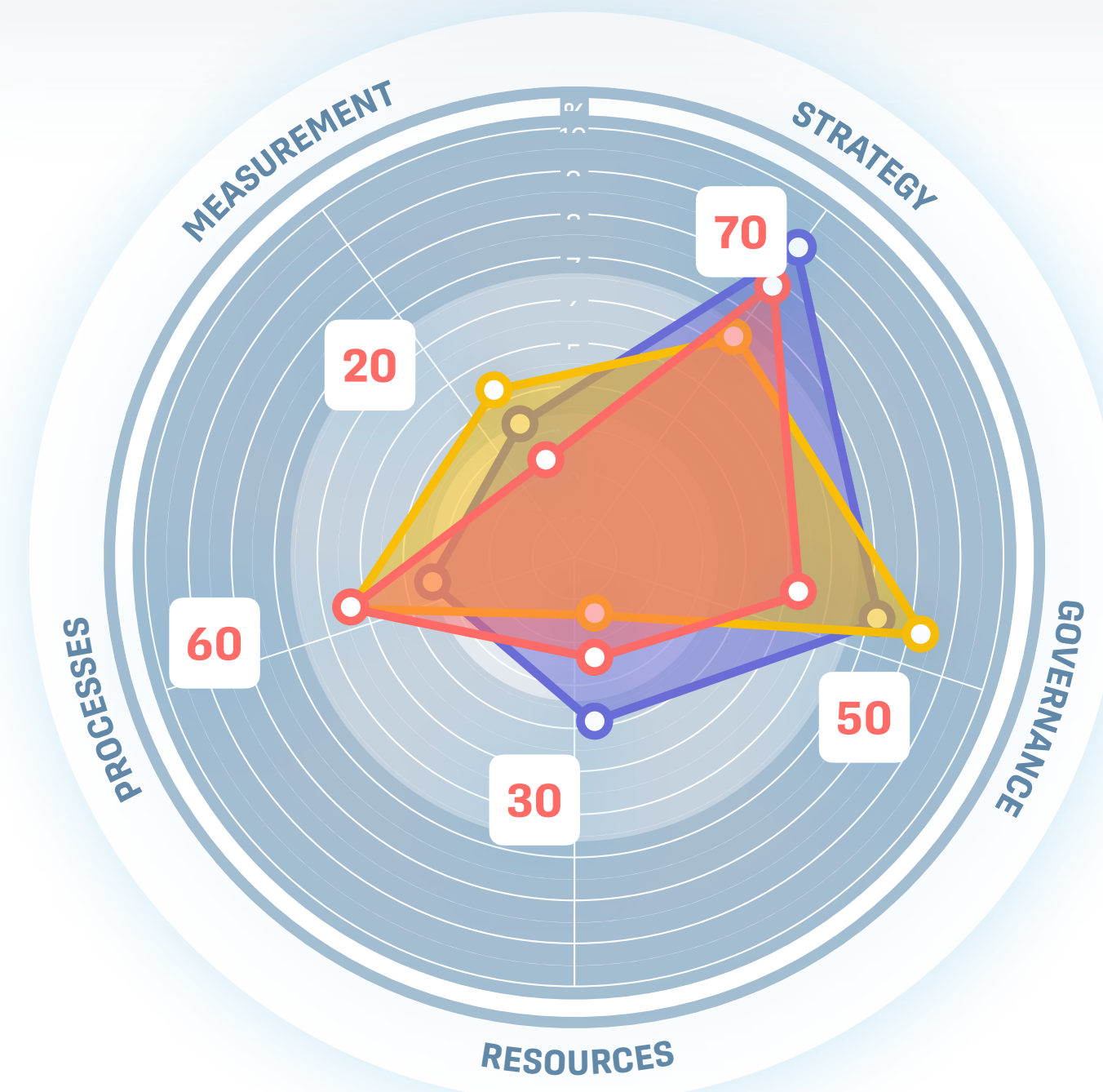
JOIN THE PLATFORM
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Building Innovation Culture

Our goal is to help you develop internal innovation capabilities and walk Partner's leadership teams through 5 key components of a company's innovation journey.

