



oliscience  
*open logic interconnects science*

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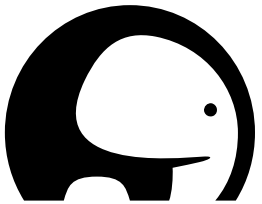
**Andrea Borga**  
*CEO and co-founder*

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ACE  
PRESENTS  
**DEMO DAY**

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you are free to present your company story in any order and style, however do not forget to mention such important things as a customer problem, your unique solution & how you differentiate from competitors, your market size, traction and a team (your educational and professional background). Don't forget to close your pitch with a call to action if you are looking for investment, clients, introductions, etc. Even if you're not looking for anything at the moment, ask for advise or feedback – a strong call to action should serve as your closing sentence!

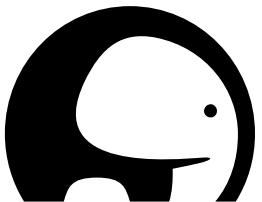


# Oliscience

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- Young and passionate startup of committed professionals (Limited Liability Corporation, Dutch BV)
- Originating from the CERN@Nikhef BIC (Business Incubator Centre)

Nikhef



- Coached by  ACE
- Office at the Startup Village (Science Park)

# Three co-founders

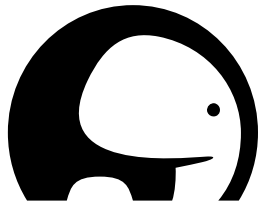
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- Leo Davoli: (legal and operations)  
→ professional lawyer

# Three co-founders

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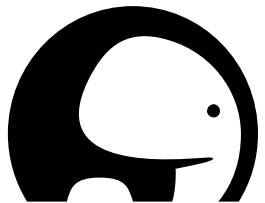
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# Three co-founders

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- Leo Davoli: (legal and operations)  
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- Alberto Alberton: (sales and marketing)  
→ experienced entrepreneur  
(owns company in electronics hardware manufacturing)





# Three co-founders

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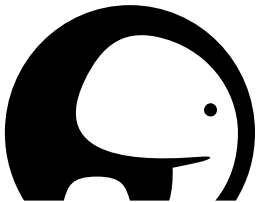
- Leo Davoli: (legal and operations)

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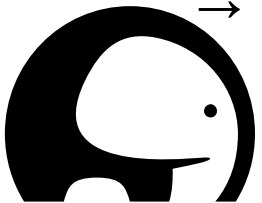
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# Three co-founders

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- Leo Davoli: (legal and operations)
  - professional lawyer
- Alberto Alberton: (sales and marketing)
  - experienced entrepreneur  
(owns company in electronics hardware manufacturing)
- Andrea Borga: (CEO and CTO)
  - seasoned digital design engineer
  - passionate technologist
  - open source enthusiast

