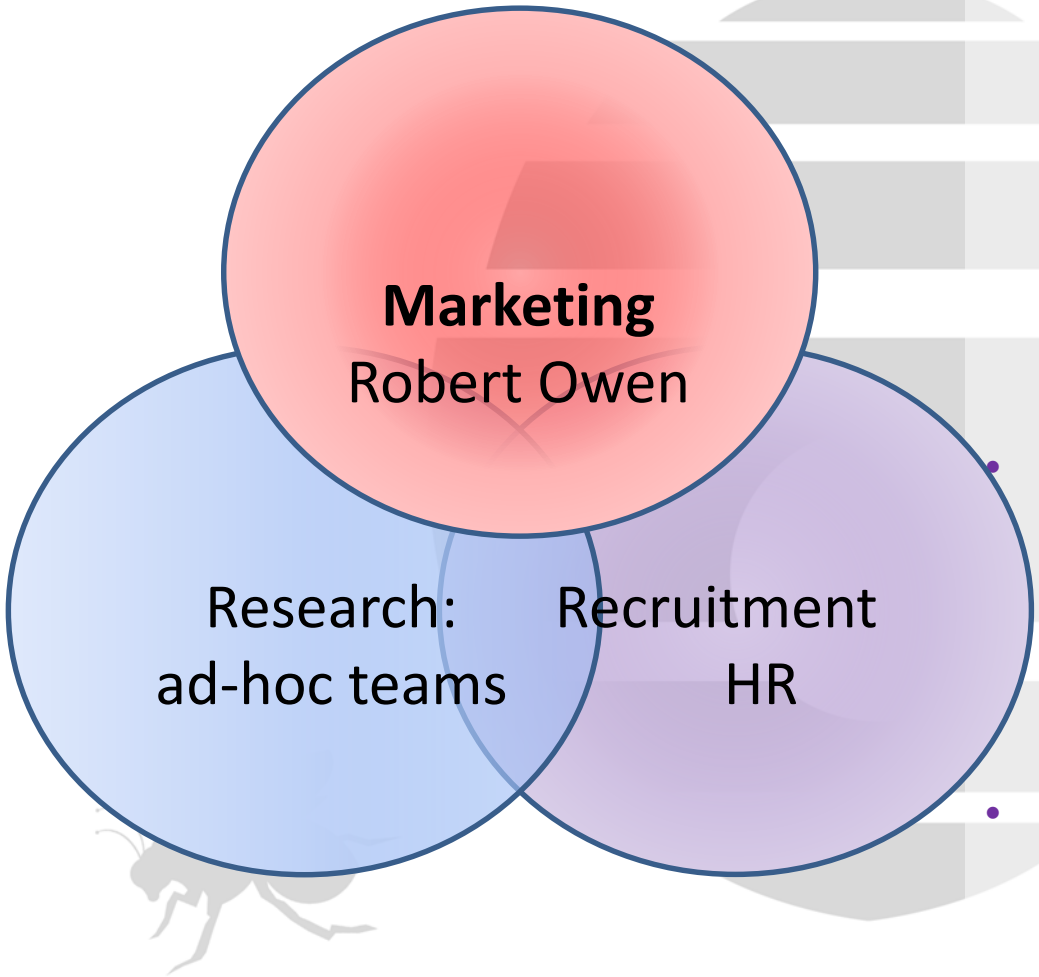
University "Programs"



- **Marketing:**
  Grow market share!
  Drive the use of company tools & IP into Curriculum, Projects, & Labs to create an ***instinctive preference*** amongst future graduates to use these technologies – a preference that endures through their careers

- **Recruitment:** Identify and capture the **talent** needed to sustain Imagination's growth, and nurture it through innovative support and placement programmes

- **Research:** Find and secure **innovations** that provide significant competitive advantage

ESSAIMAGE ASSOCIATES

The Mission

Raising Awareness is NOT enough!