1. **Strategy** - align innovation initiatives with business needs
2. **Governance** - empowerment to effectively deliver on the innovation agenda
3. **Resources** - effective champions and sufficient resources to drive the innovation agenda
4. **Processes** - a repeatable & lean process to run innovation initiatives
5. **Measurement** - systems in place to motivate and measure value creation

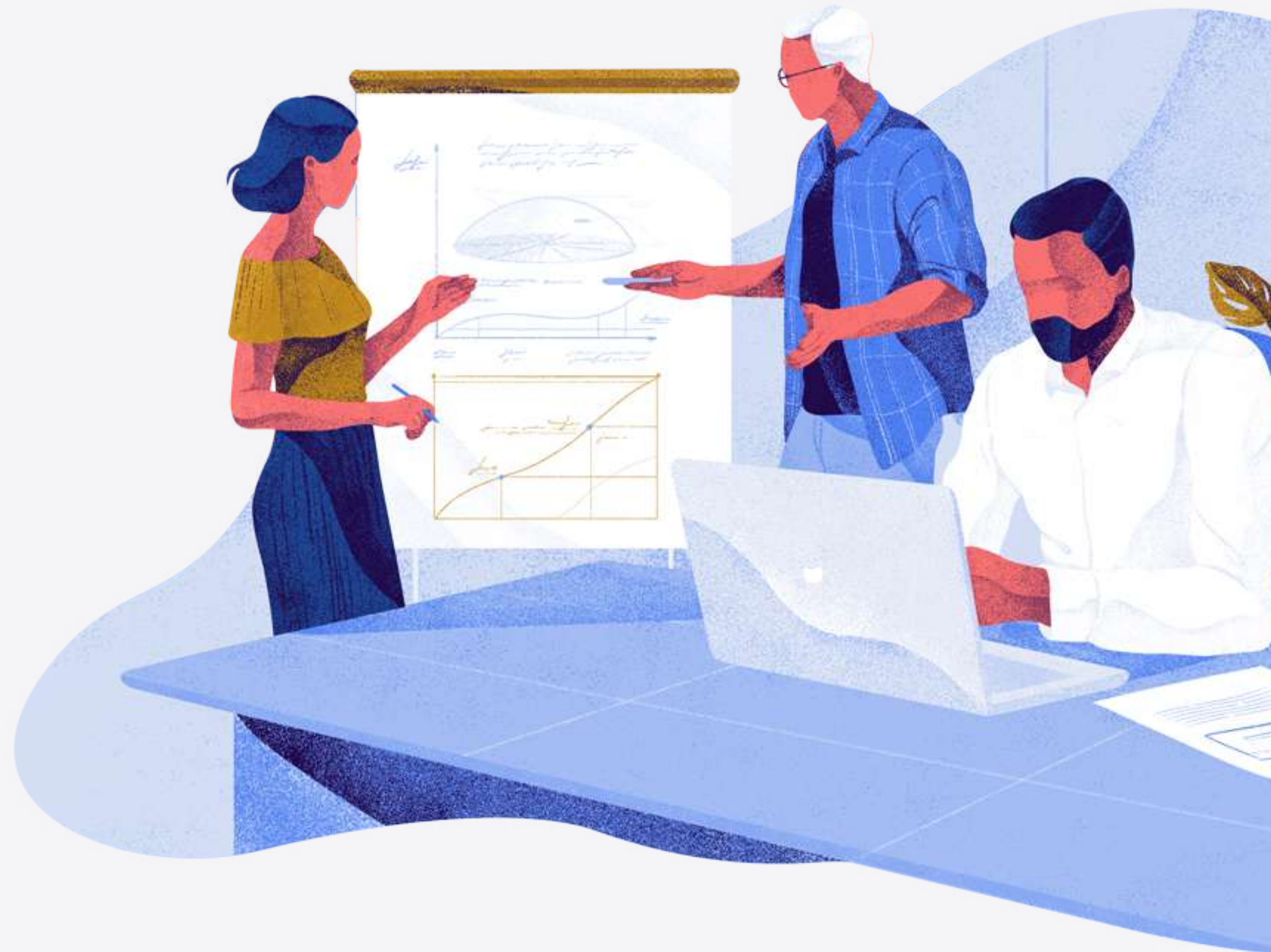
Example: **Corporate A** compared to **Other partners** and **Cross-industry partners**



