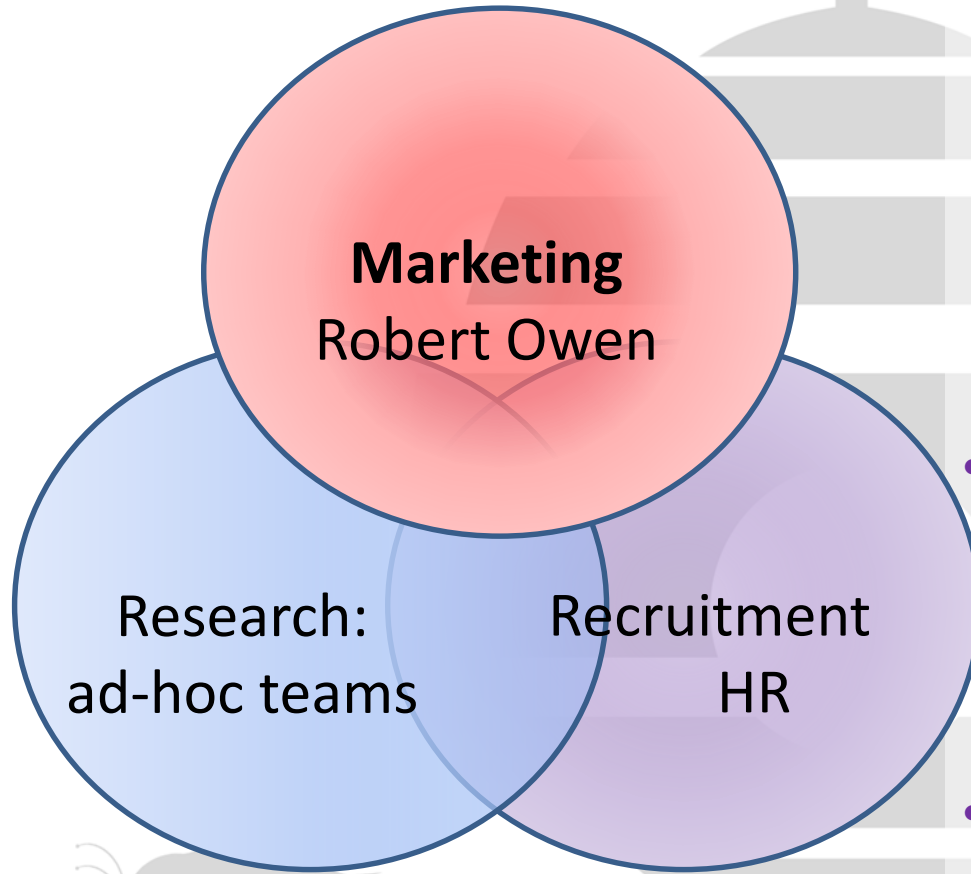


University “Programs”



- **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



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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, Xilinx, 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



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• 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

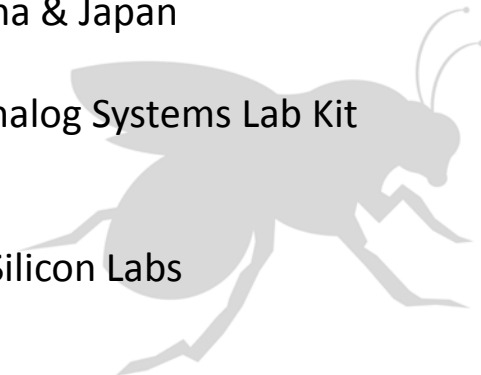
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February 2018



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 licences WW
 - Introduced “Connected MCU Lab” using Microchip PIC32. Now ~400 licences 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



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