

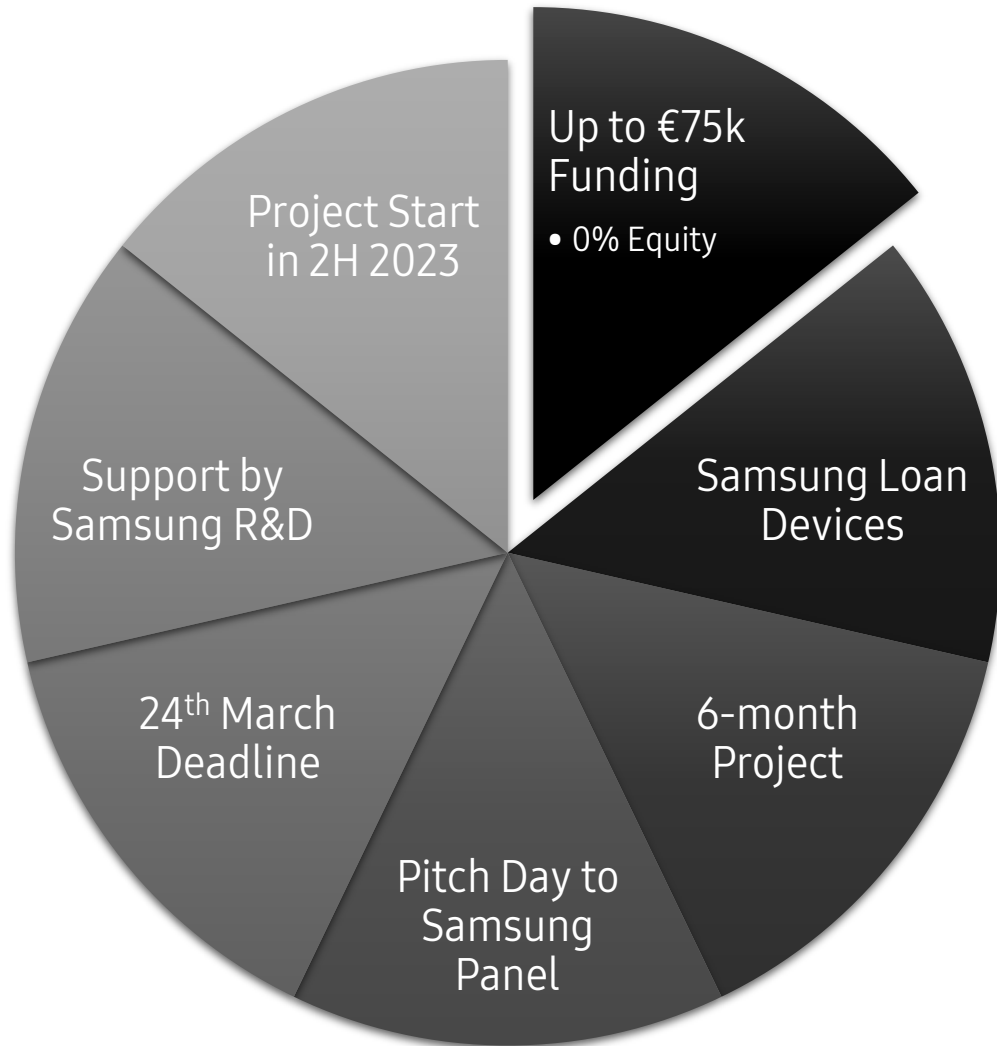


SAMSUNG

**Samsung Mobile Advance
2023**

Programme Overview

Samsung Mobile Advance summary



Samsung Mobile Advance

What is it?

Samsung Mobile Advance (SMA) is a grant funding scheme for new proof-of-concept projects that are specifically tailored to Samsung Mobile technology

It is an open call for project proposals from European companies and organisations, with three rounds of judging including a Pitch Day event

What do I get?