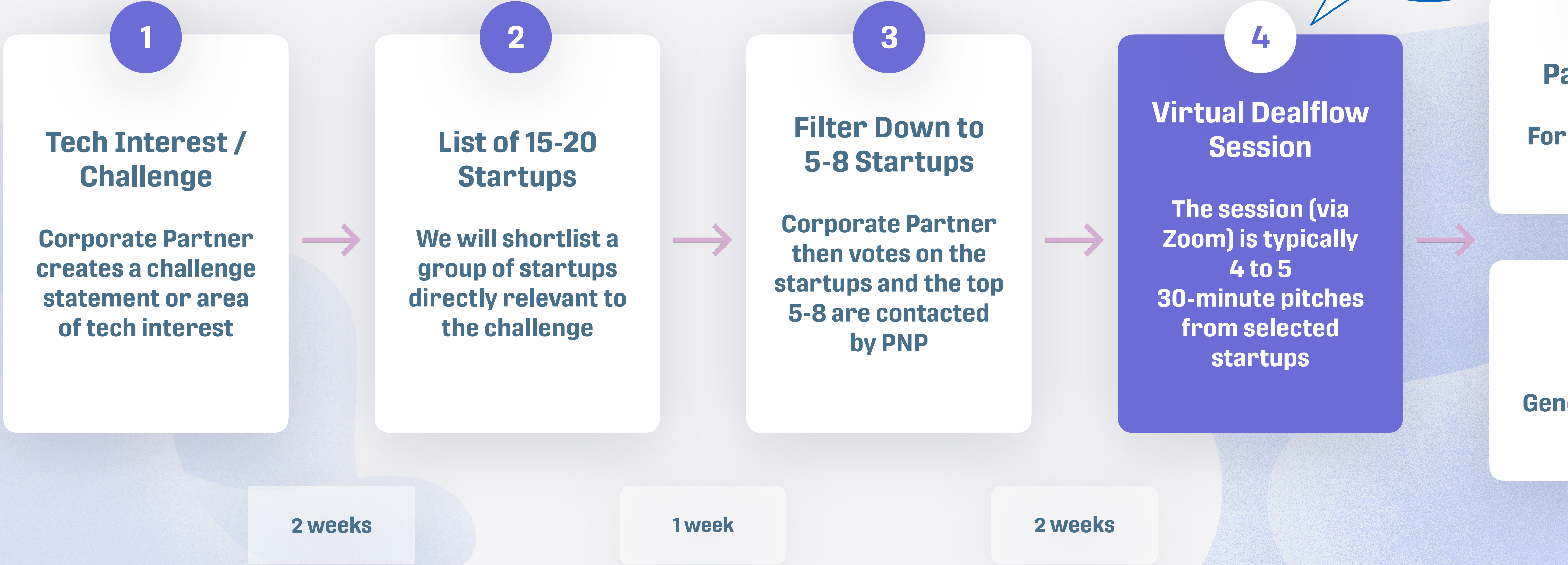
We help you solve problems

Dealflow Sessions

Private sessions between
you and 4-6 startups
tailored to your tech
interests or business
challenge.



How PNP dealflow sessions work



How PNP dealflow sessions work



Our Ask - To ensure a success partnership

CHAMPION

Dedicate a person on the ground at Director or VP Level.

Serves as our main point of contact and has line of sight across the company's various business units and what their needs are.

EXECUTIVE BUY-IN

Ensure that there is significant buy-in at VP, SVP, and C-Suite levels.

A leader of the organization that views innovation as an integral part of their roadmap with startup engagement as a critical element to their strategy.

BUSINESS UNIT SPONSOR

Create a definitive list of innovation objectives and KPIs.

To ensure success, it is important to engage the business units that will deploy startup technology solutions.

TIME COMMITMENT

The best results are found when we have at least bi-weekly interactions.

To utilize our various offerings at each level, we recommend to allocate sufficient time resources for the partnership.

FINANCIAL COMMITMENT

We ask for a three year commitment. To ensure proper engagement with our ecosystem and to avoid partnerships only centered around PR and publicity.



Custom Innovation Programs

What can we learn from Silicon Valley?



Innovation, collaboration, and risk-taking.



Easy financing opportunities for high-risk business (limited guarantees).



Efficient laws, policies, and regulations to safeguard business interests, trade secrets, and ownership of ideas.



Easy to setup shop and do what matters most.



Businesses are developed based on ideas, applications, or services, which constitute intellectual property.



Availability and access to technology knowledge and talent pool.
Efficient technology transfer from Universities.



Combined industries in close proximity can jointly lobby for certain benefits (visas, services, benefits).



There are no failures, just learnings.

Plug and Play's Value Proposition

JOIN THE PLATFORM
[PNPTC.COM/JOIN](https://pnptc.com/join)



Attract VC investment to the region by exposing your regional startups to the Silicon Valley ecosystem.



Provide mentorship and soft landing to increase the quality of startups that receive government support, to increase their chances to succeed



Develop **co-marketing strategies** tailored to your economic development goals.



We help you develop world-class innovation **best practices to foster an entrepreneurial ecosystem** and promote economic development in the region.

PLUGANDPLAY GOAL

GLOBAL OVERSEAS
ACCELERATION & LEARNING

Empowering international organizations to promote economic development through innovation, internationalization and entrepreneurship support.



How we bring value to startups



Business
Development



Fundraising



Networking &
Events



Co-working
Space



1:1 Mentoring &
Coaching



Workshops &
Seminars



Pitch
Opportunities &
Polishing



Expo Events
Participation

How we bring value to international organizations



ATTRACT GLOBAL INVESTMENTS

Plug And Play is an active VC with a focus on early stage investments. **A GOAL program will help attract investments** once Silicon Valley venture capitalists and angel investors observe more startups from your innovation network.



