



**BENJAMIN JOFFE
PARTNER, HAX**



“Software is eating the world.”

–Marc Andreessen, VC

NEXT IMPACT

THE PHYSICAL WORLD & THE HUMAN BODY



NEXT IMPACT

THE PHYSICAL WORLD & THE HUMAN BODY

“THERE IS NO APP FOR THAT”

2 GUYS IN A GARAGE



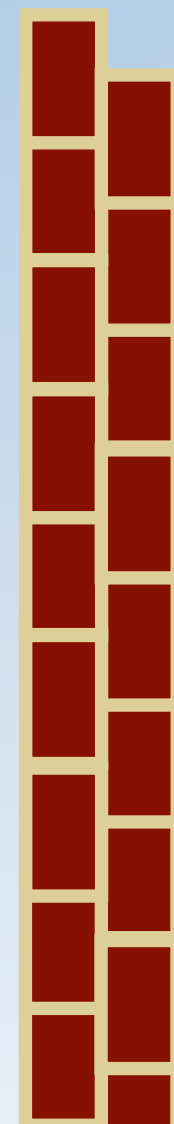


SOFTWARE = ROCK BAND



HARDWARE = ORCHESTRA

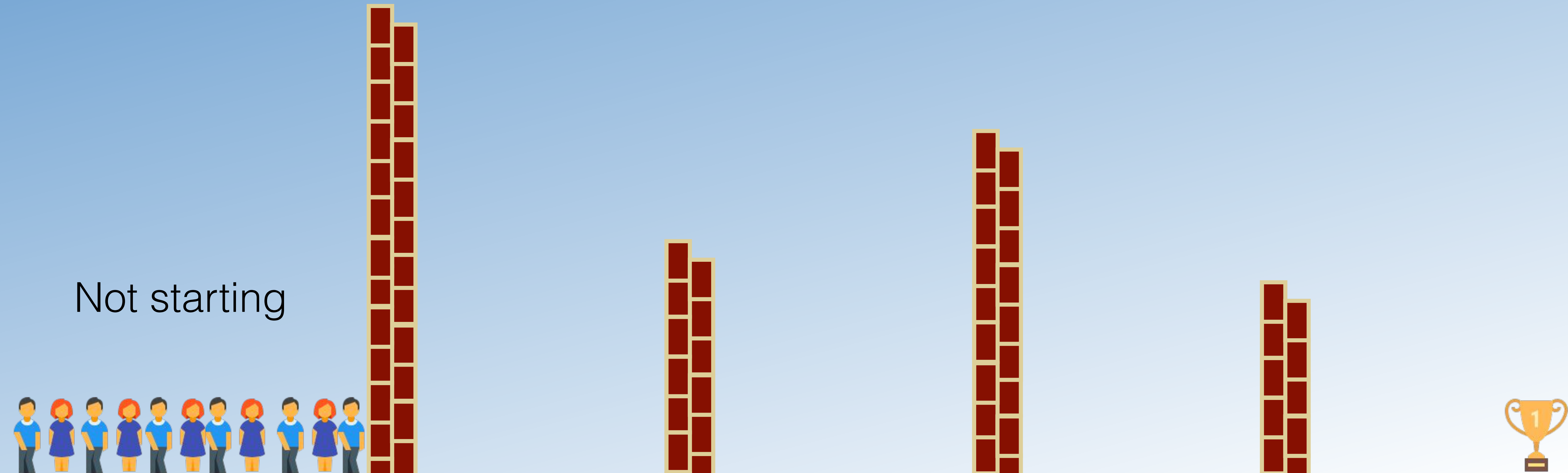
THE 4 WALLS TO SUCCESS



THE 4 WALLS TO SUCCESS

**Confidence
Wall**

Not starting



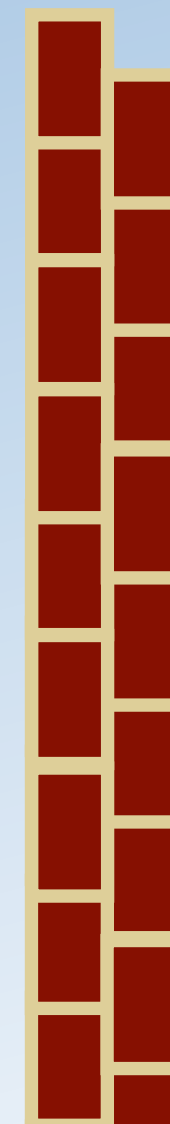
THE 4 WALLS TO SUCCESS

**Confidence
Wall**

**Productization
Wall**

Not starting

Building
things
wrong



THE 4 WALLS TO SUCCESS

Confidence Wall



Not starting

Building things wrong

Productization Wall



Building the wrong thing

Demand Wall



THE 4 WALLS TO SUCCESS

Confidence Wall

Not starting



Building things wrong



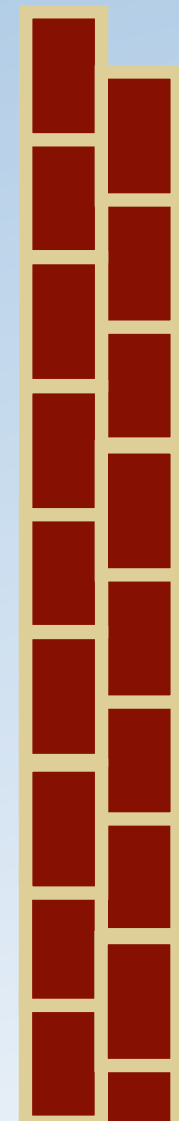
Productization Wall

Building the wrong thing



Demand Wall

Scaling too fast or too slow



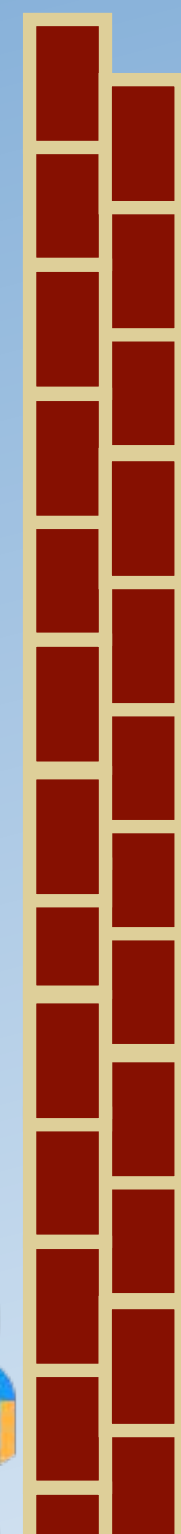
Scaling Wall



THE 4 WALLS TO SUCCESS

Confidence Wall

Not starting



Building things wrong

Productization Wall



Building the wrong thing

Demand Wall



Scaling too fast or too slow

Scaling Wall



Win!