Samsung will provide up to €75k in grant funding as well as limited technical and project support and loan devices for a period of six months to enable the winning project ideas to be developed

Proposals will gain exposure to a wide range of Samsung staff that will evaluate and select those that have the highest potential to add value to our product range

After the six month programme, the developed Proof of Concept projects will be evaluated and considered by Samsung Mobile for further partnership opportunities*

What does Samsung get?

Samsung asks for first priority to complete an evaluation of the Proof of Concept and to finalize any future collaboration steps for no more than six months once the development phase of the project is completed

** e.g. technology licensing, investment, joint development, deployment in Samsung products*

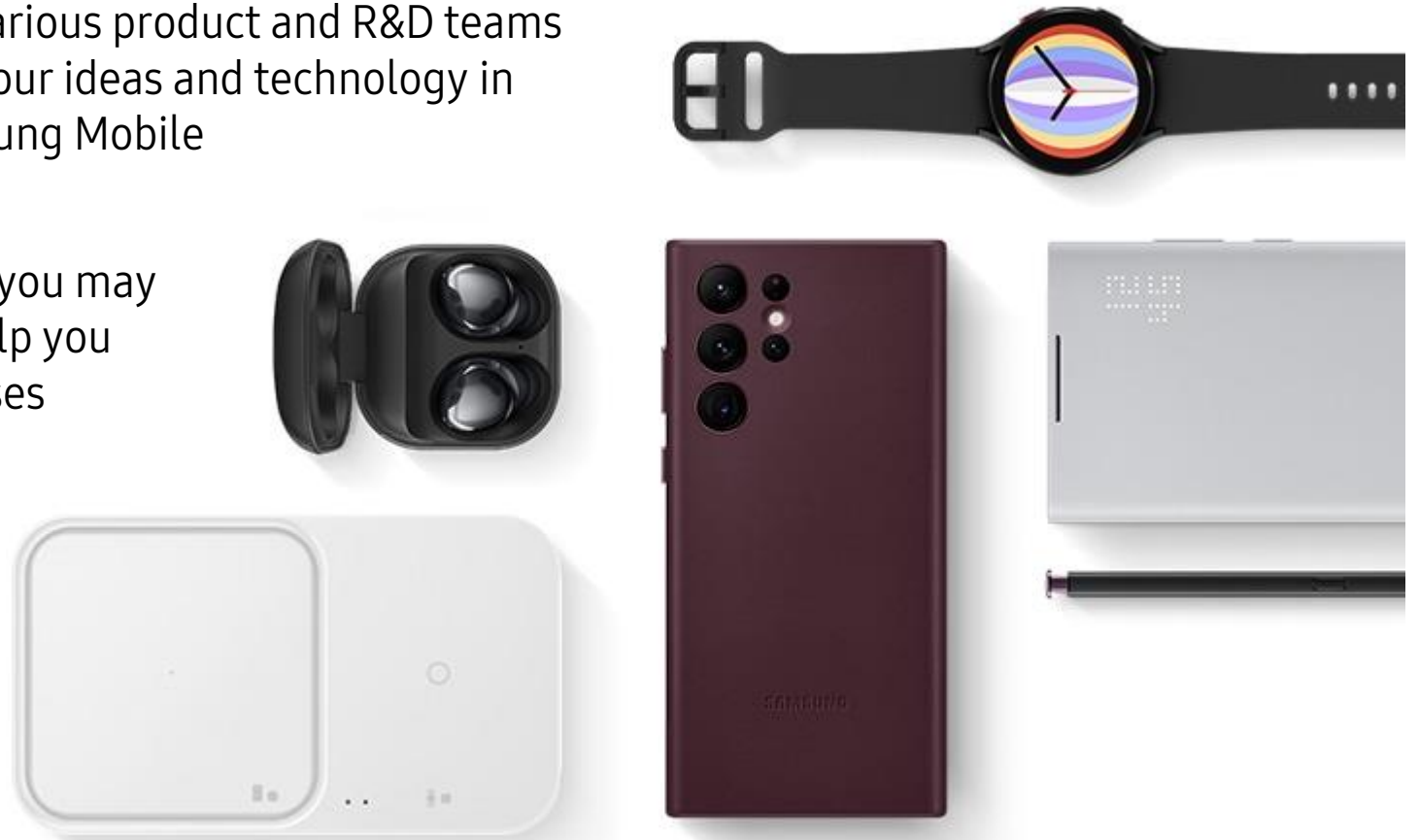


Why you should apply

The programme provides wide visibility across various product and R&D teams at Samsung Mobile. It is a fast-track way to get your ideas and technology in front of the eyes of key decision-makers at Samsung Mobile

Even if your proposal is not selected for funding, you may get valuable feedback from our team that will help you improve on your proposal or target other use-cases

The programme is focused on getting third-party technology into our products. Several SMA alumni have received further investment and have commercialised their solutions with Samsung



SMA 2023 schedule



We intend to hold the Pitch Day as a physical event in our UK office, but we may switch to an online event if COVID or other restrictions dictate this

The Demo Day will be a physical event held in our UK office where you will present the outcome of your project to relevant product and R&D teams in Samsung

What we are looking for...

Innovative software or hardware technology projects that can enhance and **add value** to the next generation of Samsung Mobile product range



Examples of current Samsung Mobile products include the Galaxy S-, and Z-series phones, Galaxy Watch, Galaxy Buds and Galaxy Tab devices

Broad themes of interest include (but are not limited to): Camera, Power, Health, AI, Audio, Metaverse, ESG (Environmental, Social, Governance), Advanced Materials, Sensors, AR, Wearable, Foldable, Blockchain

* Products and services that rely on accessories are overall slightly less likely to be considered for Samsung Mobile Advance