POSITIVE ROI FOR PUBLIC INVESTMENT

This primarily means the **creation of jobs and wealth in the region** through the growth of startups. Plug and Play will support startups to succeed on an international level. In the year after participating in our program, **startups create 6 new jobs** on average.



NETWORKING & EVENTS

You will have access to events such as **Plug and Play EXPO and Selection days**. These events attract Corporations, Investors, Governments, Universities and startups from all over the world. During our EXPO, we typically welcome 3000+ attendees.



STAY ON THE EDGE OF INNOVATION

Over the last 16 years Plug and Play has created the world's foremost platform for innovation. By joining us, you will be able to **transform your organization's culture to advance innovation**, learn about the latest technology trends and get continuous exposure to tech companies.



GATHER INSIGHTS INTO VC INVESTING

Since 2006, we've invested in 1600+ companies and we keep investing in 200+ startups per year. By joining Plug and Play, you will **learn from the due diligence of the world's most active VC** and you'll be able to leverage our team of over 150 VC experts.

Measurable Numbers & Results

550+
Corporate
Partners

200+
VC's Network

650+
Total
Employees

60
Nationalities

PLUG AND PLAY GOAL

GLOBAL OVERSEAS
ACCELERATION & LEARNING

400+

NEW JOBS CREATED PER YEAR

The GOAL program contributes to the creation of 400+ new jobs per year for all the startups that go through our program

800+

STARTUPS ACCELERATED THROUGH GOAL

Since 2019, we accelerated 800+ startups in 45 batches

83%

STARTUPS IN STRATEGIC CONVERSATION WITH 1+ CORPS

After startups participate to GOAL, 83% of them enter strategic conversations with 1+ Corporates

70%

STARTUPS IN STRATEGIC CONVERSATION WITH 1+ VC's

After startups participate to GOAL, 70% of them enter strategic conversations with 1+ Investors

JOIN THE PLATFORM
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Appendix

Testimonial



David Christian
CIO, Dominion Energy

“In the past, we have had that track record of trying to come with the answer internally but with the rate of change that's going on today in many areas of technology - the future is collaboration with multiple parties.”

2022 Date
Founded

80 Startups
Accelerated

2 Startup
Batches

 **Alberta**

25+ Corporations
Engaged

**CLEAN
RESOURCES
DIGITAL HEALTH** Vertical
Served

PLUGANDPLAY ALBERTA

Partners
Include



INNOVATE EDMONTON



PROJECT FUNDERS



INNOVATE EDMONTON



SIGNED CORPORATE PARTNERS



ADVISORY BOARDS FOR FIRST COHORT

HEALTH



CLEAN RESOURCES



SECTOR AGENTS



FASKEN



Schleswig-Holstein Ministry of Economic Affairs

The Ministry of Economic Affairs, Transport, Employment, Technology and Tourism of Land Schleswig-Holstein (SH) supports companies in research, development and digitalization. The ministry aims to strengthen Schleswig-Holstein as a business location and funds various programs designed to assist companies that wish to settle, expand, develop or internationalize. Established companies are offered a wide range of loans, guarantees and equity participation, while newly set-up businesses and start-ups have access to a different set of funding options.

Economic Overall Outcomes for the Region

- The amount of newly established businesses increased in the region
- Schleswig-Holstein gained recognition as a hub of innovation and as an attractive location for startups
- In the second year of the partnership, we saw applications for the program from Sweden, Denmark and many German states
- Startups which had participated in the International Accelerator Program were able to scale internationally and ultimately, had a positive effect on employment in the region

Overall Outcomes for Schleswig-Holstein



Startups

12

Corporations did each startups meet for strategic conversations, on average

50%

Of the startups had discussions for investment with a venture capitalist or angel investor

100%

Of all startups are still alive in 2021 compared to 70% in the free market after 2 years

16%

Of startups had a dealflow with a corporate

6

People on average got hired by each startup in the two years after the program

Korean Institute of Startup & Entrepreneurship Development

KISED aims to contribute to the development of the national economy through the growth of startup businesses and job opportunities, and through the promotion of technology-based startups of future entrepreneurs by cultivating entrepreneurial spirit.

The Purpose

Support the entry, settlement and growth of Korean startups to and in the United States of America, and jointly promote the discovery, development, investment, attraction and growth of promising startups.

Our Task

- To select startups which are ready to enter the local market in the US based on an objective, ethical evaluation
- Conduct KPI workshops to define goals and activities together with each startup, prior to the acceleration program
- Conduct an 8-week program to facilitate the market entry into the US for Korean companies

Overall Outcomes for KISED Startups



Startups

20%

Of the startups had conversations with 3+ corporates

30%

Of the startups had discussions for investment with 2+ venture capitalists/ angel investors

At least 1 corporation

Did each of the startups meet during the 8-week program

At least 1 investor

Did each of the startups meet during the 8-week program

Thank you!

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