

# NEC X Corporate Accelerator Program

At NEC X, we drive innovation forward by accelerating the development of multiple technology concepts from NEC Labs, turning them into viable businesses. In collaboration with our Entrepreneurs-in-Residence (EIRs), we foster the growth of ideas that will positively impact society. Below, you'll see an overview of each step in the process.

## The Approach

### Technology & Product Development

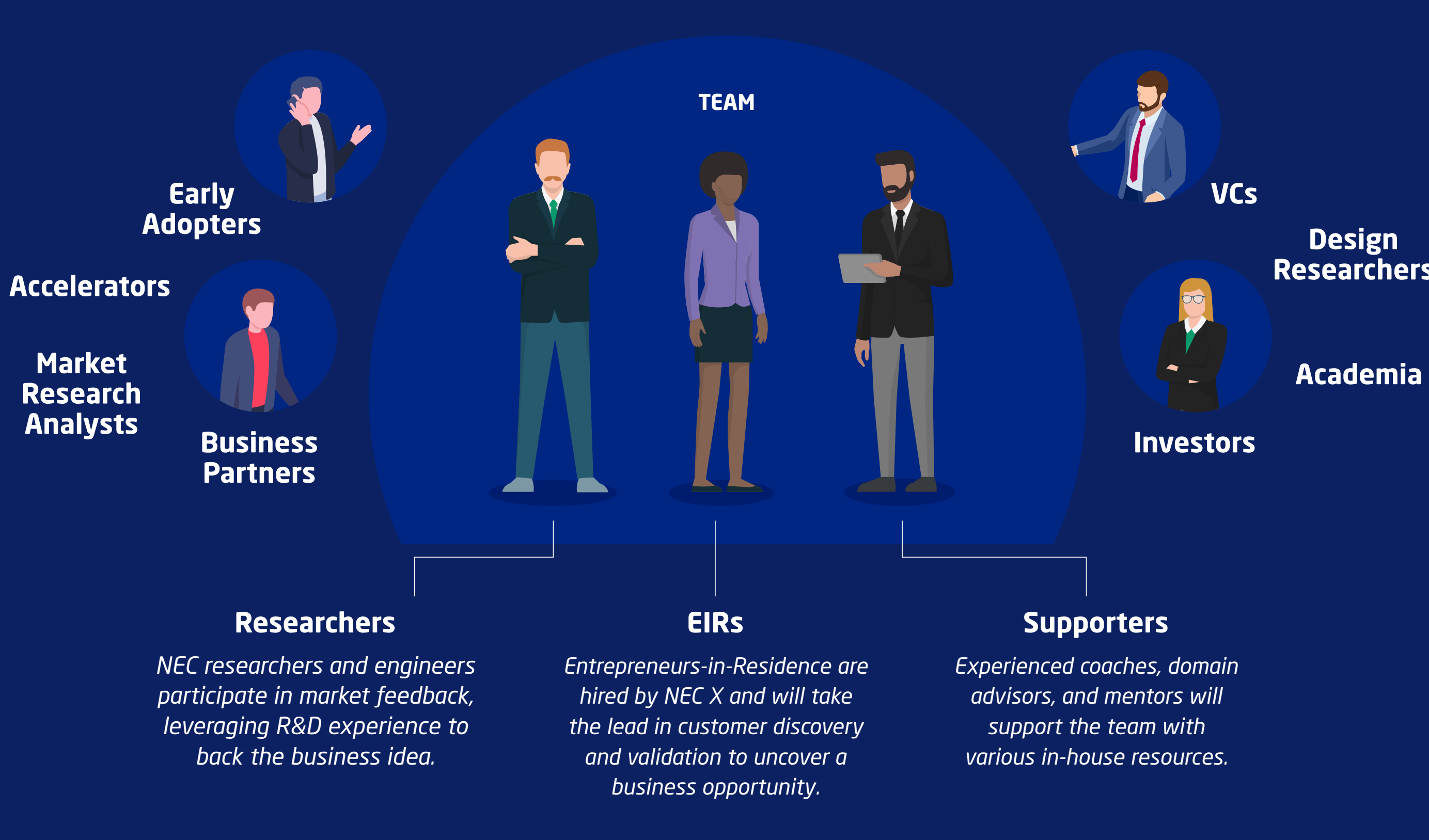
NEC has seven R&D laboratories worldwide. Researchers focus on strengthening the technology competencies to pioneer the future with co-creating social values.

