WE HELP STARTUPS, ENTREPRENEURS & CORPORATE INNOVATORS BUILD THE NEXT BIG THING

**Brief History**

2015 (May)
- 1st coworking space
- Start building a tech startup community

2016:
- Acceleration programs for startups
- Corporate innovation programs (X-CIP)
- 2nd coworking space

2017:
- More corporate innovation offerings
- 3rd coworking space

**What We Do**

- Corporate Innovation Programs (X-CIP)
- Scaleup Acceleration Program
- Tech Innovation Community
- Coworking Space

**Clients**
OUR OFFICES

- Eindhoven
- Paris
- Tokyo
- Shanghai
WHAT WE DO

• TECH INNOVATION COMMUNITY
• SCALEUP ACCELERATION PROGRAM
• CORPORATE INNOVATION PROGRAMS (X·CIP)
• COWORKING SPACE
OUR SCALEUP MARKET ENTRY ACCELERATION PROGRAM CAN HELP

3 days of workshops to get you China ready

Tailored introductions specific to your business needs

2 week trip to China to explore the market

Coworking Space & an Awesome Community

0% Equity

Full Business and Cultural Immersion

Built specifically to support European scaleups validate business opportunities in China, our program is designed to create tangible business impact. Our mission is to create opportunities that have potential to impact the bottom line of participating companies. At the end of the program we’ll collectively make a go/no-go decision for China with each team.
Scaleups assisted in penetrating the market

16+

Startups have gotten funding with our support

15+
The Australian Landing Pad was created to support Australian businesses with overseas expansion to new markets and is an excellent case to demonstrate how XNode has been able to support overseas startups with their expansion into China in partnership with a Government entity.
XNode and South Korea’s National IT Industry Promotion Agency’s cross-border acceleration project assisted two Korean entrepreneurial projects to Shanghai for a short-term acceleration of ten days, helping the two teams sort out their business models, visit related partners in Shanghai, further understand the Chinese market and it is expected for these startups to accelerate into the Chinese market in the future.
JETRO (Japan External Trade Organization) selects a trusted entrepreneurial accelerator among the more active entrepreneurial ecosystems around the world, and sets up the “JETRO Global Acceleration Hub” to help Japanese companies better expand their overseas markets through in-depth cooperation.

Services provided when Japanese startups head to Shanghai
1. Provide information on China’s entrepreneurial ecosystem
2. Provide mentorship service
3. Introduce various local entrepreneurial innovation networking activities
4. Provide a fixed desk in XNode’s coworking space

Chinese companies to Japan
1. Provide Japanese market research reports and other information related to Japanese investment
2. Introduce the entrepreneurial team who are willing to enter the Japanese market to expand their business to stakeholders

China-Japan Innovation Venture

In May 2018, the Japan External Trade Organization and the only entrepreneurial innovation accelerator between China and Japan, “Takumi”, established a global acceleration hub project, based in XNode, and established the JETRO Global Acceleration Hub Project, Shanghai.

*Takumi Innovators is a joint venture with XNode
CORPORATE INNOVATION PROGRAMS (X·CIP)
CORPORATE INNOVATION PROGRAMS (X·CIP)

WORK WITH STARTUPS (Outside-in)
- Scouting
- Assessment
- Acceleration (Launchpad)

WORK LIKE STARTUPS (Inside-out)
- Ideation
- Conception
- Acceleration
- Scale Up

THINK LIKE STARTUPS
- Wake Up Call
- Learning Expedition
- Innovation Outpost
- Corporate Challenges
WORK WITH STARTUPS (Outside-in)

Registration Phase
123 Teams / Startups applied

Mentoring Phase
8 Startups selected out of 123 proposals

LaunchPad Program
3 Startups accelerated

Final Pitch Day
8 Pitches
3 Winners

DEMO DAY
3 Pitches
100+ Attendees

Bars visited
Consumers interviewed
Events organised
Consumers attended events
Prototypes realized

Winning Equity Investment

Check out the official video of the final Demo Day
WORK LIKE STARTUPS (Inside-out)

PHASE 1
- Pitching Bootcamp
- Immature Projects
- Pitching Preparation

PHASE 2
- Pitching
- Competition

11 Pitches
5 Selected

PHASE 3
- Acceleration Program

198 Customers contacted
5 Commitments from clients (pre-orders/launching customers)
9 MVP’s/Prototypes built
3 Partnerships signed
32.1M RMB revenue committed from customers
567.3M RMB in estimated cost savings

I2R Batch 5 (2018)

DEMO DAY
- Pitch
- Winning
- Internal IPO

500+ Ideas generated
33 Projects accelerated
5 Products Launched

Internal IPO

Winning

118
5
9
3
32.1M
567.3M


Winning

Internal IPO

Winning

Internal IPO
INNOVATION IN CHINA
“When entering China you need to ask a lot of questions... You have to be a student of the market. You have to go into it assuming you know nothing.”

