

# THINK **BEEYOND.** THERE IS NO BOX

Teaser  
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# BEEYOND...

**IS A CONSULTING COMPANY** in the field of disruptive innovation, accompanying established companies on out-of-the-core innovation driven growth strategy.

**IS HELPING TO IDENTIFY & CAPTURE** new growth opportunities, anywhere from the blank page to the first Euro of revenue.

**IS A BLACK BELT IN BUSINESS-MODEL INNOVATION**, creating shortcuts to new revenue via partnerships or start-up creation.

**HAS ACTUALLY WALKED THE ENTIRE PATH** of creating, driving and launching sources of growth via new business opportunities, internal or via startups.

**HAS AN ESTABLISHED TRACK RECORD OF CREATING**, new sources of growth: its customers have reached commercial success with products created by Beeyond.

**HAS RECEIVED MAJOR AWARDS IN INNOVATION.**



## OUR KNOW-HOW...

**INNOVATION PROCESSES**, from the blank page to the first Euro, either through internal product development or through the creation of startup companies spun-off from academic centers or large corporation, involving the valuation of huge IP portfolios (see our **BEEYOND CASE STUDIES** on p.8).

**THE DESIGN OF OUT-LICENSING AGREEMENTS** between mother companies and spun-off entities, concluding well-balanced deals with return to all stakeholders.

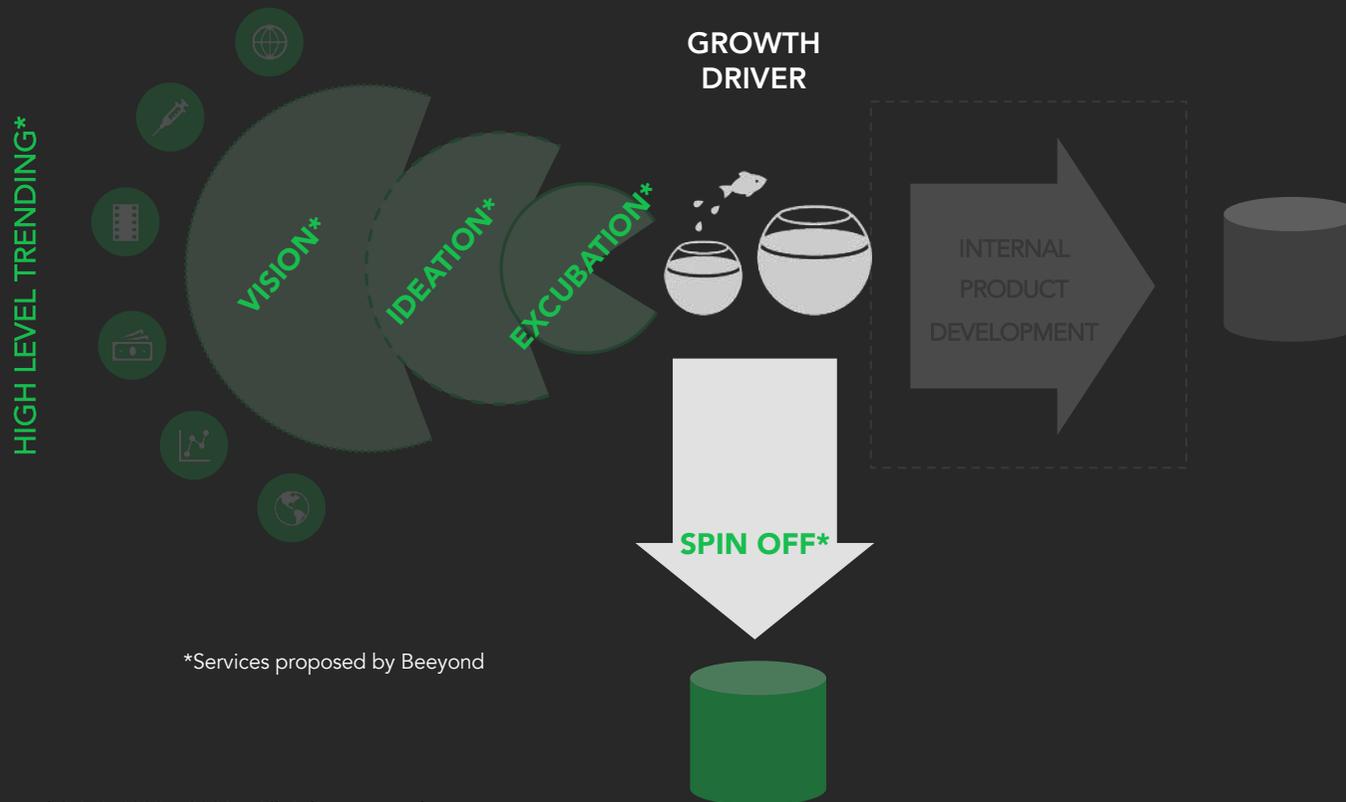
**SUPPORT TO FUND RAISING** from elevator pitch to full business plan, training and rehearsal to pitch in front of investors.