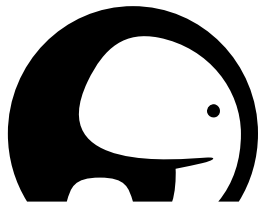
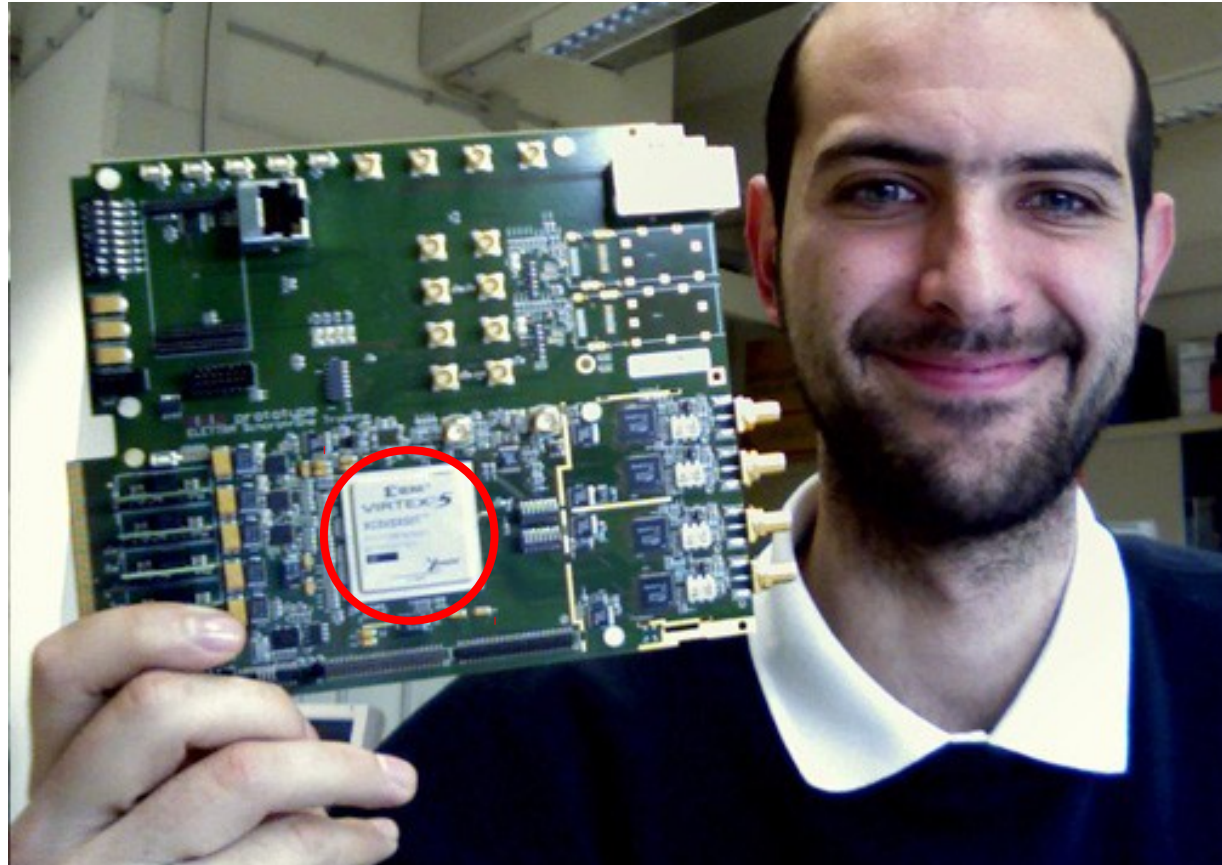




