



Soft-landing programme

Webinar for Applicants

GNSS.asia Innovation Programme

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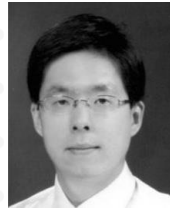
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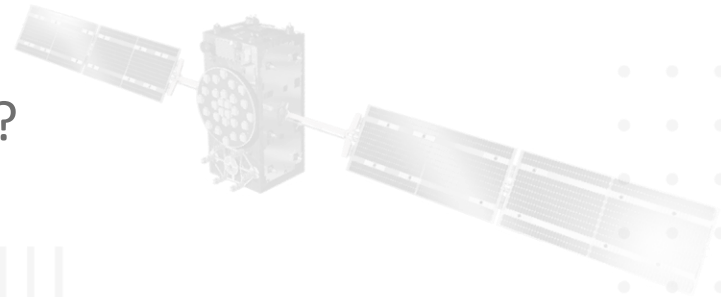
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Agenda

- What is the soft-landing programme?
- Why you should apply!
- Who is eligible?
- How to apply!
- What is GNSS.asia?
- Questions?



All the good stuff you need to bring your business to Asia.

The GNSS.asia soft-landing programme offers 10 of Europe's boldest innovators and start-ups an ecosystem exploration mission through Asia-Pacific in 2021. The programme provides a challenging, inspiring and international setting for you to take your business to the next level.



Take-off

Embarq on a journey to scale globally. It is never too early to start building your future!



5-step internationalisation sprint

Advance your GNSS industry knowledge with our training sessions and get one-on-one international business coaching by acclaimed GNSS Industry leaders.



Ecosystem exploration mission*

Pitch your start-up at a high-level GNSS industry event in our target regions and get ample opportunities to start or expand your international network.

*Each start-up receives EUR 2k for its ecosystem exploration mission



Landing

Enjoy your start-up's soft-landing into a promising market in Asia.



The soft-landing programme with its ecosystem exploration mission has **7 main target regions**