Increase your market share by building long-term loyalty to your technology/architectures in Education

Scope: Academic "Markets"

Universities:
Total: circa 6000 worldwide offering BSc+ in Electronic Engineering and related courses

- **Target Technologies:**
  - MCU, DSP
  - Processor IP
  - Analog Building Blocks
- **Target Regions:**
  - Far East: China, Korea, Japan, Taiwan
  - USA, India
  - EMEA, incl. Russia
- **Reach:**
  - Direct with key influencers
  - Mass-market, low-touch, efficient…
- **Active Participants:**
  - ARM, TI, Intel, Altera, Microchip, nVidia, Cypress, Xilinr, RS, Farnell, Cadence…
- **Majors:**
  - EE: Electronic Engineering
  - CE: Computer Engineering
  - CS: Computer Science
- **Courses:**
  - Embedded Systems, Control, IoT
  - SoC &EDA design
  - Analog Systems & Design
  - Computer Systems
  - Computer Architecture
  - AI, "GP GPU"…
  - OS – Hardware co-design

Measurements

Key Themes:

- Measure reach into targeted markets
- Ensure alignment with business goals
- Count clear and easily measurable indices

Possible KPIs:

- Labs:
  - Number of Labs & throughput (number of Students trained per year)
  - Number of Universities engaged
- Licenced downloads
- Registered Programme Members
- Leverage: number of Trainers trained
- Influence: number and ranking of Partner Universities
- Visibility: number of visits, appearances at events, workshops….
- Credibility: number of research projects based on your technology/architectures

Robert Owen

- **Network & Reach:**
  - Contacts in top Universities: China Japan US HK India & EMEA
  - Visited >750 Universities since ‘95
  - Knows >3,000 Faculty members
  - WW Mailing List ~2,500 post-grads
  - Powerful freelance support network

- **Positioning:**
  - Optimising the the message
  - Developing a credible offer

- **Aggressively Competitive:**
  - Unbeaten record of getting MCU & DSP into classes and projects
  - Competition knowledge includes experience of MIPS ARM Xilinx RS Components Imagination & TI

- **Marketing & Sales Skills:**
  - Passion and commitment!
  - Expert in face-to-face contacts:
    - Relationships matter!
    - Cultural awareness, Respect
    - Credibility
  - Proven record in low-touch marketing and support

- **Processes & Organisation:**
  Expert know-how to get maximum results with lowest overhead:
  - Efficient visits, drive & focus!
  - Handling, processing and documenting donated Labs
  - Registrations, e-mailings, social media, and promotions
  - Exploiting catalog distribution
  - Workshops Seminars Conferences

Chinese MOOC: XuetangX,
Beijing. Oct. 2018

Achievements

- **TI (17 yrs):**
  - Started University Programme from scratch. Replicated in US India China & Japan
  - Set-up ~1,000 DSP Labs and ~250 MCU Labs in EMEA
  - Guided programme WW. Developed MSP430/C2000 MCU Labs, and Analog Systems Lab Kit
- **ARM (1.25 yrs):**
  - Energised and re-focused AUP on Cortex MCU and SoC Education
  - Built partnerships with STM, Xilinx, Freescale, NXP, Energy Micro, and Silicon Labs
  - Commissioned teaching materials and launched WW workshop series
- **RS Components (4 yrs):**
  - Built RSU: RS University. Driving academic use of Design Spark Tools (PCB, Mech. & Elec.)
  - Trained two RSU Programme Managers. Began push into Schools and CPD
  - Recognition: Elektra Award 2017 for Education Support
- **Imagination/MIPS (4 yrs):**
  - Developed “MIPSfpga” Computer Architecture curriculum ~700 licencees WW
  - Introduced “Connected MCU Lab” using Microchip PIC32. Now ~400 licencees WW

  >9,000 registered members of University Programme.
  - Recognition: Elektra Award 2015 for Education Support
- **Student Recruitment (since 1994):**

  >50 Electronics & Marketing Interns recruited & trained for TI, EnOcean, Caterva, Conrad & Imagination
- **Xilinx (3mths) & EnOcean (0.5yr) :**
  - Survey of FPGA usage in European Univs. & Set-up low-power RF Research Project at HSU, Hamburg