# Focus on FPGAs

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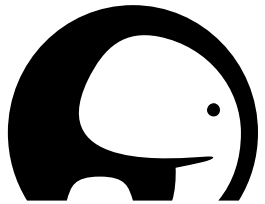
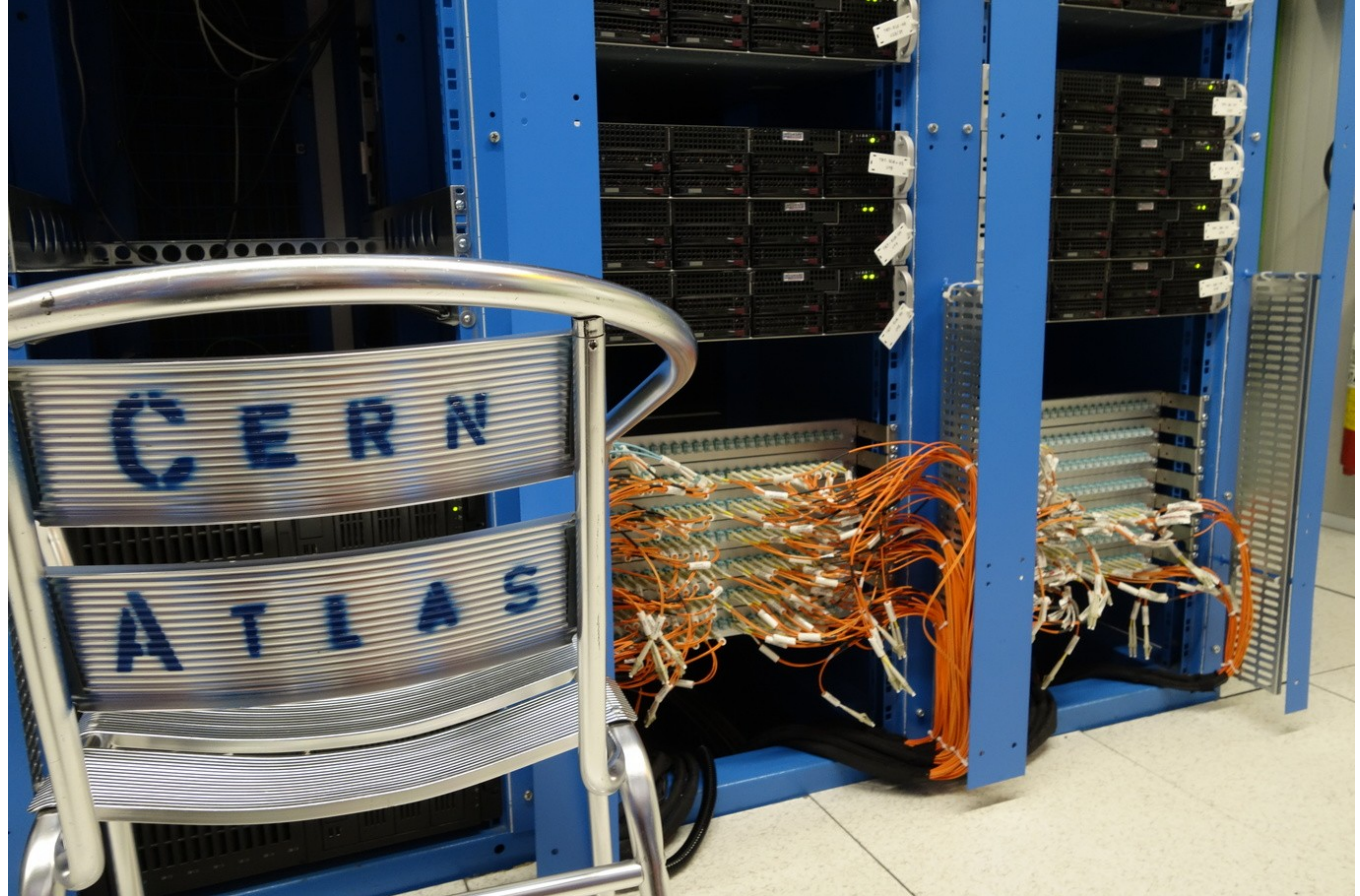
components widely used in high-end technology markets



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# Markets

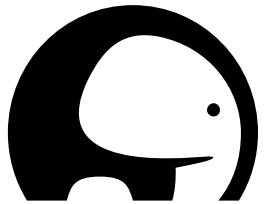
- Science