Europe



India



China



Taiwan



Japan



South Korea



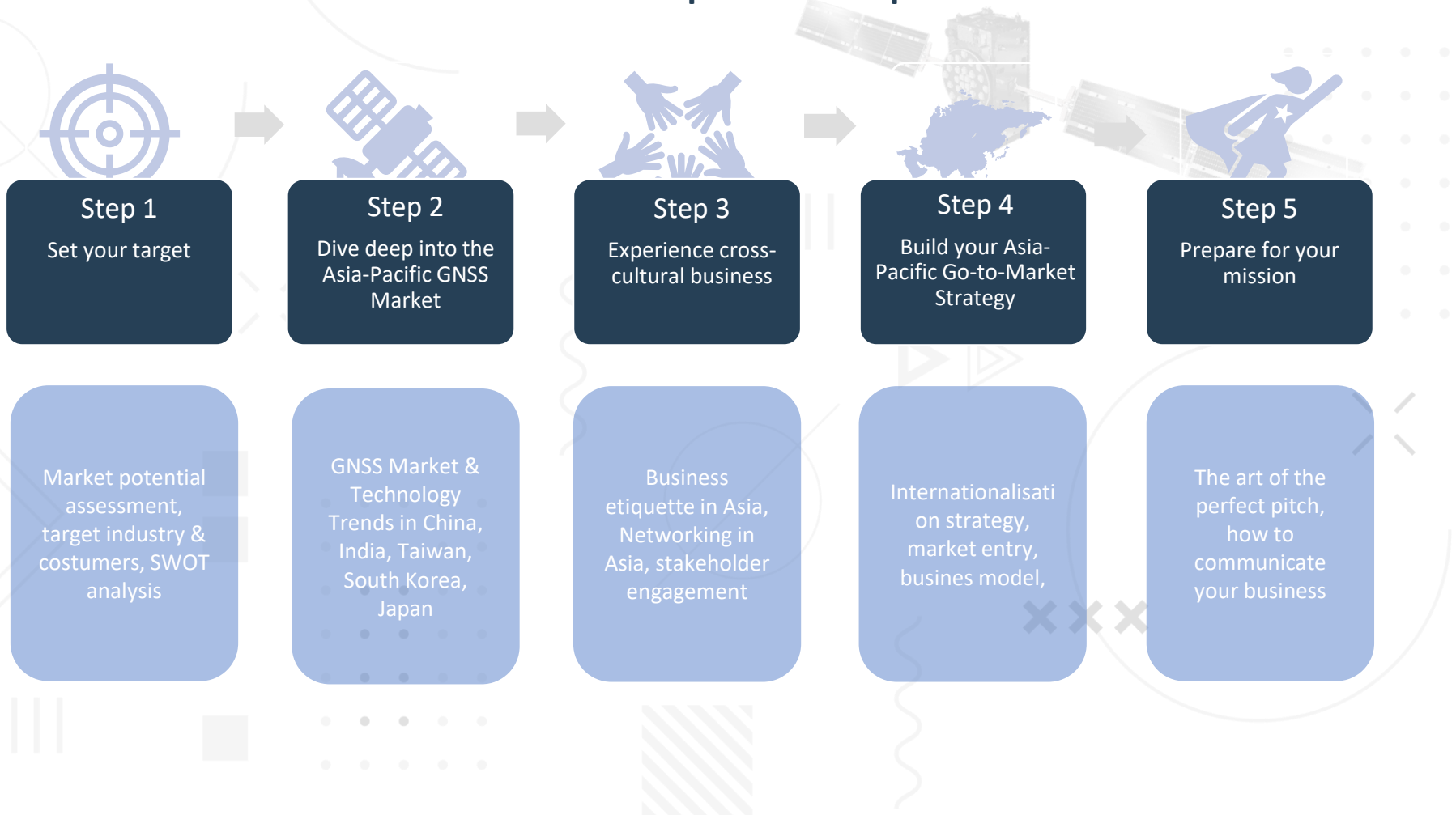
Australasia

**Start-up
support**
by **GNSS
asia**



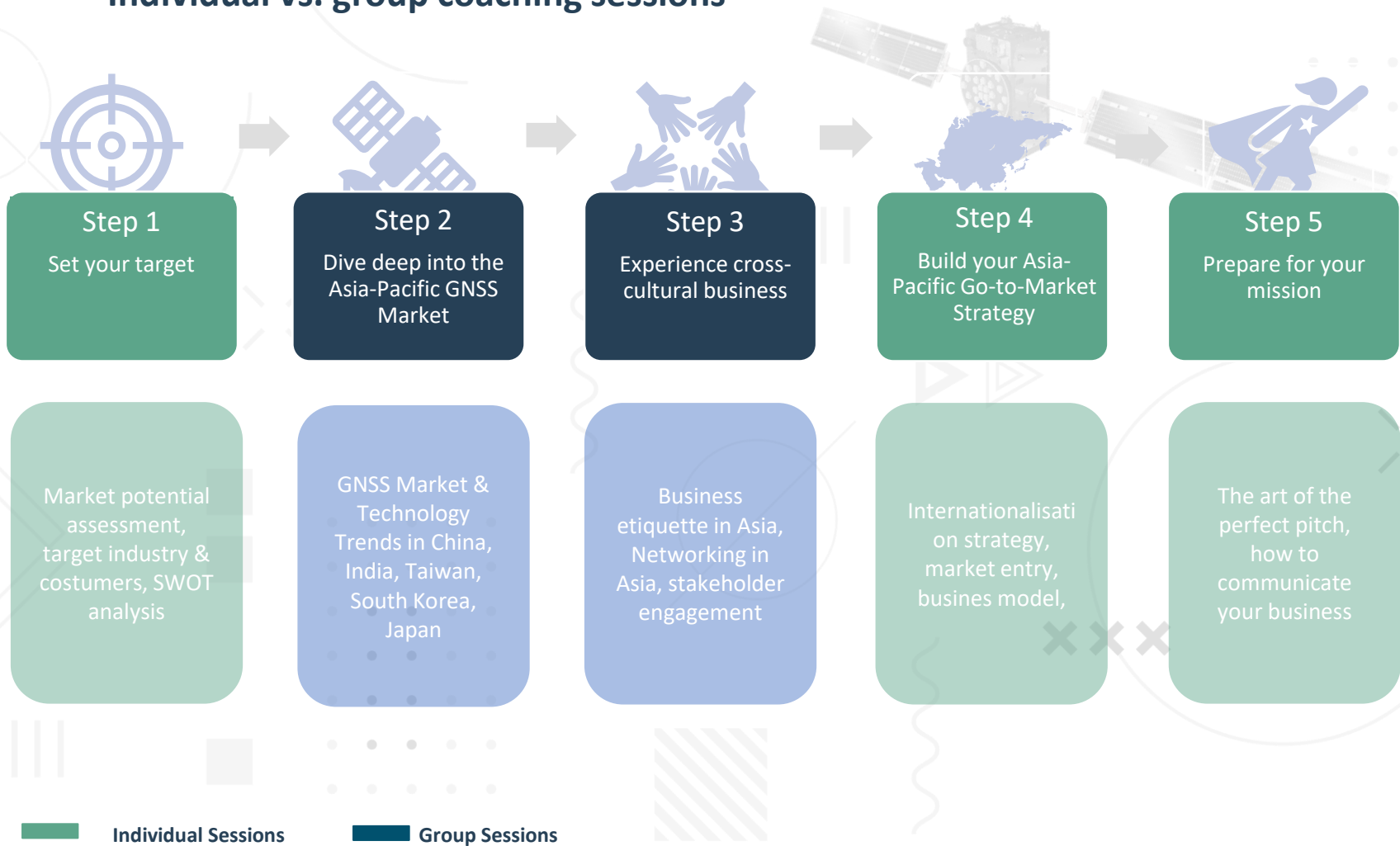
The 5-step internationalisation sprint

Tailored to the needs of each start-up at each step



The 5-step internationalisation sprint

Individual vs. group coaching sessions



The 5-step internationalisation sprint

Deep Dive



Step 1
Set your target

What is covered?

- What is the problem you are solving and for whom?
- How to get the business growing? (roadmap)
- How to get traction in the market? How can you convince the market?

Support provided?

- Market Potential Assessment
- SWOT Analysis
- Value Proposition Design
- Business and Outsmart Model



Step 2
Dive deep into the Asia-Pacific GNSS Market

- Information on the GNSS markets in China, India, Taiwan, South Korea, Japan, and Australasia, and how they compare to Europe and the rest of the world
- What trends have been recently seen in the Asia-Pacific GNSS market?

- An overview of the global GNSS market
- GNSS.asia Country Profiles
- GNSS.asia Market & Technology Trends Reports
- GSA GNSS Market Report
- GSA GNSS User Technology Report



Step 3
Experience cross-cultural business

- How to network in in your target market?
- The opportunity to build up your cross-cultural expertise in relation to the Asia-Pacific region
- Guidance on who could be your potential audience, customers, and partners in your target market

- Information on *The Art of Networking* in your Market
- Tips and Tricks for Cross-Cultural Communication
- Business Etiquette Support (Digital, Hybrid, Physical)
- Overview of Key Players in the Market



Step 4
Build your Asia-Pacific Go-to-Market Strategy

- Help building your Go-to-Market strategy, including how to access the market and other strategy guidance!
- How to scale your business model as well as how to get traction in the market?
- Which market segment should you target?

- Validation of your Business Model
- Information on Target Segment Selection (Including Market value, market access, your market expertise)
- Product-Market Fit Analysis (Outsmart Model)



Step 5
Prepare your mission

- How to best prepare your pitch
- Advice on building your communication strategy
- How to build up your brand

- Stakeholder Mapping
- The 5P's of any good pitch
- 10 Slide Pitch



Timeline*



** This is an initial proposed timeline, and it is subject to change. This timeline is not a guarantee of results, instead it is to form the base of the discussions and may be affected by factors including travel restrictions, policy changes, and project priorities.*

There is a scaleup gap in Europe



'Scaleup' gap in Europe

Many European start-ups struggle to go from starting to scaling. **Only 3% of European start-ups go on to scale up** even though they are Europe's job creation champions.