**HIGH LEVEL TRENDING** on broad range of industries: pharma, medical devices, healthcare (including digital healthcare), automotive, fashion design, cosmetics, connected systems, or digital media.

**TECHNICAL EXPERTISE IN SELECTED TOPICS** such as augmented & virtual reality, mobile user engagement, consumer centricity, design thinking, consumer willingness to pay, the Internet Of Things and connected health and wellness, healthcare cost reduction, patient non-adherence, mass immunization in developed and emerging countries, interventional cardiology (stents, valves...), parenteral drug delivery, material science...etc.

# WE BUILD INNOVATION PROJECT PORTFOLIOS

WITH POTENTIAL EXIT TOWARDS NEW PRODUCTS OR SPIN-OFF COMPANIONS



Our ideation process converts high level trends into new business opportunities, which are implemented:

- either through your internal Product Development Process (not detailed here)
- or through spin-off, under the piloting of a Governance Structure with strategic vision.

# COLLABORATIVE IDEATION

TRAVELLING FROM IDEAS TO CONCEPTS WITH ESTABLISHED VALUE



## IDEATION PROCESS BASED ON BLUE OCEAN STRATEGY (for information):

Topic of BOS initiative can be the result of high level trending, or Company Vision or target market

Crowd + online based initiative, involving between 20 and 200 people.

ca. 4 months to generate 200 ideas, funneling down to ca. 10-15 concepts

Governance agreed with customer.

Landing: concepts with strong value proposition, suited for internal product development or spin-off.

# TRENDS AND VISION

DO YOU UNDERSTAND THE WORLD AROUND YOUR BUSINESS?...

We create thematic blog-posts, curated several times a week, that build a piecewise kaleidoscope of what happens on a given topic. Ideal to quickly identify where to innovate!

You may subscribe to our **FREE THEMATIC BLOGS**:

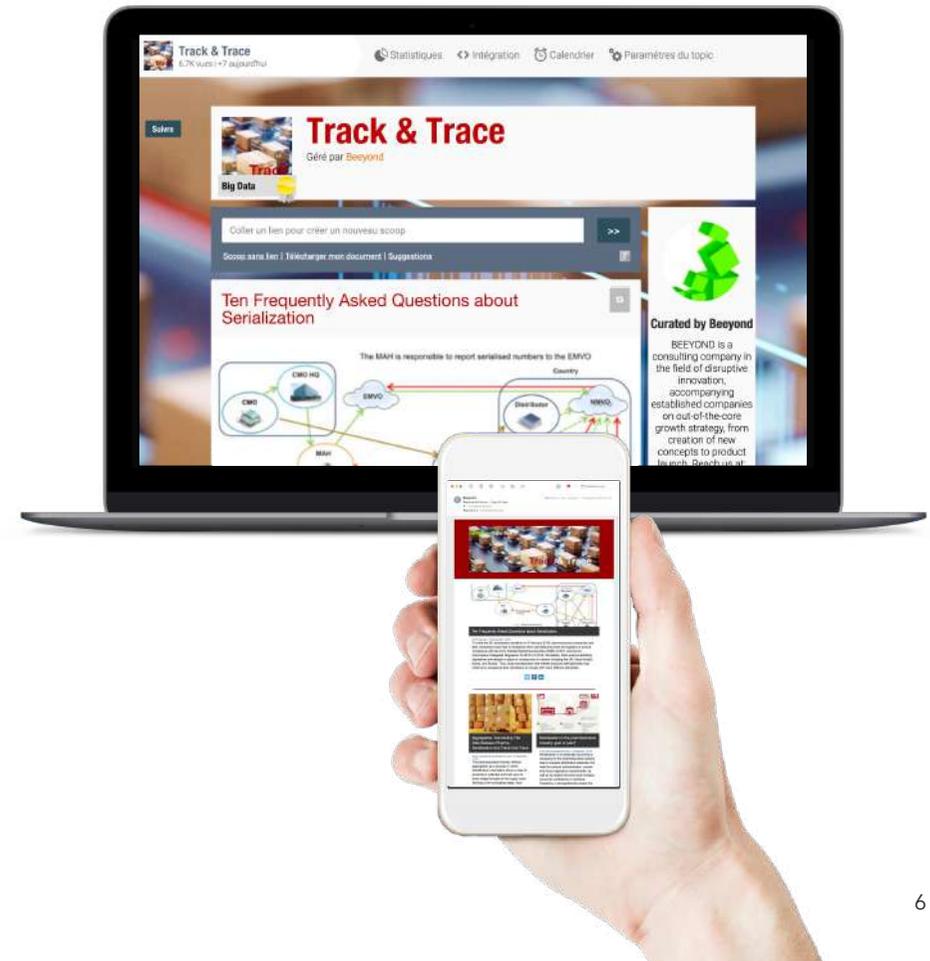
- What are the pain points of your customers? For example on the topic « Track & Trace »: counterfeiting, product recalls, packaging mixups...
- What does regulatory say? Ex: DSCSA, the GS1 standard, national cloud infrastructure...
- What are your suppliers doing? Ex: glass or aluminum marking, datamatrix readers, RFID's...
- What is the status of IT in there? Ex: ERP compatibility, cybersecurity, blockchain...
- What does the end user think about it? Ex: IoT, QR Codes, vaccine passport...

A kaléidoscope conceived as a quick and easy way to collect high level data on any topic: ideal to « feed » participants for a strategic review or a hackaton!