An aerial view of a city skyline at sunset. A tall, modern skyscraper is under construction on the left, with a crane on top. The sky is filled with dramatic, colorful clouds in shades of orange, yellow, and blue. The city below is densely packed with buildings.

HAX HAD A DREAM...

THAT HARDWARE DIDN'T HAVE TO BE HARD

THAT HARDWARE DIDN'T HAVE TO BE LONELY

THAT HARDWARE COULD CHANGE THE WORLD

SOSV THE ACCELERATOR VC

#IMPACT
#GLOBAL
#DIVERSITY
#MEGA-TRENDS

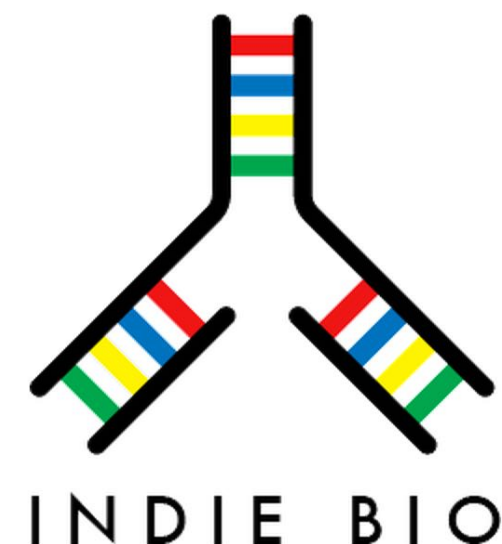
WORLD'S MOST ACTIVE SEED INVESTOR
IN HARDWARE & LIFE SCIENCES

SEAN O'SULLIVAN
MANAGING PARTNER, SOSV
FOUNDER, MAPINFO (IPO, 1994)

HARDWARE

LIFE SCIENCES

SOCIAL & MOBILE



SUSV THE ACCELERATOR VC

#IMPACT
#GLOBAL
#DIVERSITY
#MEGA-TRENDS

**45% OF FOUNDERS
FROM USA**

**55% OF FOUNDERS
REST OF WORLD**



**33% FROM
EMERGING MARKETS**

**NO.1 SEED INVESTOR
IN FEMALE FOUNDERS**



>160 HARDWARE STARTUPS



LIFE

HEALTH

ROBOTICS

INFRA

FAB

50:50

B2B & B2C

LIFE

HEALTH

ROBOTICS

INFRA

FAB



Makeblock
SEQUOIA

yeelink™
mi

PRYNT
GGVCAPITAL

 BBB

 **FEETME**

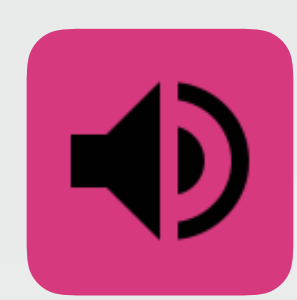
simbe
CHERUBIC VENTURES

dispatch
ANDRESSEN
HOROWITZ

NEXT
THING
GGVCAPITAL


OpenTrons
khosla ventures

“FASTER
THAN
FITBIT”



B2C

AUS

Crowd
\$1.8m



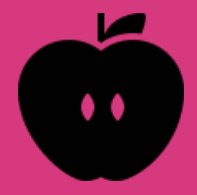
TOP
100

NO.1 FROM
AUSTRALIA

Work
Look



NURA are revolutionary in-ear-over-ear hybrid headphones that adapt to your unique hearing profile to create a “personal equalizer” and deliver sound like you’ve never heard before.



B2C
B2B

HK
AUT

Crowd
\$145k

KICK
STARTER

Work
Look



LIVIN
farms



red dot
design award

LIVIN FARMS is a home growing system for edible insects. It sells home hives and ento-food (insect-based food).