### Business Development

EIRs at NEC X work with NEC researchers to identify marketable technology concepts. Product specifications are aligned with market needs and ensures technologies are mature and market-ready.

This is the opportunity for not only EIRs but also researchers to get direct feedback from the market.

## The Players



## Tech Seeds



## Market Research

EIRs will run preliminary market research to validate that there is enough need and opportunity in the target customer segments.



## Customer Discovery

Verify problem solution fit through quick iteration of hypothesis creation, customer interviews, and demonstrations using low-fidelity MVP.

### Problem Solving Approach

Focus on customer problems, pains and needs.

### 9-week Sprint

Interact with potential customers to validate the hypothesis.



## Customer Validation

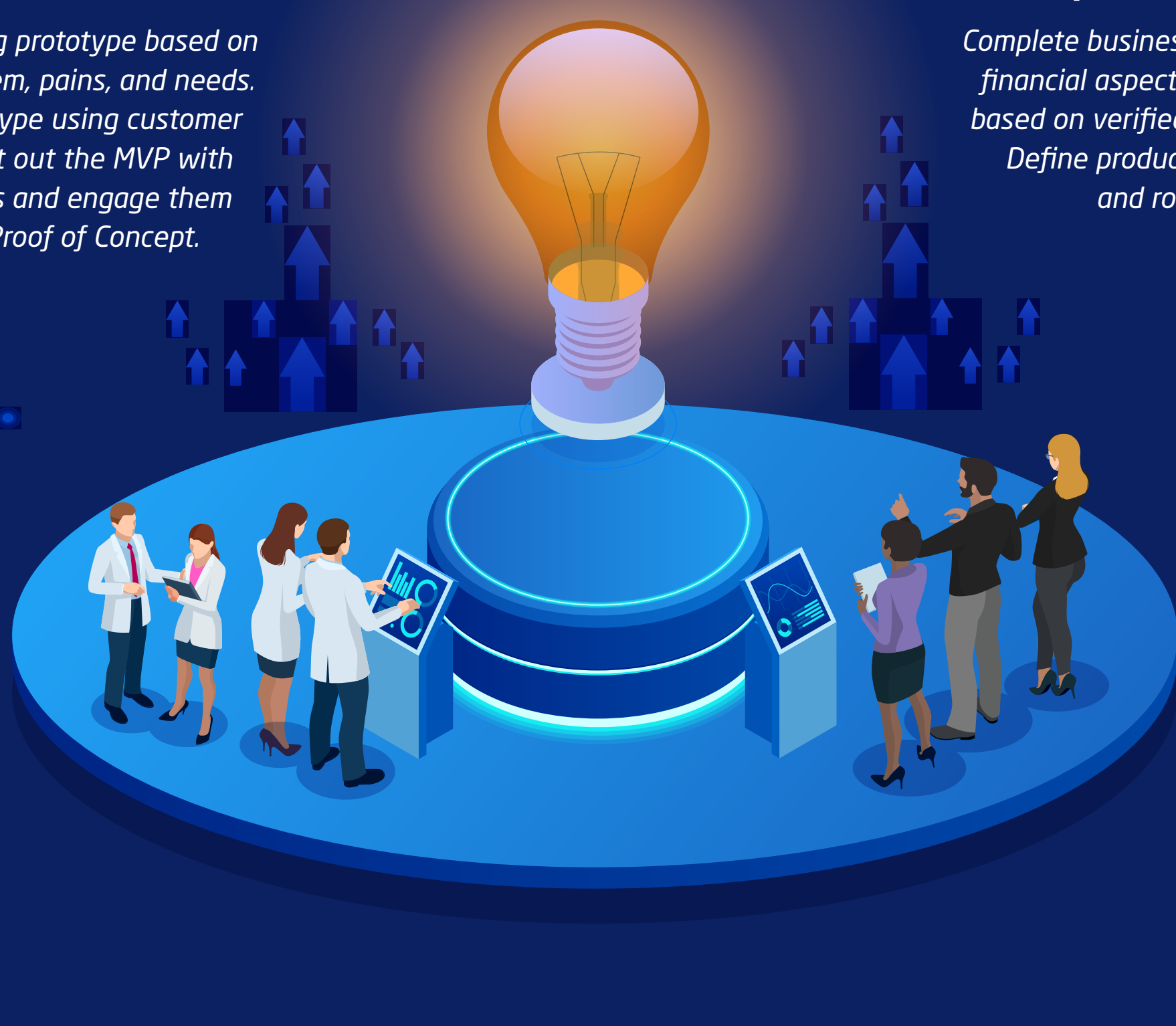
Work with early adopters to validate our product in the target markets.