# Markets

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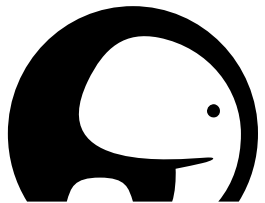
- Science
- **Big data**



# Markets

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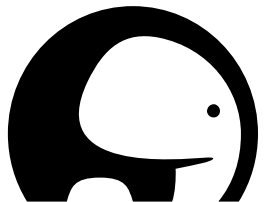
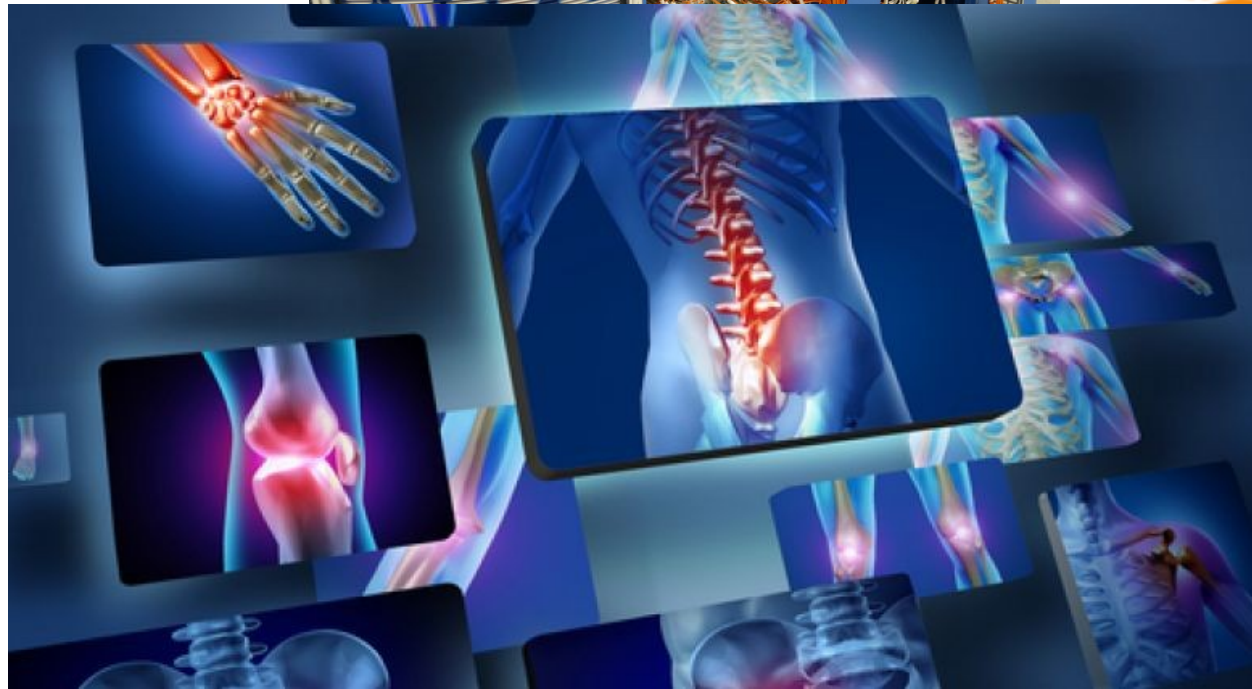
- Science
- Big data
- **Security**