Zz

B2B
B2C

UK

Seed
< \$1m

Work
Look

sana

www.sana.io

**SANA helps to fall sleep in 10 minutes.
Designed for insomniacs, chronic pain and PTSD sufferers.**

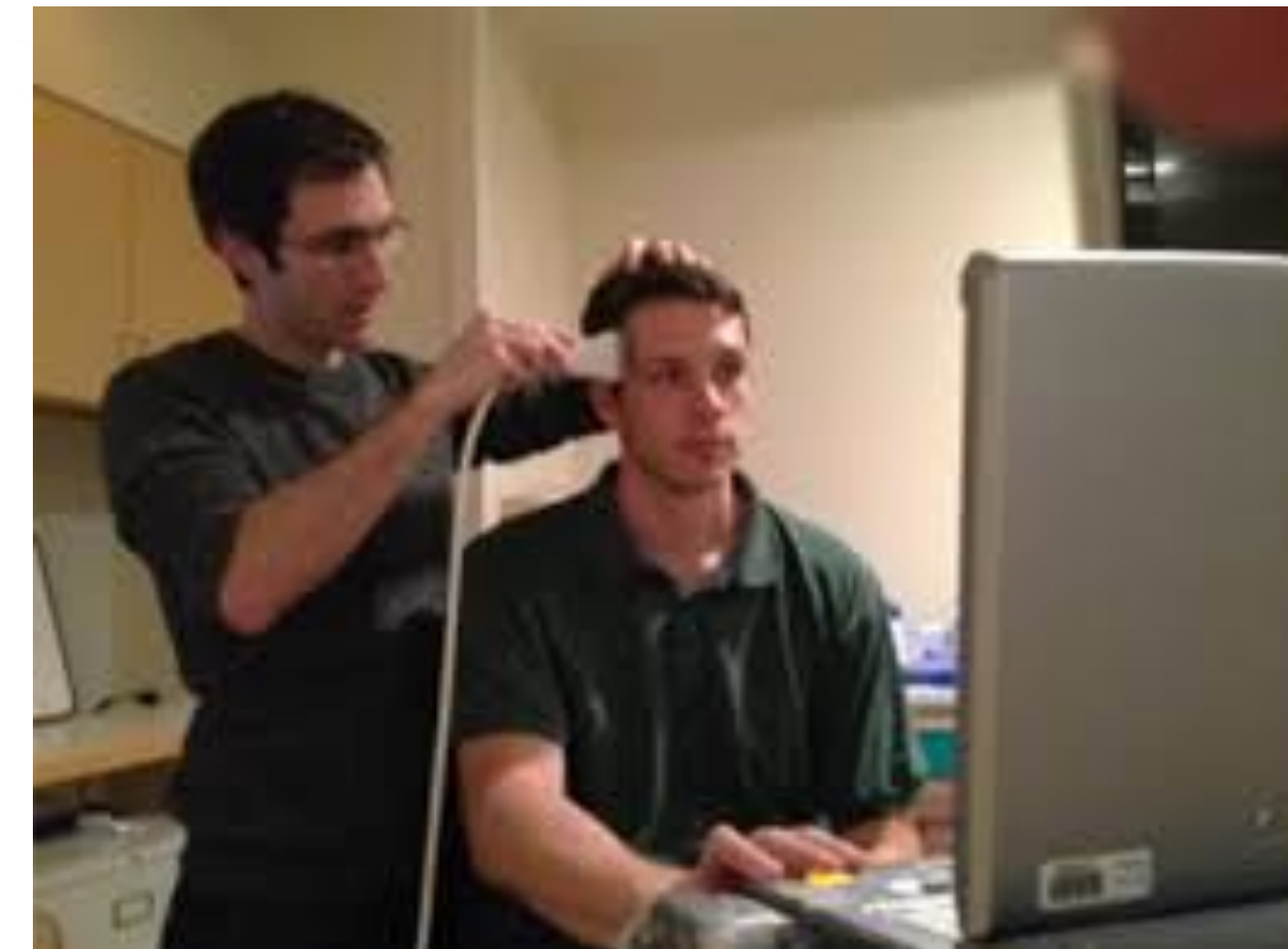


B2B

USA

Seed
< \$1m

Clinic
Trial



BERKELEY ULTRASOUND treats depression and Alzheimer's disease using trans-cranial ultrasound



B2B

USA

Seed
> \$1m

Pilot

dispatch



CARRIE is a ground-based robot for last-mile deliveries.

ANDREESSEN
HOROWITZ



B2B

USA

Seed
> \$1m

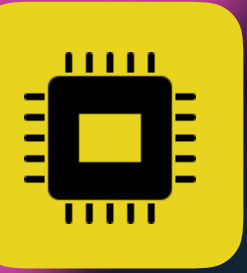
Pilot

simbe



SIMBE ROBOTICS is a robotics-based retail analytics company. It created Tally, the first shelf inventory robot, using advanced computer vision to audit shelves in real time. Currently piloting at Target.

CHERUBIC VENTURES



B2C
B2B

USA

Series
A
> \$5m

KICK
STARTER

TOP
100

On
Market



A COMPUTER FOR \$9

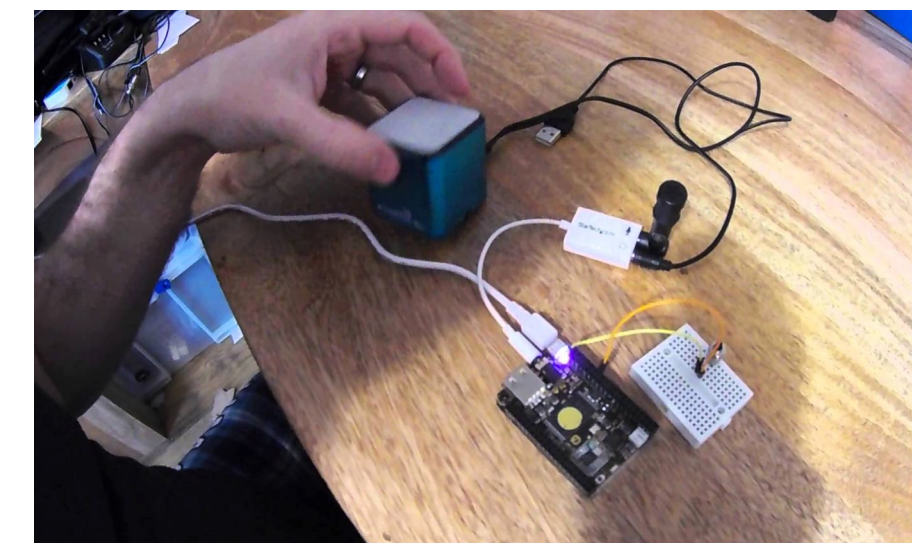
1GHz CPU, WiFi, BT
512MB RAM, 4GB storage
Linux system

CHIP is the world's first \$9 computer.
Made for IoT products, makers and education.
Sold over 40,000 units in its first month.

CHIP



PocketCHIP - \$59 tablet



DIY Amazon Echo - \$10



GGVCAPITAL

"NO.1 IN HARDWARE CROWDFUNDING"

TechCrunch



>60 SUCCESSFUL CAMPAIGNS

>90% OVER \$100,000

MILLION-DOLLAR CAMPAIGNS

IN KICKSTARTER TOP 100



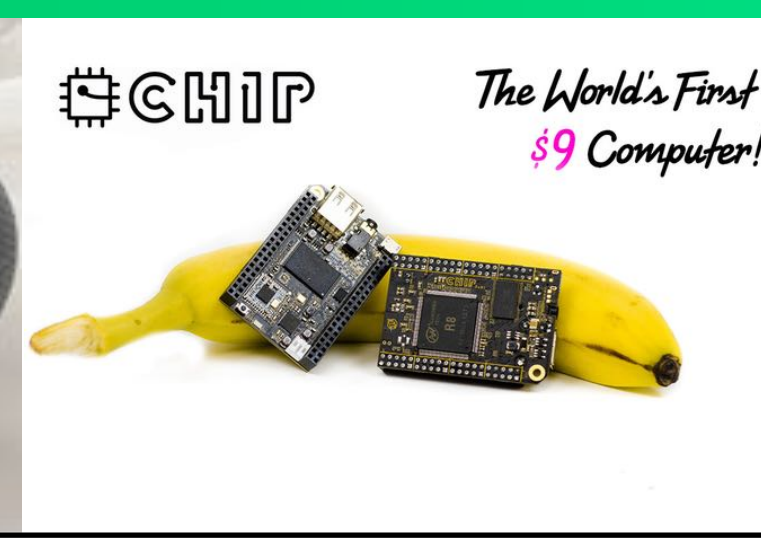
NO.1 FROM CANADA



NO.1 FROM FRANCE



NO.1 FROM AUSTRALIA



40,000 BACKERS NO.2 GLOBAL



LIVE!



