

## OPEN INNOVATION & TECHNOLOGY SCOUTING CONSULTANTS

**yet2 are experts at harnessing OI to ignite corporate innovation through to Impact.**

20 years' experience across technology scouting, IP, business development and ventures.

Unique cross sector expertise from our global team and 50+ strong global client base.

Strong global networks plus sophisticated methodology for partnering nimbly with our large-co clients, enables us to deliver uniquely tangible impact.

We understand the nuances of deal making between small and large companies and **oversee 10-15 deals for clients annually.**



## Turning **Open Innovation** into impact

# THE *yet2* DIFFERENCE



### **Global Reach**

An international  
Technology and  
Venture Network over  
20 years in the making.

Offices in Boston,  
Liverpool, Nottingham  
and Tokyo



### **Expert Team**

Commercial, technical,  
IP and ventures  
expertise.

Science & Engineering  
PhD led delivery teams  
to match your Subject  
Matter Expertise



### **Trusted Partner**

Integrated, iterative,  
flexible,  
methodologies.

Supporting clients from  
discovery through to  
deal

		Description	Typical Engagement
<b>Tech Scouting + OI Portal Services</b>	<b>Topic Specific Scouting (TSS)</b>	<b>Targeted, specific search for technologies or potential solutions to solve an existing need</b>	<b>1–4-months, with near/mid-term focus</b>
	<b>Strategic Deal Flow (SDF)</b>	<b>Strategic, broader topic areas, e.g. core business / innovation topics</b>	<b>12+ months, with longer-term focus</b>
	<b>Innovation Tours/Pitch Days</b>	<b>2 or 3 day virtual or F2F meetings with senior, decision-making executives</b>	<b>4-6+ months to plan tour / pitch day</b>
	<b>Intro2Deal (I2D)</b>	<b>Active support and best practice advising in moving targets through evaluation, negotiation and to deal</b>	<b>4-6+ months</b>
	<b>Open Innovation Training</b>	<b>8-module OI training course built on real yet2 case studies, exercises, and content with the goal of applying key learnings in practice</b>	<b>3-6+ months</b>
	<b>Innovation Portal Hosting</b>	<b>OI Portal development, hosting, management, and submission filtering</b>	<b>Annual SaaS</b>
<b>Out-licensing + Patent Buying</b>	<b>Technology Licensing &amp; IP Acquisition</b>	<b>Confidential, anonymous service to sell or acquire patents to complete packages of technology and know-how</b>	

# yet2's differentiated capability to add external value creation and drive decision-making

- **Turn over a lot of stones** – *beyond the immediate and adjacent industries*
  - Broad technology and industry expertise helps validate/invalidate options
  - Strong connections across both Global 1000 and startup ecosystems
- **Pull real world data** - *detailed research, market opportunity assessment*
  - Assessment of technology vs. incumbents in the market
  - Prioritize relevant market spaces
  - Size of market/ Size of the prize
  - Business acumen
- **Real impact** – *enabling the decision through data collection and distillation*
  - yet2 team facilitates opportunities through detailed evaluations and anonymous inquiry
  - Biased towards decisions, deals and outcomes