Striving start-up ecosystems in Asia-Pacific

30% of the top start-up ecosystems come from Asia in 2020 and of the 11 new ecosystems that made it to the **top ecosystems list, six are out of Asia-Pacific.**



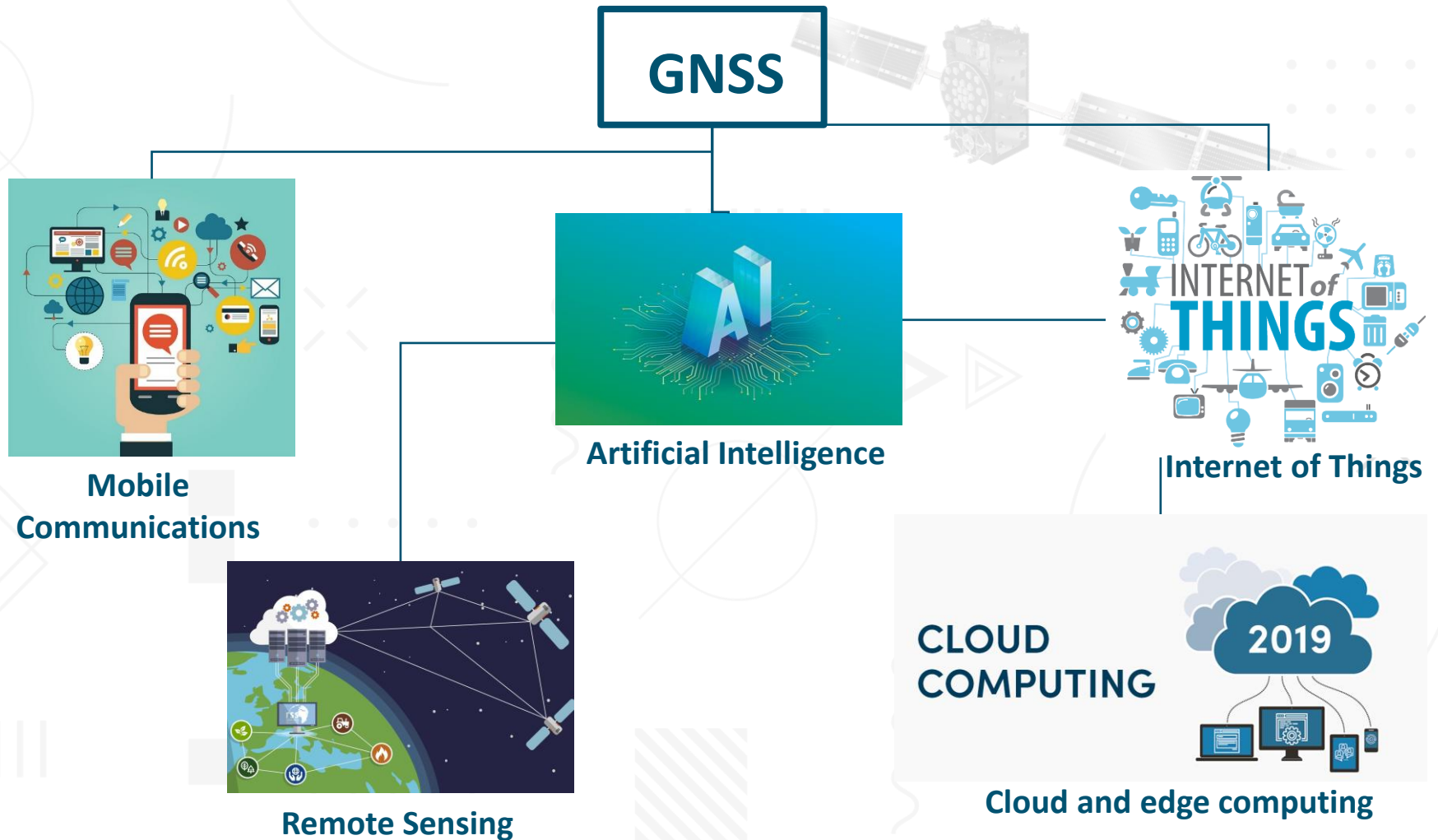
Asia is nearly indispensable

- Asia-Pacific region is home to the highest coverage of GNSS constellations
- Booming economies with growing consumer base
- Large potential of GNSS/space-enabled applications
- Trends: Sensor fusion, 5G, AI, IoT

Sources:

- The Global Startup Ecosystem Report 2020 from Startup Genome: <https://startupgenome.com/article/rankings-top-40>
- European Investment Bank report 2020: „From starting to scaling - How to foster startup growth in Europe“)

Asia at the forefront of technology trends



Advantages of building scaleup and market access strategy early on



The potential of the GNSS downstream market

Start-ups with **data and digital driven** business models are the most successful scaleups. Most GNSS downstream start-ups have that **potential**.