### Product Market Fit

Develop working prototype based on customer problem, pains, and needs. Improve prototype using customer feedback. Test out the MVP with early adopters and engage them through a Proof of Concept.

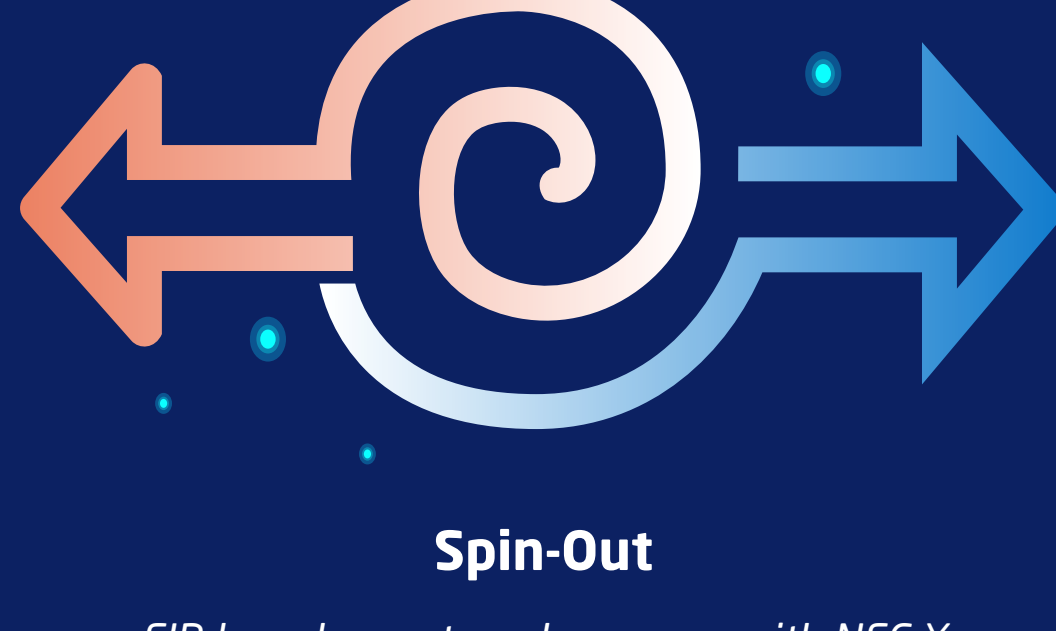
### Develop the Business Plan

Complete business model including financial aspect, such as pricing, based on verified customer value. Define product specification and roadmap.



## Develop & Launch

Upon graduation from the program, startups launch based on their investment model.



### Spin-Out

EIR launches external company with NEC X support and external funding.

OR



### Joint Venture

New entity is launched, co-owned by third party partner and NEC.

OR



### Spin-In

EIR venture becomes an entity owned by one of the NEC business units.

Do you believe technology can change the world? Let's discuss how you can contribute to our Corporate Accelerator Program.

**CONTACT US**