Samsung support provided



- Funding of approximately €75k* based on pre-agreed milestones & schedule, for development of the Proof of Concept (PoC) idea for Samsung Mobile R&D
- A limited number of Samsung Mobile devices are available to loan for development and testing purposes
- Assistance from Samsung R&D teams to deliver the PoC aligned with expectations of Samsung Mobile**

* Or GBP equivalent subject to currency rate fluctuations at the time of contract

** Samsung will not share either its own or other current partners IP or offer a guarantee that it can fix any technical issues that may arise from selected partners projects.

Further Details



- **Evaluation criteria**
 - Level of innovation of core technology
 - Value added to Samsung Mobile devices
 - Feasibility to integrate into current or future Samsung Mobile devices
- **Dates**
 - Applications open from Monday 23rd January until the final proposal deadline at midnight (UK time) on Friday 24th March 2023
 - The 6-month projects are expected to begin in the second half of 2023
 - Successful proposal applicants will be invited to a Pitch Day event following selection. The date of the pitch day will be agreed at least 1 week in advance
- **How to apply**
 - Complete a Samsung Mobile Advance application (attached) form and submit to : mobileadvance@samsung.com
- **Facilitated by**
 - Samsung R&D UK

FAQ

Is the programme only open for start ups?

- No. The programme is available for any type of company, or organisation including early stage start-ups, established companies and research institutes. We only expect that the applicant is fully registered as a company or other legal entity with which we can create a contract.

Will Samsung take any equity as part of the programme?

- No. We do not wish to take equity in participating companies. The focus is on the project and technology only.



FAQ

Is it possible to participate in Samsung Mobile Advance and also be a member of another funding programme e.g. an accelerator or incubator?

- Yes. As long as there is no conflict with the terms and conditions of the Samsung Mobile Advance programme. We have good relations with many other European-based funding schemes and accelerators.

Is the programme only for companies located in the UK? Or is it available for any European-based company?

- Samsung Mobile Advance is available for any company or organisation that has its Headquarters registered in Europe.