Preparation is key

- Build up an understanding of the target market
- Find the best target market for you
- Build a scaleup and market access strategy early on



Advantages

- Early exposure to costumers and system integrators
- Access to a broader pool of resources (VC, advisors, strategic partners)
- Diversification and long-term risk mitigation

Competitive and challenging selection process

Here's
how it
works.

Ready
to take
the **next**
step?

1

Apply for the soft-landing
programme on www.GNSS.asia

Applications now open

2

Submit your **pitch deck** and
fill in a **brief questionnaire**

3

Applications close
26 March

4

Check your email
in April



www.gnss.asia



hello@gnss.asia



twitter.com/GNSSasia



linkedin.com/company/gnss-asia



GNSS.asia is funded by the European Union within Horizon 2020, the EU Framework Programme for Research and Innovation, under grant agreement no 870296

**Start-up
support**
by **GNSS
asia**

How to apply?



Go to <https://gnss.asia/start-up-support/>



Choose a team leader



Download a pitch deck template from the GNSS.asia website



Fill in the pitch deck template



Fill in the brief questionnaire



Submit



Well done!



Pitch deck

Soft-landing programme

Start-up name

Team leader

Date

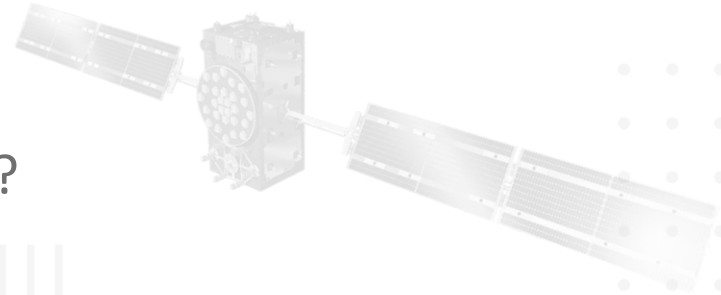


How to use this template

- Please fill this template in answering the questions asked on each slide
- Please insert any extra slide, graphic, image or logo you would like to share with GNSS.asia and which brings your message across more effectively
- Please limit the info to key points on each slide
- After you are done, please delete this slide, convert this template to a pdf document and submit it together with the application form
- Please name the file according to the following format: date of submission (year-month-day)_name of your start-up
- If you have questions or face technical problems, please contact hello@gnss.asia

Key facts about your start-up

- Key facts about your start-up
- What is the problem you are solving?
- How are you solving the problem?
- What are your differentiators?
- Do you have what it takes to go global?
- What are your needs to scale-up?
- Who is your team?



Do you have what it takes to go global?

- What is the **technology readiness level (TRL)** of your product/service?
- What is your **existing market demand & customer base** in Europe?
- Have you achieved any successful **funding**?
- Do you have **existing revenues**?
- Can your product/service be **scaled up** easily?
- Can your product/service be **exported** easily?
- Does your team have **ANY prior experience in the Asia-Pacific region**?

How to apply?



Go to <https://gnss.asia/start-up-support/>



Choose a team leader



Download a pitch deck template from the GNSS.asia website



Fill in the pitch deck template



Fill in the brief questionnaire



Submit



Well done!

Eligibility Criteria

- Incorporated
- Younger than five years
- Offer a product and/or solution in the GNSS downstream sector
- Based in the European Union

Selection based on:



Use of Galileo



Relevance for Asia-Pacific



Clear target and goals



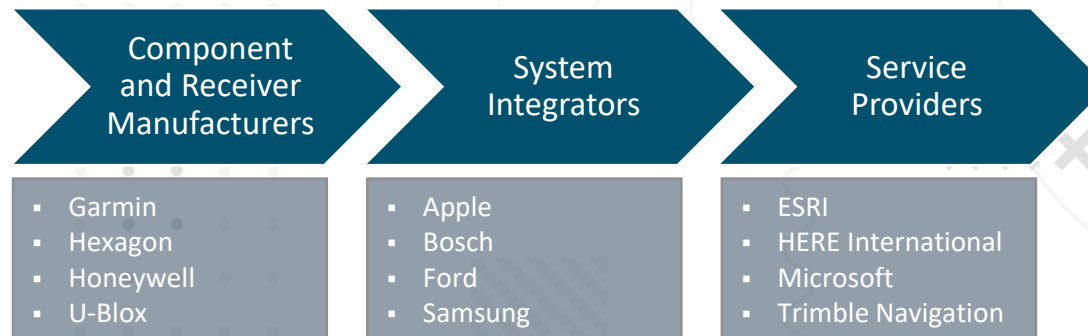
Strength of the team

GNSS Value Stream

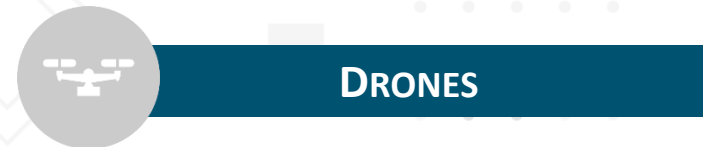
To be eligible, you must be part of the downstream GNSS market:

- **Component manufacturers:** producers of chips, antennas, and other inputs for receivers, and the manufacturers of receivers themselves.
- **System integrators:** companies who integrate GNSS receivers into multi-functional devices such as cars and smartphones.
- **Services providers:** providers of capabilities to users, such as augmentation services and/or added-value services, designed to improve device performance, or use GNSS for products and services.

Example of the GNSS value chain?



GNSS Market Segments in Europe



What is GNSS.asia?

A horizon 2020 funded project, running since 2012, which has three main objectives:



Leverage industrial cooperation across continents

GNSS.asia aims to stimulate the creation of partnerships through **industrial matchmaking** and **outreach events**. These include workshops, industry seminars, delegation visits and roundtables.



Support institutional relations

Via a network of local institutional partners, GNSS.asia can support EU and Asia-Pacific civil institutions in their aims of **cooperation** and **standardisation**.

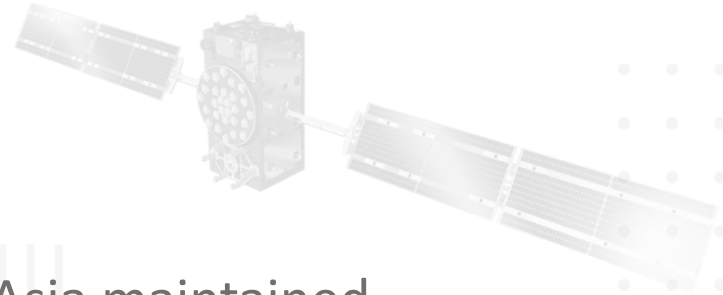


Drive EGNSS adoption

GNSS.asia promotes the benefits of **Galileo** and **EGNOS** as service enablers and performance enhancers in the multi-GNSS hotspots of Asia-Pacific.

GNSS.asia in numbers

- **115** businesses supported
- Network of **25** GNSS institutions in Asia maintained
- **10,000** visitors at events welcomed
- **30** high-level space diplomacy meetings facilitated
- **2** Galileo hackathons organised in Asia



GNSS.asia networks in Asia

Industry



Institutions



India

Taiwan

China

INSTITUTIONS



INDUSTRY



INSTITUTIONS



INDUSTRY



INSTITUTIONS



INDUSTRY



INSTITUTIONS



INDUSTRY



INSTITUTIONS



INDUSTRY



INSTITUTIONS



INDUSTRY



Companies engaged in activities

European Companies

TeleOrbit
The Locating Company
IFEN
TomTom
ANWENDUNGSZENTRUM
Oberpfaffenhofen
TRACEWAVE
septentrio
elecnor
deimos
bavAIRia
Europe's heart of aerospace and navigation
gmV
INNOVATING SOLUTIONS
intelligence on wheels
imec
Deutsche Telekom
BOSCH
Invented for life
taoglas
antenna solutions
IGUA
SOFTWARE SYSTEMS
NavCert
eureka
CONNECTING COMPETENCE
ST
u-blox
Fraunhofer
IIS
aerospace valley
THALES
Telematics
UPDATE
Alcatel-Lucent
ThalesAlenia Space
SYNTONY
GNSS
OVINTO
NSL
veripos
ON TARGET
GReD

... and many more!