THE HAX WAY





STRICT SELECTION

**COMPLETE
TEAM**

**LARGE
MARKET**

**PROOF OF
CONCEPT**

**10X
ADVANTAGE**

10X ADVANTAGE

SCIENCE

SOFTWARE

COMMUNITY

“FULL-STACK” SUPPORT & CURRICULUM



0 to 1

SHENZHEN



1 to N

SAN FRANCISCO

“FULL-STACK” SUPPORT & CURRICULUM

PHASE 1: BUILDING THE RIGHT THING

POSITIONING

STRATEGY

BRANDING

TECHNICAL REVIEW

SHENZHEN RESOURCES

PHASE 2: BUILDING THINGS RIGHT

TECH SPECS

SOURCING

ITERATIVE PROTOTYPING

PRINCIPLES OF MANUFACTURING

PHASE 3: LAUNCH

MESSAGING

ONLINE MARKETING

PR

FILM

CROWDFUNDING

FUNDRAISING

PHASE 4: SCALING

SALES

DISTRIBUTION

MARKETING MIX

CHANNELS

PACKAGING

LOGISTICS

IT TAKES A **VILLAGE**?

**WE BUILT
A VILLAGE**

5% STRICT SELECTION
2,000+ APPLICANTS PER YEAR

**100+ HARDWARE EXPERTS
IN ONE PLACE**

400+ FOUNDERS NETWORK

USEFUL CHATS EVERY DAY - FRIENDS FOR LIFE



**THE SUPPLY CHAIN
IS A
SUPERPOWER**



IT'S THE SILICON VALLEY
FOR HARDWARE

SHENZHEN
WAS A PRIVILEGE

Economy
DIY

First Class
MNC

A WEEK IN SHENZHEN

IS LIKE A MONTH

ANYWHERE ELSE

4S OF SHENZHEN

SPEED

SKILLS

SAVINGS

SCALE

哈佛通信
HAFF-COMM

BlockBerry



返回键及快捷菜单

在手机上感受极品飞车



奥巴马的黑莓
我的Blockberry旋风9500

3.2" 纯平触摸
互联网智能手机
旋风9500

WiFi GPS Bluetooth Windows Mobile



- > 3.2" TOUCH LENS 纯平触摸
- > WINDOWS MOBILE 6.1.5
- > WIFI 无线 + 3G EDGE 高速上网
- > GPS SIRF III
- > BLUETOOTH 2.0 蓝牙

手机娱乐门户
SI.91.COM

“SHANZHAI”



FLYBY FIVERS.COM

哈佛通信
HAFF-COMM

BlockBerry



返回并发送短信

在手机上享受极品飞车



奥巴马的黑莓
我的Blockberry旋风9500

3.2" 纯平触摸
互联网智能手机
旋风9500

WiFi GPS Bluetooth Windows Mobile



- > 3.2" TOUCH LENS 纯平触摸
- > WINDOWS MOBILE 6.1.5
- > WIFI 无线 + 3G EDGE 高速上网
- > GPS SIRF III
- > BLUETOOTH 2.0 蓝牙

“BlockBerry” “iPhone Mini”



IVERS.C

“SHANZHAI VILLAGE”



Austria



China





A man in a dark t-shirt is shown in profile, looking towards another man on the right. The second man is holding a black flip phone to his ear. The background consists of light-colored tiled walls.