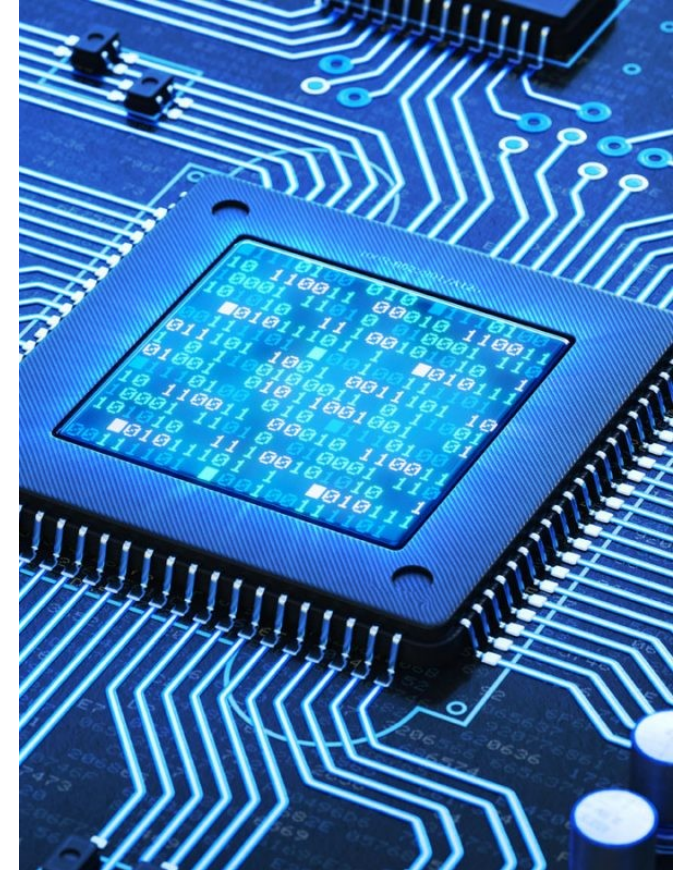
# Markets

- Science
- Big data
- Security
- **Medical imaging**

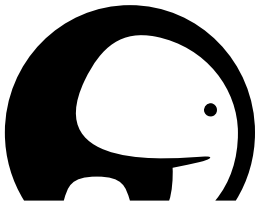


# Gateway

“Intelligence” inside the FPGA



**Only a few professionals can handle  
(5% electrical engineers)**



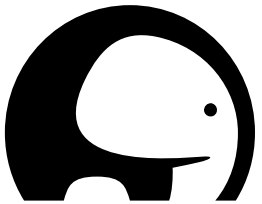


# The urgent needs

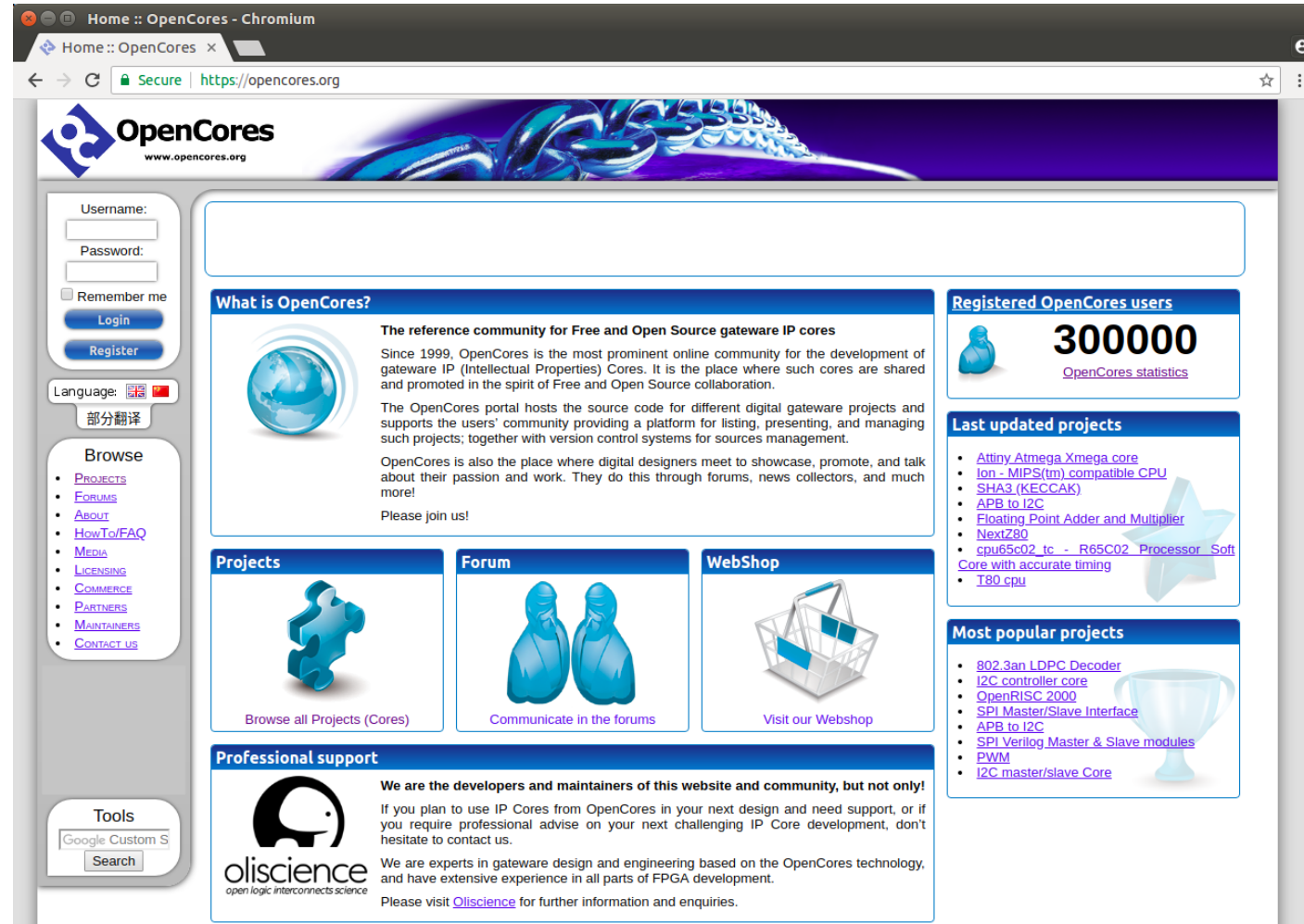
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- Shortage of gateway developers
  - projects development heavy and costly
- Scarcity of unified tool-sets and common design practices
  - harder to compete with other semiconductor markets
- Lack of information exchange
  - effort duplication