**yet2's convergence of external data enables decisions and accelerates impact**

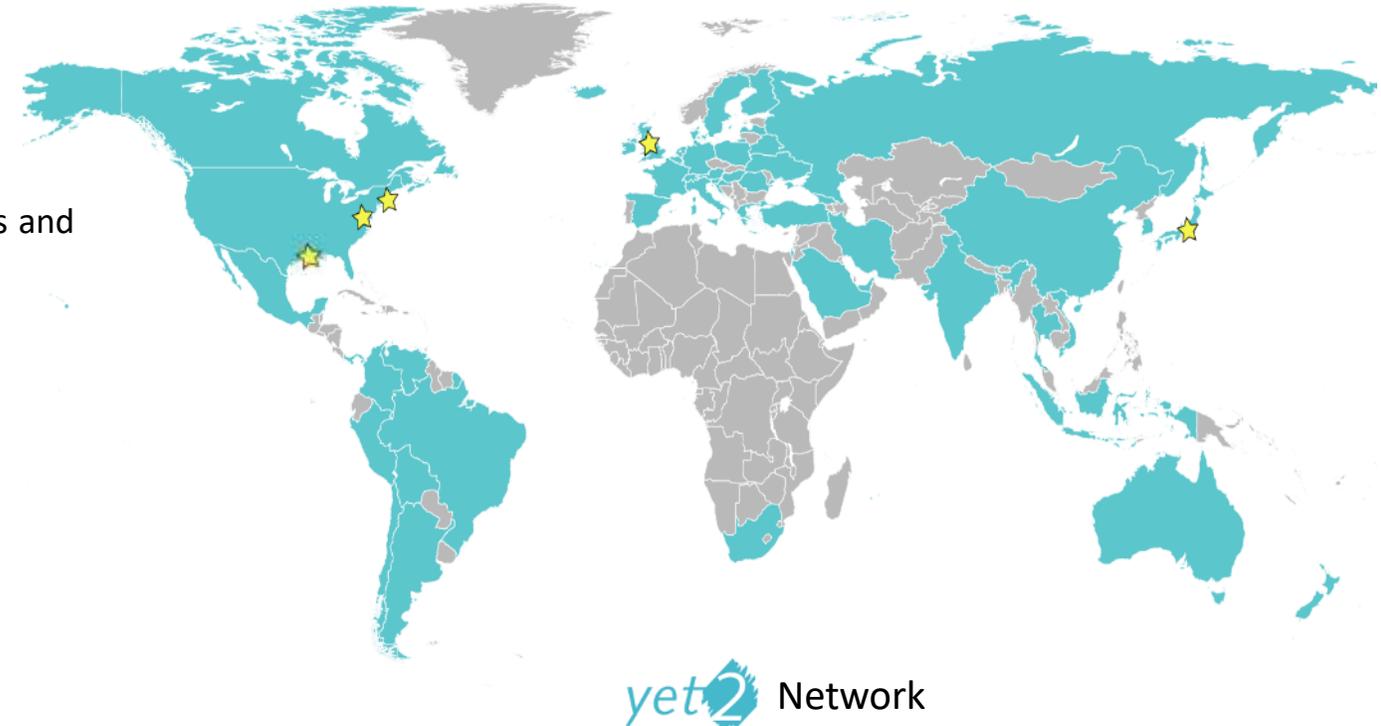
# Global Reach

## Direct Targeted Scouting & 'Rolodex' Relationship based channels

- **yet2 competencies technology database** – Over 22 years of OI & technology scouting.
- Established ventures network & 30,000 Small-Medium-sized companies.
- **Relationships** borne of over 10,000 introductions between buyers and sellers (including Fortune 500, SME, University, Research, VC).
- Proactive experts reach out to new opportunities identified by experienced *yet2* scouts.

## Broadcast Channels

- *yet2* Active Projects Pages (formerly *yet2* Marketplace)
- Syndication partners – e.g. Innoget, Konfer
- 800+ Global Broker Partners
- Online Technical networks/Social Media (20,000+ reach)