10,000 units

\$1000 / unit

HAX BUILT AN "API" TO CHINA'S SUPPLY CHAIN

**Economy
DIY**

**Business Class
HAX**

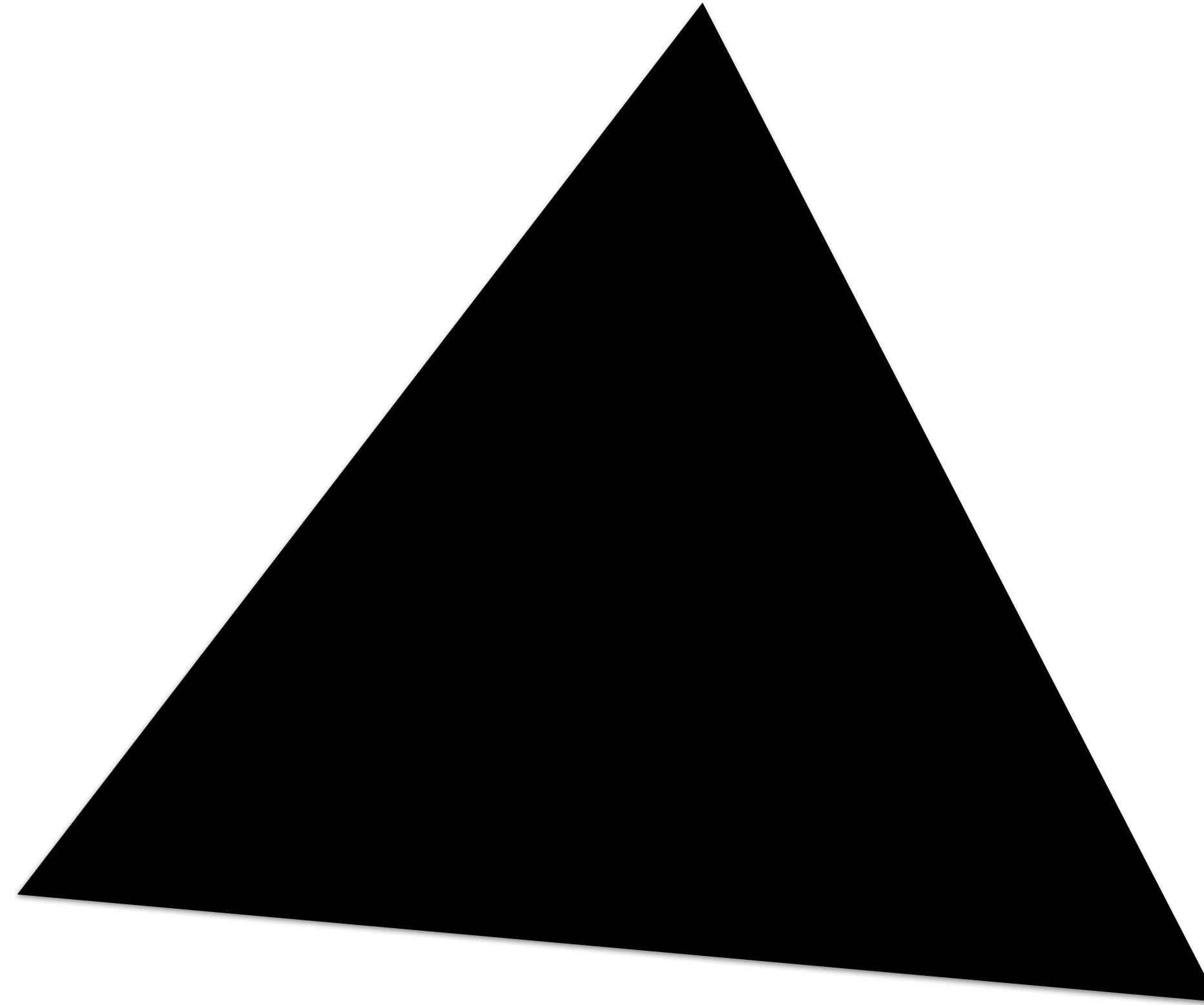
**First Class
MNC**

TRIANGULAR STARTUPS



TRIANGULAR STARTUPS

1 Research



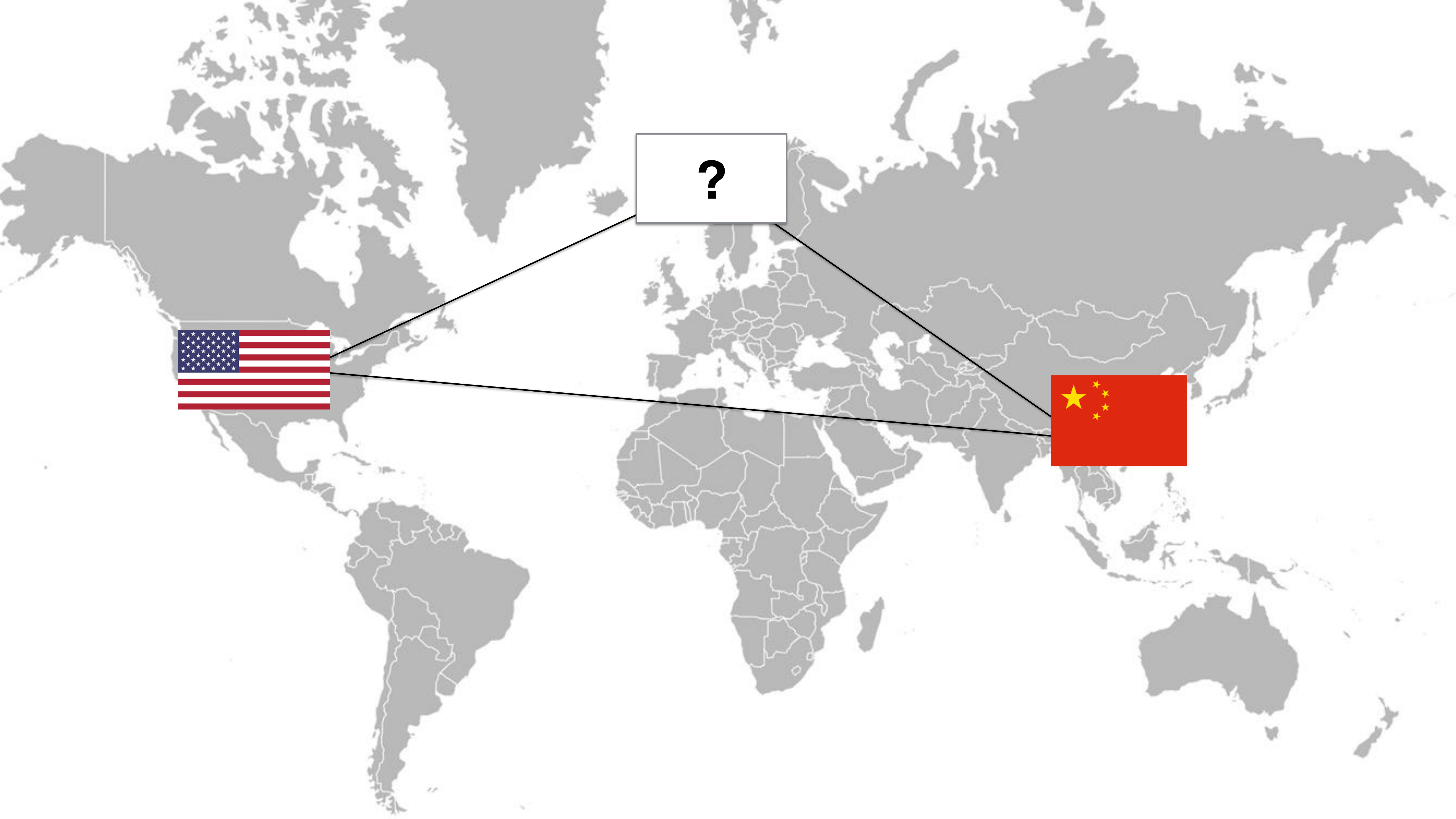
3 Sales

2

Development

+

Manufacturing



?