Korea

SAMSUNG
ASCEN GPS
Global GPS Leader AscenKorea Inc.
SK
kt
TELACE
DusiTech
Data System Integration Technology
LG

China

Hwa Create
COSIC
UNICORE
利芯
OLINKSTAR
UniStrong
合众思壮
NAVINFO
四维图新

Taiwan

MEDIA TEK
SkyTra
LOCOSYS
PRINCO
MITAC
ADVANTECH
MOG
ASUS
PEGATRON
Wistron
WNC
RoyalTek
G.top
Wistron Mobile Corp.

Japan

FURUNO
SHIMADZU
MITSUBISHI ELECTRIC
Mapion
SEIKO EPSON
HITACHI
Inspire the Next
NAVITIME
Clarion
ALPINE
NISSAN
FUJITSU TEN
AIWIN AW

India

ASL
Advanced Systems
AqTronics
LARSEN & TOUBRO
amdt
roadmalics
kalycito
OXYS
EI Labs India Pvt. Ltd.
Shreey Digital
Fargo Telecom
AGS
LEAD BY INNOVATION



GNSS.asia Partner in Asia

Japan



EU-Japan Center for Industrial Cooperation



Korea



SpaceTec Partners Korea Project Office



China



European Chamber of Commerce in China



Taiwan



European Chamber of Commerce in Taiwan



India



In coop. with European Business Group India



SE-Asia



SpaceTec Partners



Leveraging GNSS capacity in Asia



Events, Delegation Visits, Workshops and many more


**MUNICH
SATELLITE NAVIGATION
SUMMIT 2019**



EU-China Online Industry Workshop

An Insight into China's GNSS Market

Friday 4 December

10:00 CET / 17:00 CST



Tiantian Qi
GNSS.asia China
EU Chamber of
Commerce in China



Davof Xu
GNSS.asia China
SpaceTec Partners



GNSS.asia is funded by the European Union within Horizon 2020, the EU Framework Programme for Research and Innovation, under grant agreement no 870296

What GNSS.asia can do for you?



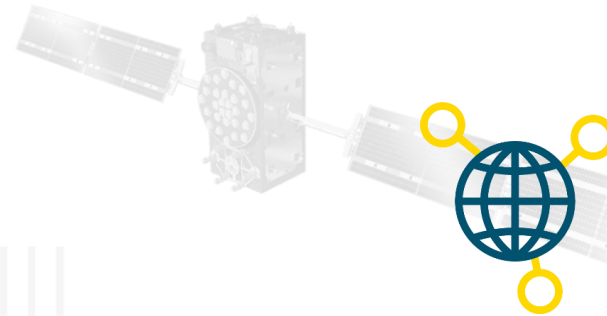
Networking & matchmaking support

- Stakeholder **introductions** and **matchmaking sessions**
- High-level EU-Asia **delegation visits**
- **Personalised** interviews identifying individual priorities
- Guided **company visits** and presentation opportunities



Dissemination & marketing support

- **Speaking slots** at GNSS.asia online workshops and
- **Virtual presentations** through videoconference
- Dissemination of **promotional material** at international events
- Visibility through **GNSS.asia innovation blog, newsletter & market trends**



Market entry support

- Access to the latest **GNSS market information** and **trends**
- Support in identifying **business opportunities** for your business
- Access to **experienced local teams** with in-depth market knowledge
- Access to a broad industry and institutional **stakeholder network**



We provide unique market insights

Including;

- Regional market profiles
- Market & technology trends
- Domain specific industry workshops



Upcoming events

- 16 & 17 March
- 25 & 26 March
- Spring 2021
- Soon
- GNSS.asia Global Meetups
- EU-ASEAN Workshop on Space Data for Emergency & Maritime Solutions
- EU GNSS Technology Days
GNSS.asia
- Market & Technology Trends E2

Start-up
support
by **GNSS**
asia



Thank you!
Questions?



FAQ

- I don't know if I'm eligible, should I apply?
- I'm not sure if we're ready to scaleup to Asia, should I apply?
- I know nothing about Asia, should I apply?
- How long do I have to wait after application to get feedback?
- What if COVID-19 travel restrictions continue?
- We are not yet using Galileo, but we have the intention to – can we apply?
- How long will the programme run for?
- I am certain that I'm not eligible, what else can GNSS.asia offer me?

GNSS. asia



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