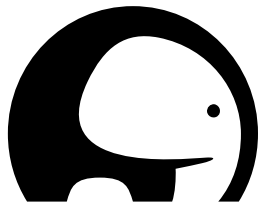
**How can we solve these problems?**



# Bridging gap with Open Source



The screenshot shows the OpenCores website (www.opencores.org) in a Chromium browser window. The page features a navigation sidebar on the left with links for Projects, Forums, About, HowTo/FAQ, Media, Licensing, Commerce, Partners, Maintainers, and Contact Us. The main content area includes a 'What is OpenCores?' section, a 'Registered OpenCores users' section showing 300,000 users, a 'Last updated projects' section with links to various cores like Attiny, MIPS, and SHA3, and a 'Most popular projects' section with links to cores like 802.3an LDPC Decoder and I2C controller. There are also sections for 'Projects', 'Forum', and 'WebShop' with corresponding icons. A 'Professional support' section at the bottom promotes Oliscience, stating they are developers and maintainers of the website and community, and offer professional support for IP Core development.



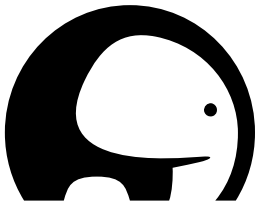
# The solution: OpenCores

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**Providing customers a special role in the  
reference community of  
over 300.000 highly specialized users**

## **Benefits:**

- Showcase own development and skills
- Knowledge access to more than 1000 IP Cores
- Engage in the community to promote trusted and certified contributions



# Our customers

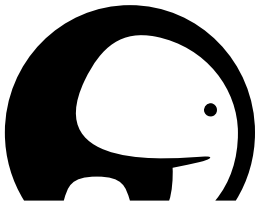
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**Whoever pays costs for gateway development**

- Research institutions
- High tech. corporates

**Whoever is educating the next generation  
of digital designers**

**Engage them on OpenCores**



# Competitive analysis

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## LibreCores

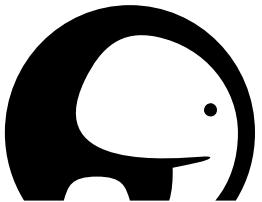
- Less than 100 IP Cores
- Undeclared number of users

## OHWR

- Generic open “hardware” portal for sharing projects
- Gateware section: estimated 100 IP Cores

## General purpose code hosting services

- Github, Gitlab, Bitbucket, SourceForge, etc.

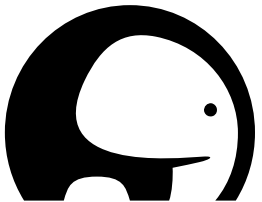


# Business model

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## Phase I (ongoing since Q1 2018)

- Action: sell memberships plans for customers like research institutions and corporates → in exchange of higher visibility and ad-hoc support services
- Action: improve the user experience and the website
- Goal: Enhance users' engagement and strengthen the community



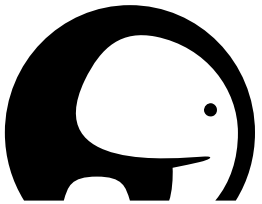


# Launching customer

**ASTRON**

Netherlands Institute for Radio Astronomy

**“[...] We are working on the opposite extremes of physics, but we are using the same technology.** This collaboration allows us to share ideas and reuse FPGA designs, which will help to speed-up the process of engineering the tools for science.”- *Daniel Van der Schuur*



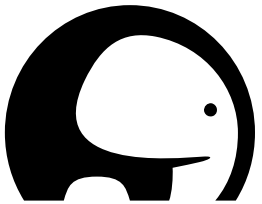
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# Business model

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## Phase II (slowly starting now, Q4 2018)

- Provide customers and users with devices (hardware platforms, verification and integration tools)
- consultancy services (methodologies, IP Cores streamlining and data quality assessment, long term support)
- Goal: be the go to company for gateway development



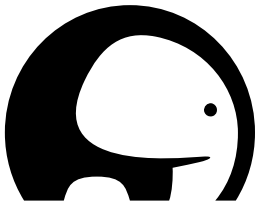
# Call to action

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## Grow trust in Oliscience

- Acquire more paying members
- Turbo-boost the business
- Marketing is key
- Get expert feedback

**The world outside our direct field of expertise  
must know that we exist**



# Thank you



[www.opencores.org](http://www.opencores.org)  
[www.oliscience.nl](http://www.oliscience.nl)

LinkedIn: <https://www.linkedin.com/company/oliscience/>

Twitter: @Oliscience101