B2C
B2B

SWE

Seed
< \$1m

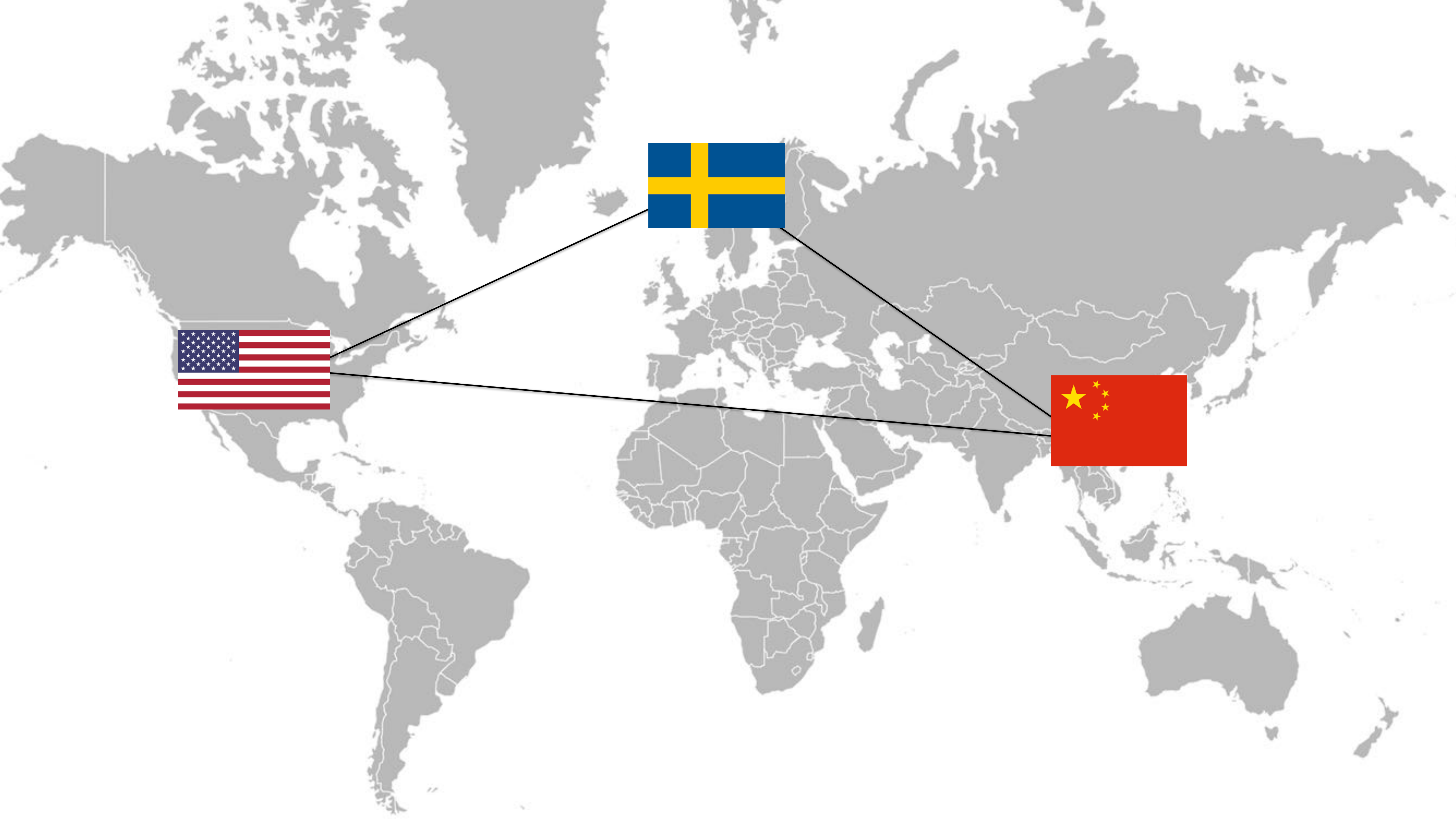
KICK
STARTER

On
Market

minut



**MINUT is a camera-free home monitor.
Sound and air analysis tell you if all is right.
Ex-Apple founder.**



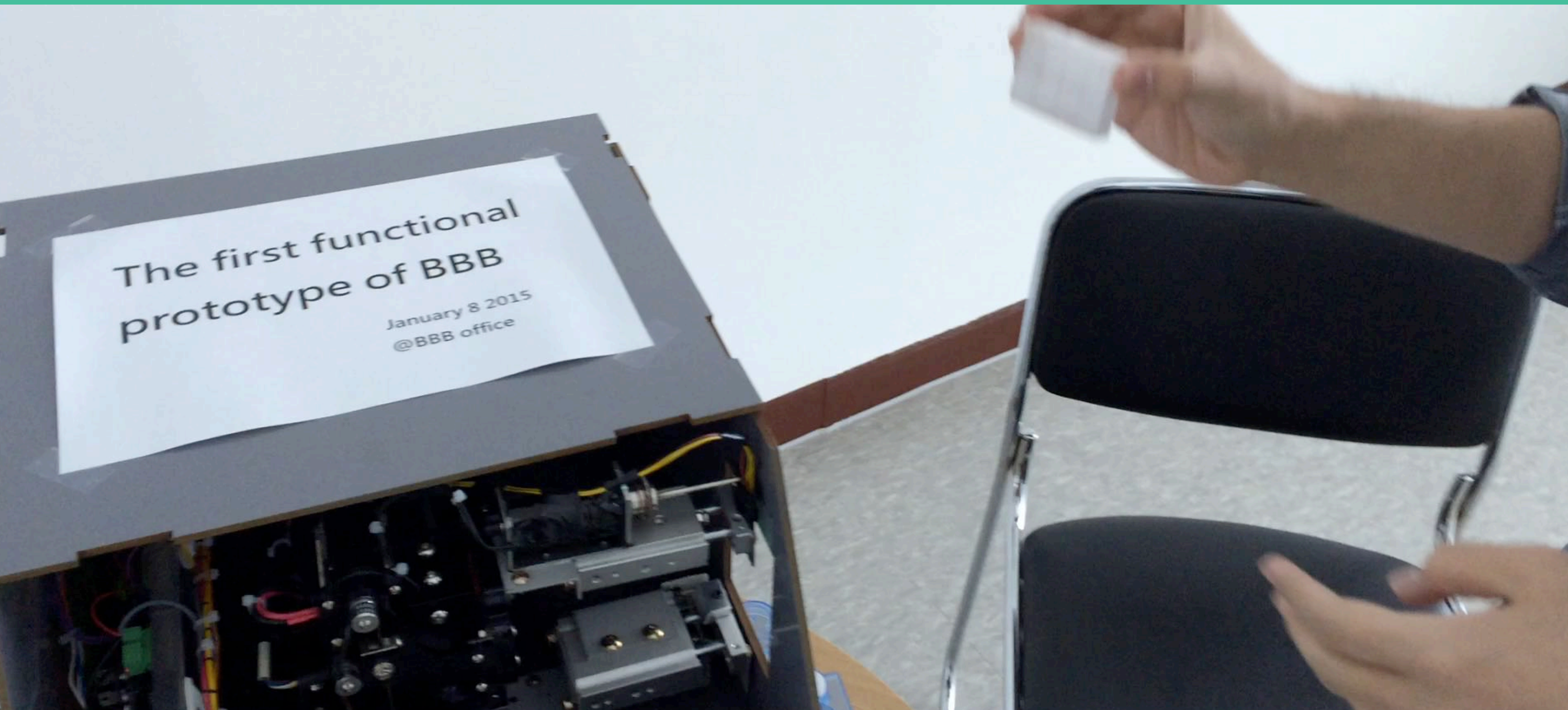


**LOCAL
OR
GLOBAL?**

Jaekyu Choi
최재규
CEO, BBB Inc.