Highlighted Areas: Location of *yet2*'s 800+ Global Broker Partners

★ *yet2* Global Offices



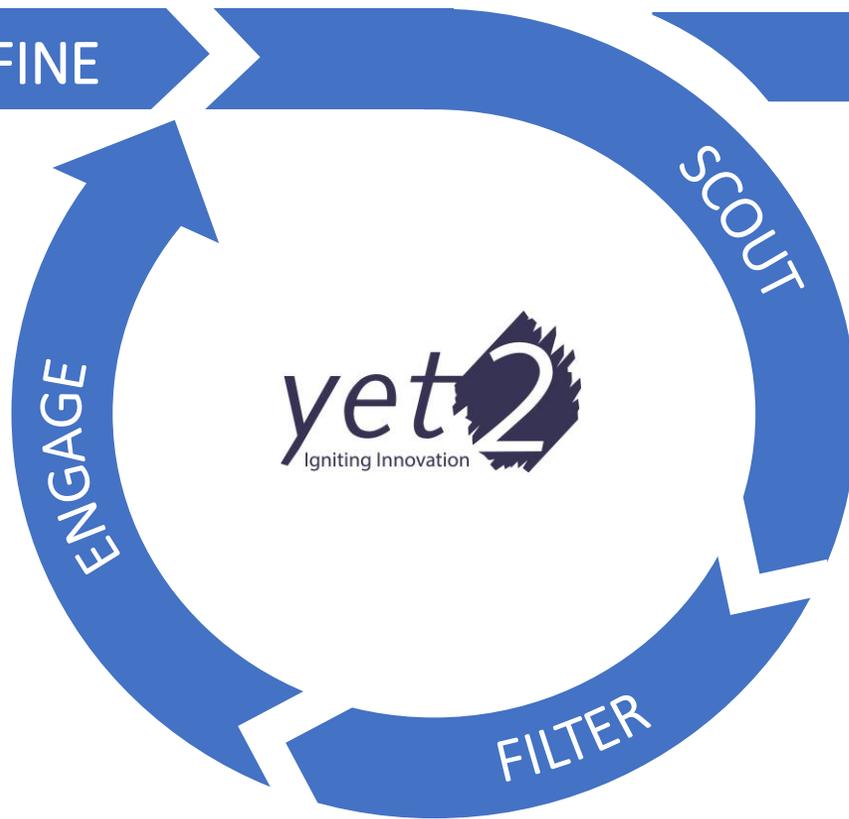
- TechNeed
- Situational Summary

## Kickoff Report

DEFINE



- Intro Calls
- Samples
- Anonymous Inquiries



## Pivot Report



- Recommendations
- Rankings
- Key Learnings

## Interim Reports



- Detailed Technology Write-Ups
- Updates
- Next Step Summaries

# Our Team

- Cross-regional & cross-functional team benefits from a broad global perspective while operating in a highly-collaborative peer network – offices in Boston, Liverpool, and Tokyo
- Nearly 51 years of combined industry experience in the management team (outside of *yet2*)
- 40% of project delivery staff have their PhD in science or engineering
- 60% of management team have MBAs
- In-house patent experts have been mentioned as “World’s Leading IP Strategists” consistently over the last decade



# yet2's Client Relationships

Our clients include global Fortune 500 companies as well as US and other Government.



## What our clients are saying:

I felt that yet2 was able to put us in touch with areas of the industry that we had not encountered in previous networking or research avenues... The thoroughness of their research resulted in several previously unexplored leads coming to light. I wouldn't hesitate to work with yet2 again for future projects.

- Technical lead, IoT

Very deep exploration of the space, identifying companies/technologies that the target investment and no other group within the space had heard of.

- Investment Director, Oil & Gas

I was surprised at how well yet2 managers were able to articulate the nuances of what our organization was searching for...yet2 adapted the search to what we really wanted not just what we said we wanted and brought in some interesting leads from areas that we probably would have overlooked.

- OI Leader, Personal Care

# Case Study: Sourcing deals from a yet2 Open Innovation Portal

## Overview

Kobayashi Pharmaceuticals – a Japanese manufacturer of over-the-counter pharmaceutical, personal care, and nutrition products – partnered with yet2 to launch their Open Innovation portal to seek partnerships with Japanese companies to co-develop new formulations, functional ingredients, and processing technologies.

