



Siemens

Technology-to-Business Center

Berkeley, California

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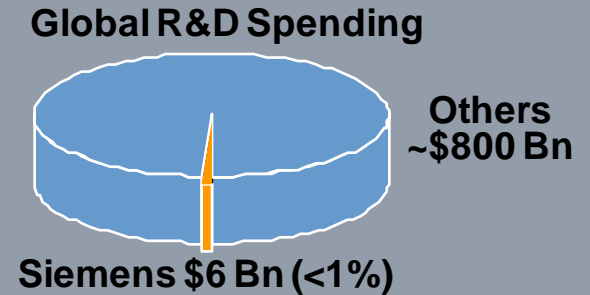
- **Born in Northern Italy**
- **MS in Aero&Astro at Stanford - 1996**
- **PhD in ME at Stanford – 1997/2000**
- **BMW: Engineering, Technology Management, Innovation Management, Strategy & Bus. Dev. in Munich and Silicon Valley – 1998/2005**
- **Executive MBA INSEAD - Fontainebleau and Singapore - 2004**
- **Director of Venture Technology at Siemens TTB – 2005/present**
- **Member of the Board of: NetCrystal, PCS, H2Volt**
- **Done work at MyQube VC, Lux Capital VC, interim-CEO of PCS....**

Facts and Figures for TTB

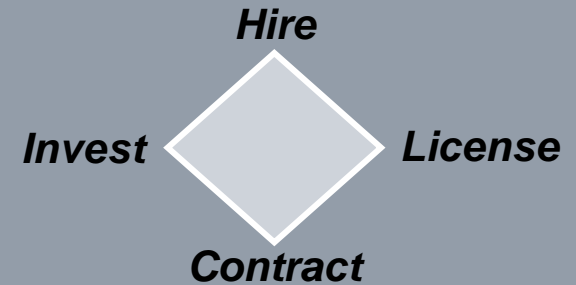
- TTB Berkeley started operation in March 1999
- 5 minutes walking distance to UC Berkeley campus
- Founded (and funded) by Siemens Industrial Automation & Drive Technology and Siemens Corporate Technology (the customers)
- TTB China (Shanghai) founded in Summer 2005
- Siemens Technology “Accelerator” and early-stage VC arm (seed capital) focuses on Energy (cleantech) and Industry sectors (Different entity than Siemens VC which focuses on later-stage investments)
- Focus on US, but with global look
- Goal: strategic investments to commercialize novel technologies, provide innovation and partners to BUs AND get financial return

Outside Innovation to Siemens Business

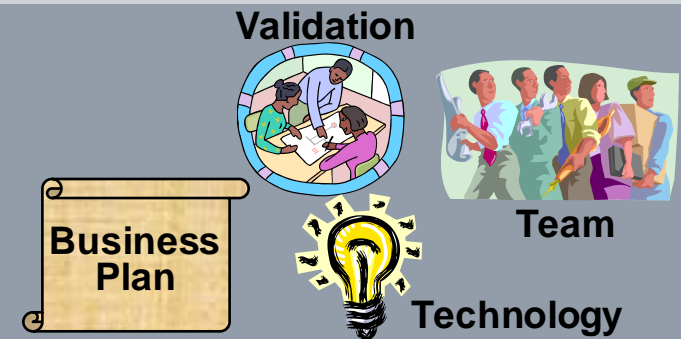
- Most business-changing or disruptive technologies are coming from outside of Siemens



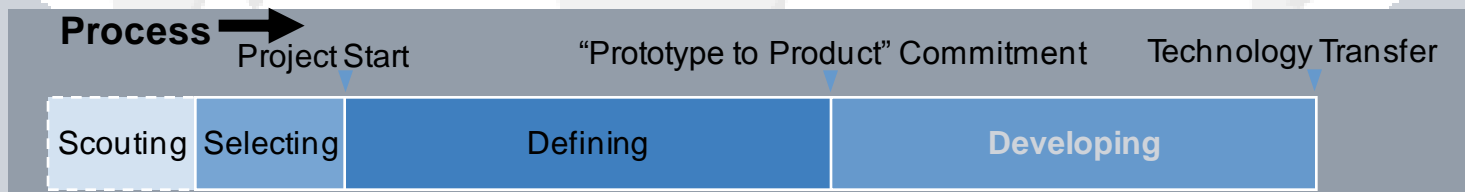
- Technology comes from different kinds of Inventors -> Access requires a flexible business model



- Creating real business requires an entrepreneurial approach



The “Technology-to-Business” model



3 Things to remember about TTB

What we do:

Bring innovation from *outside* into Siemens

From universities, seed stage companies, research labs

How are we different:

Flexible approach allows us to focus on innovation

We don't skip innovations if they fail to match a certain approach

Hire, invest, contract, license: we apply the best approach for each opportunity

Our mission:

Create real *business*:

New, or radically improved, products or solutions