IN THE BEGINNING...



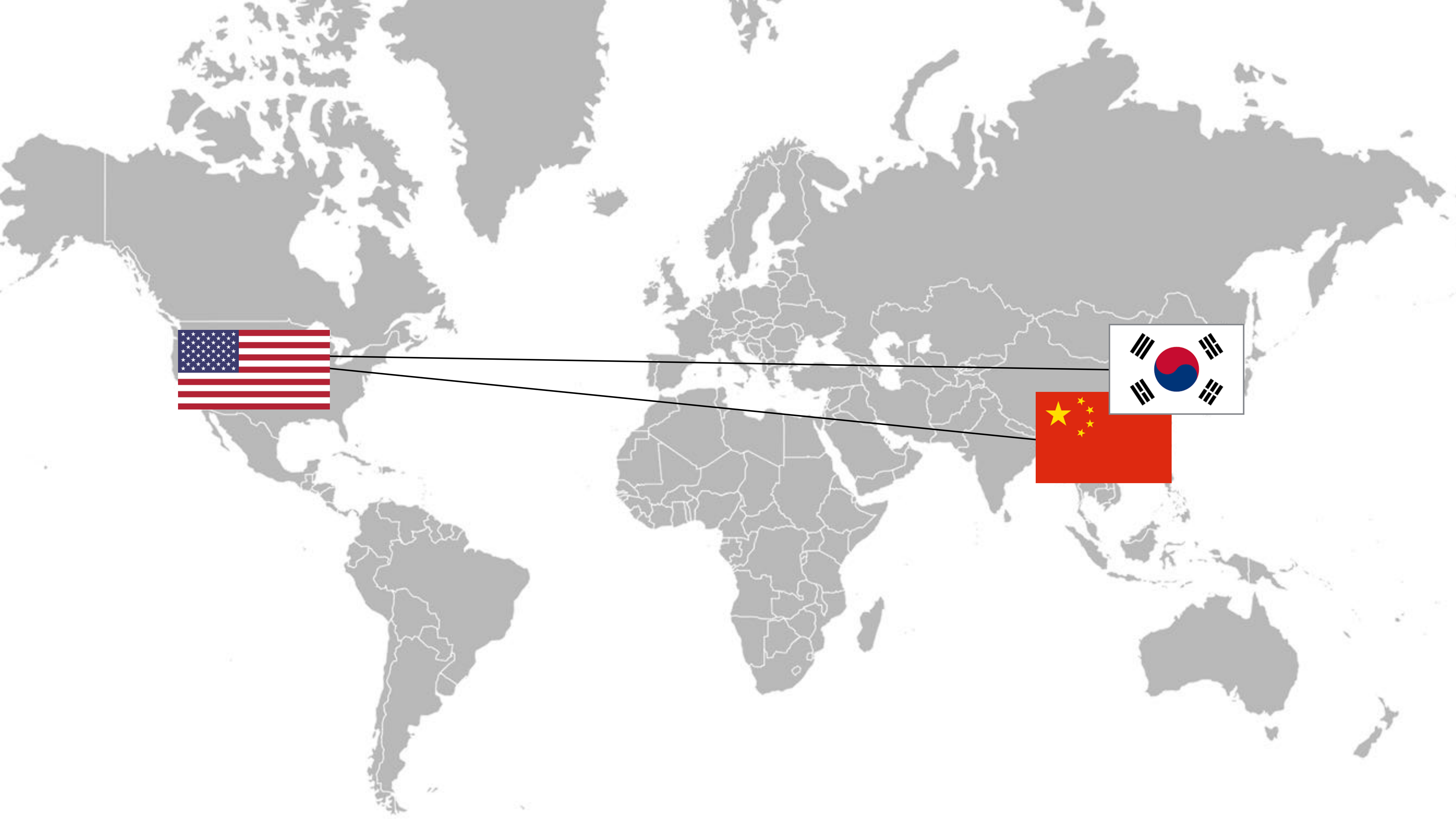
REMEMBER THIS?