## Need

- Kobayashi is seeking Physical, Chemical, or Biological technologies to accelerate the culture production of **Monacolin K**, a functional metabolite found in **bright red yeast rice** that is effective against cholesterol suppression.
- The current culture process is not optimal for large scale production: it takes 45 days to produce 2% Monacolin K by weight, requiring a large amount of starting raw material

## Approach

- Working closely with Kobayashi, yet2 drafted the Need document and published it in Japanese and English on the portal
- yet2 marketed the need to the yet2 network in Japan, resulting in multiple submissions from Japanese companies

## Results

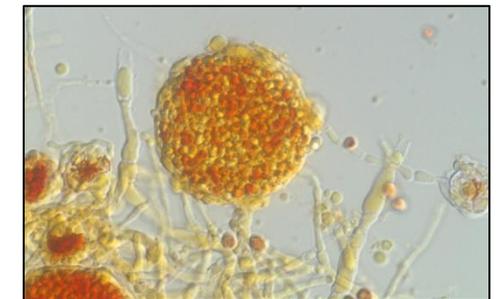
Kobayashi entered into **joint research agreements with 2 universities:**

- **National University in Central Japan** to commercialize unique biological approach (Approach A)
- **National University in Kyushu** to commercialize a different biological approach (Approach B)

Kobayashi is evaluating a third solution, a unique water generator technology from a major auto parts manufacturer



[Kobayashi's Open Innovation Portal](#)



Red yeast rice

# Case Study: yet2 Pitch Day Results in Unilever + mSEED Group Partnership

## Overview

Unilever, a longtime yet2 client, approached yet2 in 2020 for help **identifying diverse, minority-owned, NA-based beauty and personal care suppliers** to expand an ecosystem in product development, R&D, and contract manufacturing. A key requirement was for potential targets to already be certified or have willingness to be certified through the US National Minority Supplier Development Council (NMSDC).

## Approach

- yet2 and Unilever jointly defined a project strategy anchored on a virtual **Unilever Personal Care Pitch Day**, using a methodology yet2 has honed over many years to increase stakeholder buy-in, accelerate decision making, and increase chances of valuable outcomes and deals.
- Out of **42 potential participants scouted by yet2**, yet2 and Unilever **reviewed 25 in detail**. yet2 drove the prioritization of **5 candidates** using key criteria required for a successful deal.
- The Uncovery, a Unilever incubator, picked up **mSEED Group's pitch for a foam setting spray for braids as one of the lead candidates for a deal**.
- Strong relationship building by both yet2 and Unilever helped mSEED and the Unilever project team overcome potential hurdles and successfully pivot. yet2 facilitated confidential evaluations including **mSEED submission of a product formulation and product cost profile that met Unilever's requirements**.

## Results

- **mSEED prepared 2 SKUs jointly with Unilever** within 3-months after Pitch Day
- Plans to launch 2 additional SKUs under The Uncovery's For Every Type brand
- On-going discussions around a long-term manufacturing partnership



[Available on Amazon](#)

[Available on Amazon](#)

# Case Study: Nomad Foods inks deal with BlueNalu out of yet2 scouting

## Overview

Nomad Foods, a leading European frozen food company, approached *yet2* in 2020 for help identifying novel technologies and proteins to develop a more sustainable seafood product.

## Approach

- *yet2* used their **8 Global Scouting Channels** to review alternative white fish products currently on the market, novel protein suppliers, and platform technologies
- *yet2*'s cross-geography project team identified **87 potential solution providers** and **interviewed and presented 29 relevant targets** to Nomad Foods
- Nomad and *yet2* identified **7 as highly interesting** and *yet2* arranged intro calls and samples

## Results

- *yet2* scouting identified **BlueNalu**, a pioneer in using cellular aquaculture (e.g. “lab-grown fish”) to isolate living cells from fish, culture them, then assemble into fresh and frozen seafood products.
- *yet2* employed their *Intro2Deal* methodology to facilitate introductions, NDAs, and a **joint workshop to explore collaboration opportunities**.

- **Nomad Foods and BlueNalu announced a collaboration in September 2021** to “conduct market research and identify consumer insights, assess regulatory requirements, and explore new business and product opportunities that would be unlocked by the introduction of cell-cultured seafood throughout Europe.”