**Discover** the list of our **FREE THEMATIC BLOGS**: <https://beeyond.fr>.

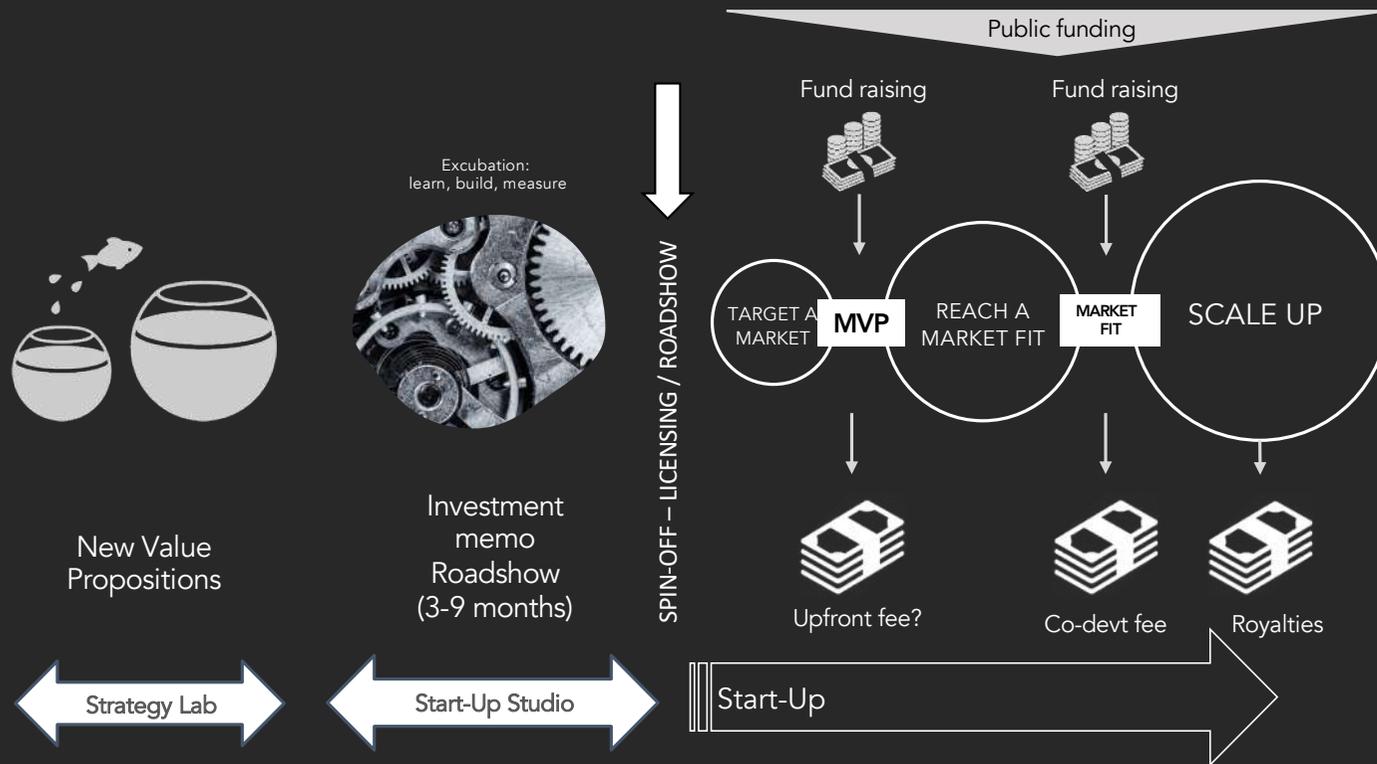
**Subscribe** to the corresponding newsletter by sending us an email with the topic in object (« Blue Ocean Strategy », « Innovation », « Consumer Digital Health »...etc) at: [newsletters@beeyond.fr](mailto:newsletters@beeyond.fr).

**Contact us** for private thematic blogs and newsletters: [info@beeyond.fr](mailto:info@beeyond.fr).



# EXCUBATION & START-UP CREATION

MOVING FROM CONCEPTS TO MVP, AND FROM MVP TO FIRST REVENUE



Excubation and the creation of startups enables the valuation of dormant assets, and to maintain an ambitious innovation without diverting too many resources from the core business.

It is an operational solution allowing to share risks vs disruptive innovations that are nevertheless too promising to be dropped, and yet too distant from the core business to be prioritized.

Beeyond supported and coached the creation of 5 startup companies, raised a total of €37M, and supported 2 exits (1 trade sale + 1 IPO).

Beeyond is interacting on a regular basis with various types of investors, and regularly presents investment dossiers (business angels, venture capital, Family offices).

## BEEYOND CASE STUDIES



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The **CEA** (French Atomic Energy Commission) is an academic research center affiliated to the French Ministry of Defense. It was founded in 1945 to enable the autonomy of France in all matters related to nuclear energy.

Between 1990 and 2001, the material science research center of CEA (DRF) invented a coating technology named « **ELECTRO-GRAFTING** », securing covalent bonding between polymers and metals.

The technology was **SPUN-OFF FROM CEA IN 2001**, over a protocol adapted from « Loi Alègre », allowing researchers to become shareholders of spin-offs created from their technology. Over this protocol, CEA became a **SHAREHOLDER OF ALCHIMER S.A.**, via its venture arm « CEA-Investissement », granting the startup a royalty-bearing WW license on the technology. The company was later splitted into two companies, **AVENI** (for Semiconductor applications), and **ALCHIMEDICS** (for biomedical applications).