3 MONTHS LATER



**Insert Strip
into Device**





WAZER

START CUTTING ANYTHING



B2C
B2B

USA

Seed
< \$1m

**KICK
STARTER**

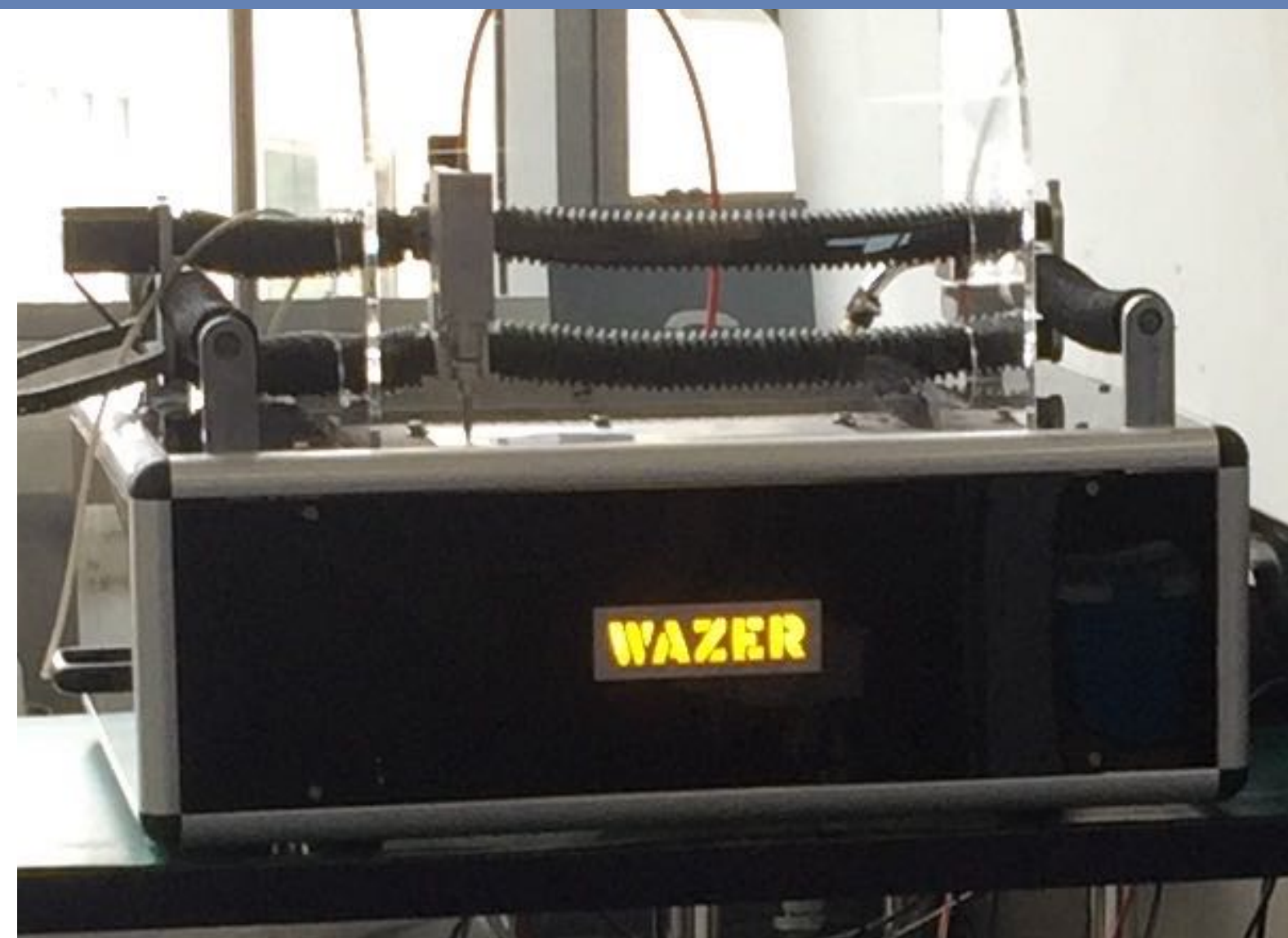
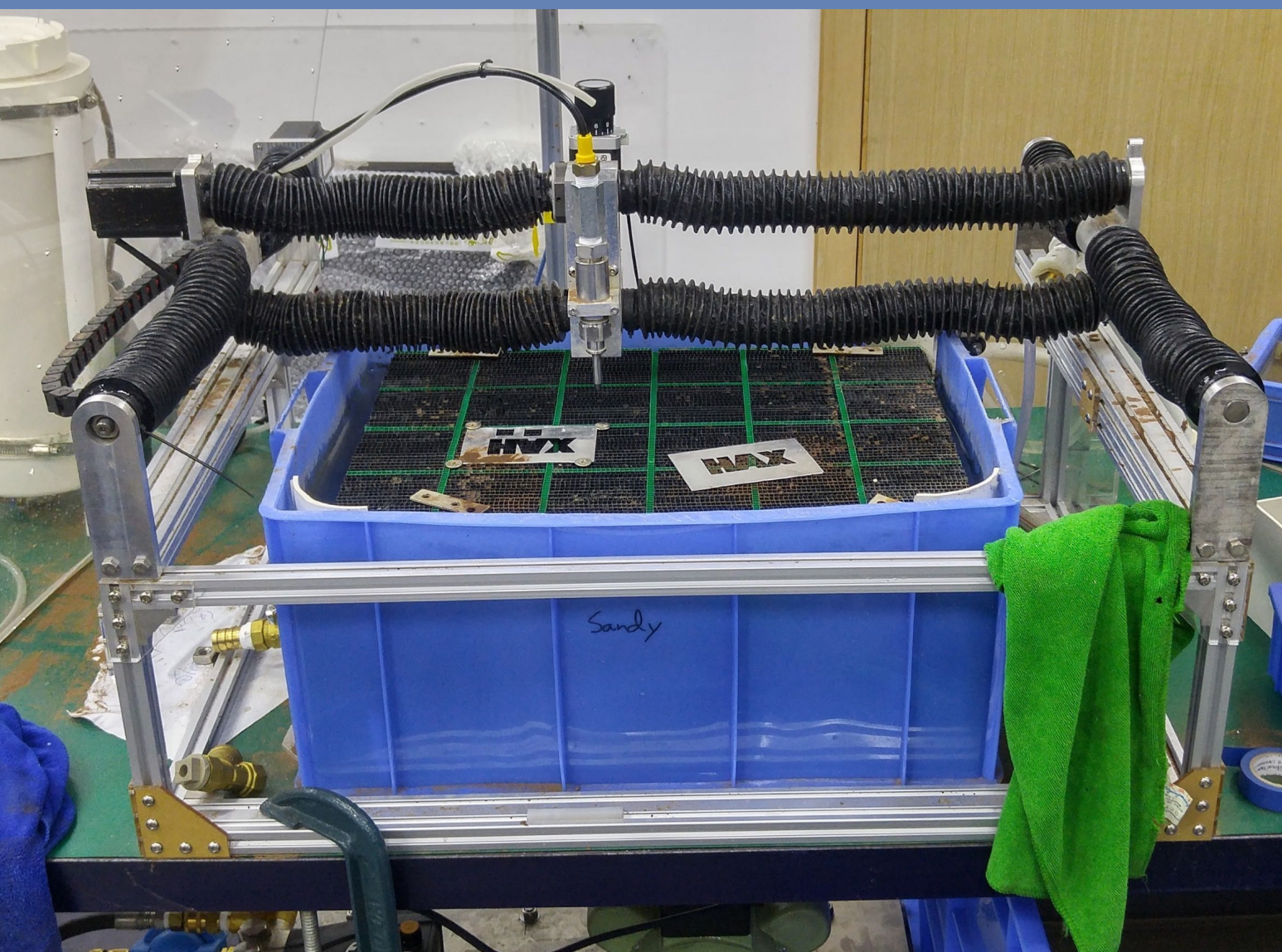
**TOP
100**

Work
Look

**WAZER is the world's first desktop waterjet cutter.
Cut anything including steel, titanium, glass or ceramic.**



IN 3 MONTHS...



from "Does it work?" to... "How much?"

A close-up photograph of a CNC machine's tool bit positioned over a metal plate. The tool bit is a silver-colored, cylindrical component with a sharp, pointed tip, mounted on a vertical shaft. It is positioned directly above the metal plate, which has the name "WAZZER" laser-cut into it. The letters are in a bold, sans-serif font. The metal plate is a light gray color and has a slightly textured surface. The background is dark and out of focus, showing some green structural elements of the machine. The lighting is bright, highlighting the tool bit and the metal plate.

WAZZER



SUMMARY

**Being global
is not just an idea**

**Use local strengths
and global resources**



BEN @ HAX.CO