## Nomad Foods and BlueNalu Collaborate to Introduce Cell-cultured Seafood in Europe<sup>1</sup>

September 13, 2021, 9:00 AM EDT

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Nomad Foods and BlueNalu Collaborate to Introduce Cell-cultured Seafood in Europe<sup>1</sup>

New collaboration accelerates market development strategy for cell-cultured seafood in the region

Business Wire

FELTHAM, England & SAN DIEGO -- September 13, 2021

Nomad Foods, Europe's leading frozen food company, and BlueNalu,<sup>2</sup> a leading innovative food company developing a variety of seafood products directly from fish cells, have agreed to explore the introduction of cell-cultured seafood in Europe, where demand for sustainably produced, healthy seafood products continues to grow. Europe is the largest importer of seafood in the world due to high consumption rates, with EU citizens consuming more than three times as much as they produce.<sup>3</sup>

The agreement represents the first of its kind in Europe between a consumer packaged goods company and a cell-cultured seafood company, and underpins Nomad Foods' commitment to sustainable growth through the development and scaling of emerging food technologies. The agreement also signifies a mutual interest in the commercialization of cell-cultured seafood in Europe to help meet rising demand and support wider efforts to safeguard the long-term availability of quality, affordable seafood that is healthy for people and



## [Bloomberg Press Release](#)



BlueNalu's cell-cultured fish that interested Nomad Foods

# Case Study: Airbus hosts co-innovation pitch event fueled by yet2 scouting, enters into collaboration with Arctic Space Technologies

## Overview

Airbus Defense and Space approached *yet2* for help identifying and selecting promising startups to participate in a co-innovation Pitch Day event. *yet2* scouted for potential technology partners in **three key need areas across Airbus' business**: virtualization of SATCOM Ground Stations, AI-based maritime surveillance technologies, and remote speaker devices.

## Approach

- *yet2* leveraged their global scouting team to identify **195 potential targets across all topic areas** and **filtered to the most promising 36** using *yet2*'s filtering and prioritization methodology.
- Airbus selected **8 targets to participate** in the co-innovation virtual Pitch Day event, and **Arctic Space Technologies** and **Global Spatial Technology Solutions (GSTS)** were selected as winners
  - Arctic Space Technologies has developed technology to **convert Radio Frequency (RF) signals to enable transmittance over Internet Protocol (IP)**, a key enabler to virtualize Ground Stations and eliminating transmittance of signals over cables and degradation of signal quality over long distances.
  - GSTS develops AI/ML algorithms to process data from satellites and ocean, weather, and port activity and analyzes the data to **enable faster decision-making** for maritime surveillance teams.

## Results

In the months following the event, [Airbus entered a collaboration with Arctic Space Technologies](#) to establish a proof of concept for full digital ground systems leveraging advancements in RF over IP.

# AIRBUS

## Innovation at the heart of Airbus Secure Communications strategy: aiming for new solutions in Connectivity

Featured stories - Publication date : 08 November 2021



On September 21<sup>st</sup>, Airbus Defence and Space hosted its first Co-Innovation challenge event with a clear aim: come up with concrete and world-changing solutions that will service our customers and market needs.

Airbus Secure Communications, alongside Airbus Intelligence and Airbus Secure Land Communications, proposed one of the 3 challenges on "Connectivity", and is pleased to announce the successful challenger [Arctic Space Technologies](#).

# Case Study: Bayer Launch Sustainable Packaging challenge with yet2

## Overview

Bayer approached yet2 to launch a sustainable packaging challenge, inviting innovators to submit a range of packaging solutions across their product portfolio, as part of their target of 100% of Consumer Health packaging to be recyclable or reusable by 2030.

## Approach

- yet2 published a press release targeting the Global technology circuit and healthcare circuit.
- yet2 used existing relationships to share the challenge even further, getting key publications and accounts to share the challenge
- yet2 promoted the challenge across yet2's various platforms, utilizing yet2's expansive global reach
- yet2 further complimented this outreach with yet2's specific scouting experience, targeting potential solution providers directly.

## Results

- Over 20,000 people saw the challenge on yet2's platforms
- Over 25% of the 96 candidates identified came from yet2's outreach efforts