-Nathan Blecharczyk
Chairman of Airbnb China

Photo Source: https://www.flickr.com/photos/techcrunch/1053517633/
THERE ARE 3 KEY ASPECTS TO CONSIDER WHEN TRYING TO UNDERSTAND INNOVATION IN CHINA

- **Scale of Resources**
- **Government Role**
- **Development Models**
CHINA HAS MORE STEM RESOURCES THAN ANY OTHER COUNTRY IN THE WORLD

Recent Graduates in STEM – 2016 (‘000)

<table>
<thead>
<tr>
<th>Country</th>
<th>Recent Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>4,700</td>
</tr>
<tr>
<td>India</td>
<td>2,600</td>
</tr>
<tr>
<td>United States</td>
<td>568</td>
</tr>
<tr>
<td>Russia</td>
<td>561</td>
</tr>
<tr>
<td>Iran</td>
<td>335</td>
</tr>
<tr>
<td>Indonesia</td>
<td>206</td>
</tr>
<tr>
<td>Japan</td>
<td>195</td>
</tr>
</tbody>
</table>

Although India leads in total university graduates (78.0 million vs China’s 77.7 million), China has the most number of STEM graduates in the world.

Source: World Economic Forum, S&E Publication Output, ¹ WIPO and TPR

# of Patents Filed

<table>
<thead>
<tr>
<th>Year</th>
<th>USA</th>
<th>China</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>356,943</td>
<td>130,384</td>
</tr>
<tr>
<td>2014</td>
<td>578,802</td>
<td>928,177</td>
</tr>
</tbody>
</table>
GOVERNMENT HAS BEEN THE KEY DRIVER OF INNOVATION IN CHINA

GOVERNMENT:

- Macro-policies
- Priority Tech Domains
- Areas of Application

CONSUMER:

- Upgrade
- Laggard > Trendsetter
DEVELOPMENT OF THE HIGH SPEED RAIL NETWORK EXEMPLIFIES “COPY + IMPROVE” APPROACH

High Speed Rail Network¹ (Km)

1 Speed above 240 km/h
Source: The Transport Politic
AI IS ONE OF THE AREAS BEING DRIVEN TO DEVELOP NOVEL APPLICATION AND FUNDAMENTAL RESEARCH

Champions Selected by China to Drive AI Leadership by 2030

- Autonomous Driving
- City Brains
- Computer Vision for Health Care
- Voice Intelligence

Build Open Platform to Drive Each Domain Area

Source: China’s Ministry of Science and Technology
TWO MORE ASPECTS SHOULD BE CONSIDERED WITH CONSUMER DRIVEN INNOVATIONS

Scale of Resources

Government Role

Development Models

Adoption Rate

Data Privacy
CONSUMER ADOPTION RATE OF NEW TECHNOLOGIES IN CHINA HAS A SPEED UNSEEN IN OTHER MARKETS

*Time taken to reach 50%+ market penetration*

Source: BCG, TechNode.com
TOLERANCE TO DATA PRIVACY ALLOWS ACCESS TO MASSIVE AMOUNT OF DATA FOR VARIOUS APPLICATIONS

% of Global Respondents Very Willing to Share Personal Data for Benefit

Source: GfK Survey

Data Privacy

Domestic regulation is less stringent than in Western market but culture also plays a role for more tolerance towards personal information.
CHALLENGES FOR FOREIGN STARTUPS:

1. Language & Culture Barriers
2. China is a big place. Regions vary dramatically in preferences, development and sophistication.
3. Lack of transparency about the enforcement of laws
4. Different consumers often require new business models
5. Highly Competitive Market
WE HAVE A STRATEGY...
IT’S CALLED DOING THINGS!
LET'S TALK

谢谢

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