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Siemens Technology to Business Center (TTB)
The 2012 New Ventures Forum

What is it?

The New Ventures Forum is an opportunity for recent business plan competitors and early-stage startup companies to learn how to engage successfully with large companies. All expenses will be paid by Siemens TTB for a few selected companies (2 per company).

When and where is it?

June 6, 7,8th 2012 in Berkeley, CA

Who can apply?

Early-stage companies and past business plan participants that are located in the US. US-only companies at this time please.

How do I start?

By March 11th, please email one or two paragraphs addressing the following items to ttb.venture.forum.scr@siemens.com

1) Please explain what is the problem you are solving
2) Please explain how this problem is being solved today
3) What makes your idea better than today's solution
4) How is this related to Siemens

This step is optional but highly recommended – you will receive feedback.

How do I apply?

By April 8th, please email a business pitch (12 to 15 slides) that covers at least the following to ttb.venture.forum.scr@siemens.com

1) Technology overview
2) Go-to-market strategy
3) Competitive advantages
4) Next few milestones for the company (18 to 24 months) that would cover technology, business, and funding
5) Possible collaborations scenarios with Siemens
6) Information about the company founders

Why should I participate?

Interact with other startups, Siemens executives, venture capitalists from silicon valley, and others to learn:

- How to get a large company interested as a customer or partner
- Negotiating with a large company (intellectual property rights, development contracts, investments, prototyping)
- What to do if things go wrong
- Why and when to engage with Siemens
- How to approach Siemens, and help on putting together a win-win partnership

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Important Dates	March 11	Interested applicants may submit a one page application for feedback by this date
	April 8	Full proposal submittal deadline
	April 23	Notify forum participants
	June 6, 7, 8	New Ventures Forum

Last Year's New Venture Forum

Please visit the web site that reviews last year's NVF if you are interested: http://www.usa.siemens.com/en/about_us/innovation/new_ventures_forum.htm

About Siemens

Siemens is an integrated technology company. The business activities in our Sectors Energy, Healthcare, Industry, and Infrastructure & Cities have made us a global market and technology leader. Technological excellence, innovation, quality, reliability and international focus have been our hallmarks for over 160 years. Siemens is one of the world's largest providers of green technologies. Products and solutions from our Environmental Portfolio already account for considerably more than one-third of our total revenue. In fiscal 2011, our roughly 360,000 employees generated revenue from continuing operations of about €74 billion and income from continuing operations of €7.0 billion. Please visit www.siemens.com to learn more.

About Siemens Technology to Business Center (TTB)

Located in Berkeley, California since 1999, Siemens TTB focuses on innovative ideas outside of Siemens. We look for innovative ideas in early-stage startup companies and universities. We collaborate with the innovators using our market and business know-how in order to accelerate the go-to-market strategies of the innovators. Please visit www.ttb.siemens.com and www.facebook.com/SiemensTTB to learn more.