Maxim Ventures

Chris Neil
Fund Head & Senior VP, Maxim Integrated

Shailendra Mahajan
Fund Managing Director & Managing Director, Maxim Integrated
Investing Beyond the Chip

We’re leveraging Maxim’s assets and know-how to create new revenue streams beyond semiconductors and from system, software, and service businesses.
The Team

Chris Neil, Fund Head & Cofounder

• 25 years experience at Maxim in consumer & industrial business management
• Senior VP of $1B Industrial & Medical Solutions Group from 2011 to 2015, investing in healthcare, factory productivity, energy, financial terminal, and security products
• Experience in market & product selection, team building, project management, and brand-based marketing at strategic and tactical levels
• BSEE and MSEE from M.I.T.
• Joined Maxim in 1990, currently Section-16 Senior VP at Maxim Integrated

Shailendra Mahajan, Fund Managing Director & Cofounder

• 25 years in system design, field sales, strategic marketing & start-up business
• Strong ecosystem expertise: healthcare, energy, & industrial markets
• Great relationships with key opinion leaders and VCs in digital health space
• MSEE from Texas A&M; Strategic Marketing Program at Stanford Business School
• Joined Maxim in 1999, currently Managing Director at Maxim Integrated
How Can Enabling Chip Technologies Capture More Value?

$340B IoT market size opportunity by 2020

**Level 4: Apps & Services**
Value enhanced through analytics

$262B

**Level 3: Computing & Storage**
Servers, storage, cloud

$18B

**Level 2: Comms & Networking**
M2M comms, connectivity, mesh

$17B

**Level 1: Equipment**
“Things” that contain chips

$31B

**Level 0: Semiconductors**
Sensors, measurement, power, micros, RF

$12B

Source: Gartner: IoT, 11/2013
The Missing Link in the Data Value Chain: Measured Data

Data Sources

Static Data
- Government records
- Advertising plans
- Workforce schedules

Keystroke Data
- Searches
- Shopping
- Social

Measured Data
- Medical vital signs
- Environmental conditions
- Energy, gas, water flow
- People and object locations

Outputs

Data Analytics

Decisions ($$$

Insights ($$

Information ($

Starc Data
- Government records
- Advertising plans
- Workforce schedules

Maxim Ventures
Unlocking the Potential of Measured Data (Example)

Chips, sensors, & algorithms are needed to bridge gap between measurement & analysis
Maxim Ventures’ Vision: Building “Data Bridges”

• Analytics value chain: Data $\rightarrow$ Information ($) $\rightarrow$ Insights ($$$) $\rightarrow$ Decisions ($$$$)

• New business models are emerging based on access to and analysis of large amounts of data to extract information from previously invisible patterns

• Most data has been “keystroke” data, next frontier is “measured” data
  • Problem #1: How do analysts get better measured data?

• New semiconductor sensor, IC, and SoC technologies are evolving for measuring and transporting all types of location, environmental, vital sign, financial transaction, etc. data
  • Problem #2: How do chip makers capture more “data value”?

• Maxim Ventures: Bridging the gap between data measurement & data analysis

• Answers the question: “How do I actually collect all of the measured data I want to analyze?”
The Maxim Ventures Advantage
Technology, relationships, funding

Enabling Technologies
early access to Maxim’s sensors, chips, and know-how

Market Reputation
building on 30+ years of industry experience and 1000s of relationships

Smart Capital
coaching, support, and introductions increase investment success
Aligned Interests & Mutual Benefits

• Maxim provides
  • Early access to its enabling chips & sensors permitting faster time-to-market and better performance
  • Relationships to 1000s of customers and market & investment partners
  • Funding and market validation to the start-up

• Start-up provides
  • Vehicle for Maxim chip sales
  • Real-world use-case and market trend info back to Maxim, helping Maxim understand data value chain
  • A way for Maxim to capture more data value

• Both parties
  • Benefit from each others’ complementary market and technology knowledge
  • Enjoy investment returns
Target Segments

- Healthcare & Wearables
- Internet of Things
- Industrial Automation
- Mobile Payment & Data Security
- Energy & Resource Management
- Digital Home & Wireless Sensor Networks

Maxim has 50%+ share of Smart Meter SoCs
Maxim has 30%+ share of Financial Terminal SoCs
Portfolio Companies

Bedrock Automation
- Reinvented the programmable logic controller to provide a secure, scalable, & simple new approach to industrial control systems for Industry 4.0
- Built using Maxim ICs
- Incubation done within Maxim, Series-A funding from Maxim
- [www.bedrockautomation.com](http://www.bedrockautomation.com)

Sarvint Technologies
- Invented a way to weave specialty conductive fibers directly into fabrics for vital sign monitoring, making technology more wearable than ever
- Maxim provided strategic electronic technology and personnel
- Maxim Ventures invested in its $6m Series-A round
- [www.sarvint.com](http://www.sarvint.com)
Investment Strategy

Leverage Maxim’s technical expertise, capital, & relationships to move up the value chain

• Incubation, early, & mid-stage funding
• Minority interest (< 20%) to use balance sheet cash & not opex
• Strategic fit to Maxim, leveraging our semiconductor background and know-how
• Investing smart money where we can increase success rate with our enabling technology, coaching, support, and partnership introductions
• Target expansive platforms that can last for several evolutions
• System-level businesses: equipment, systems, software, services
Executive Summary – Investing “Beyond the Chip”

• $200m venture fund w/ incubation capabilities
• Early/mid-stage investments: incubation, seed, Series A, Series B/C
• Investment in bridging the gap between the data measurement and data analysis (from the sensor to the decision-maker)
• Equipment, systems, software, & services that facilitate the secure collection and transport of data for eventual use by data analysts
• Provides “smart money” and earliest access to Maxim’s enabling semiconductor, sensor, & security technologies and market knowledge
• Builds on know-how and insights accumulated through 30+ years of defining, developing, marketing, and selling ICs to equipment makers
Thank you

Contact Us

Corporate Headquarters
Maxim Ventures
160 Rio Robles
San Jose, CA 95134 USA
+1 (408) 601-1000

info@maximventures.com

www.maximventures.com