**BEEYOND** was project owner on the following milestones:

- Upfront on License to CEA: €800k
- ca. **€30M funds raised** from Venture Capital, over 5 rounds of funding
- **ALCHIMEDICS** sold in 2012 to Sinomed Inc. (China), listed on the STAR Market (Shanghai) in October 2019 and valued at €1.3B
- **AVENI** process of record (PoR) at Samsung and Panasonic
- > €3M paid back in royalties to CEA
- Inventors rewarded directly via internal CEA protocol
- Multiple Innovation Awards.



## BEEYOND CASE STUDIES



# HUMMINK

ADDITIVE MANUFACTURING AT THE NANOSCALE

The **ECOLE NORMALE SUPÉRIEURE, INSTITUT PIERRE-GILLES DE GENNES, CNRS** and **UNIVERSITE PARIS SCIENCES ET LETTRES** (PSL) have created an incubator to create startups in the field of microfluidics and nanotechnologies.

In 2018, PSL and **Elaia Partners** – European leader in deeptech investment – have created the PSL fund, raising **€76M** to make seed investments of startups spinning off from the founding institutions.

In 2019, the **CNRS** hires **BEEYOND** to coach and help on the first potential investment of the **PSL fund: HUMMINK**, a startup from Institut Pierre-Gilles de Gennes making 3D printing at the nanometric scale.

**BEEYOND** drives **HumMink** all the way from the lab to the first investment pitch, and is project owner on the following milestones:

- Upfront on License to PSL: €50k
- Hiring of **COO** for HUMMINK
- **€700K funds raised** from Elaia Partners,
- Writing, negotiation and signature of **LICENSING AGREEMENT** with PSL
- **HUMMINK** designs its first nanoprinting prototype
- Inventors rewarded directly via equity stake and consulting fees
- Multiple Innovation Awards including **€500K** public funding.



INSTITUT  
PIERRE-GILLES  
DE GENNES



ENS  
ÉCOLE NORMALE  
SUPÉRIEURE



PSL  
UNIVERSITÉ PARIS



## BEEYOND CASE STUDIES

**VALEO** is a leading Tier 1 supplier in the automotive industry, with a business model based on the sale of hardware to OEM's.

In 2018, **VALEO** hired **BEEYOND** to design new business models enabling a boost on margins without capex, and with time to markets shorter than the ones prevailing in the automotive industry.

**BEEYOND** created an innovation process, based on Blue Ocean Strategy to create a dozen of new business opportunities linking services to products.

In 2019, BEEYOND became project owner on the creation of a startup company – later named **#dot:dot** – creating a low cost mobile ad hoc network hosted via microchips embedded in car wipers.

**BEEYOND** was project owner on all steps related to the creation of #dot:dot, including the following milestones:

- Writing, negotiation and signature of **LICENSING AGREEMENT** with **VALEO**
- Upfront on License to **VALEO**
- Hiring of **CTO** and **COO** for **#dot:dot**
- Creation of first prototype and Proof-of-Concept (**PoC**) with major car manufacturer
- Writing of **business plan** and preparation of investor roadshow
- Inventors rewarded directly via internal VALEO protocol.



# POSSIBLE NEXT STEPS

## TURNING YOUR PROJECT INTO INVOICES

### A 360 REVIEW OF EXISTING ASSETS

The purpose is to understand the overall list of stakeholders, their key success factors, and key success metrics, as well as some of the boundaries, legal or economical, linked to the specificities of your project.

### ON THE WAY TO FUND RAISING: CREATING THE PITCH

- Pin down the value chain
- Understand / establish / verify the value proposition
- Define the positioning of your offer in the value chain
- Define / test various business models
- Draft the pitch and perform sparring sessions
- Select target investors and Business Angels.

### ON-DEMAND SERVICE FOR DEPLOYMENT

- Coaching for pitch sessions
- Side debrief sessions with investors
- Review and guidance on fund raising documentation, from term-sheet to shareholder agreement.





**MERCI !**



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