



BIONIC

Powering Mobility For All



19 FEBRUARY, 2020
Tokyo, Japan

Agenda

1

Company Introduction

2

How We Leverage Public Support

3

Key Learnings from IPAS

4

Q&A

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BIONIC

Powering Mobility For All



- Established Dec, 2018
- Founder & CEO Dr. Sun Xiaojun
- # of Employee 10



99% of Prosthetic Leg is
"Non-Powered"

Difficulties in Activities of Daily Living



Difficulty in Stair



Physical Pain



Falling Down

Background of Founder



- Foot amputated at age 9
- Worked for SONY as Engineer
- Research of prosthesis
in Univ. of Tokyo (Ph.D.)

**Prosthesis User
& Engineer
& Entrepreneur**

POWERED Prosthetic Leg



Easier and Safer by Power

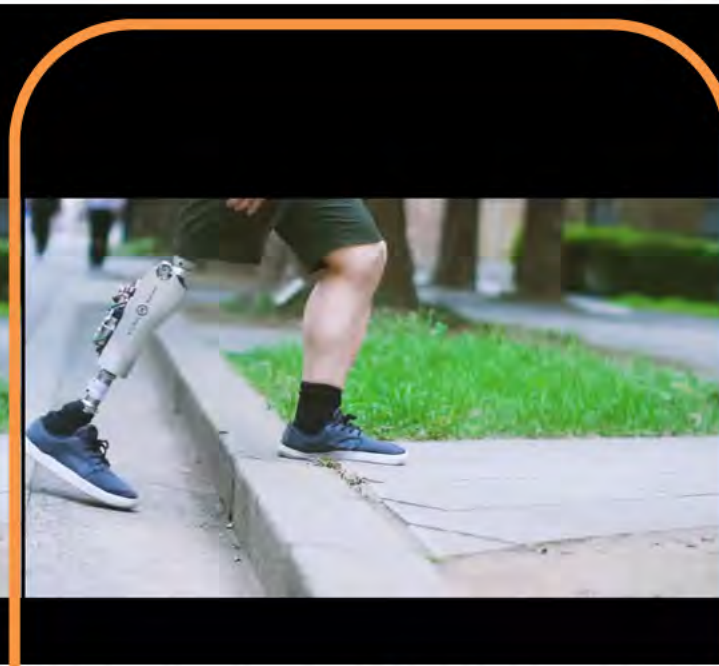


▲
Passive

▲
BIONIC (M)
Powering Mobility For All



▲
Passive



▲
BIONIC (M)
Powering Mobility For All

Product Roadmap

2015



2017



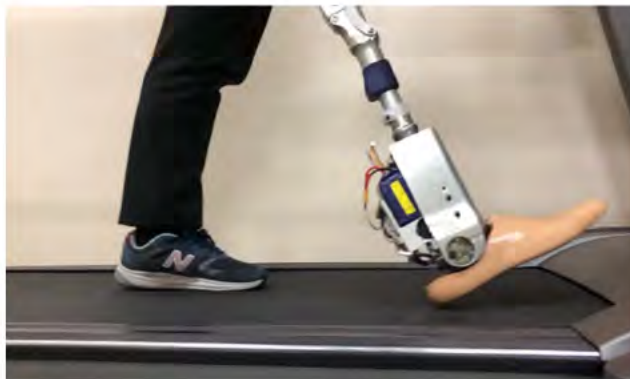
2019



2020

Knee

Ankle



Available
Commercially

A person is running away from the camera on a paved path. The scene is bathed in the warm, golden light of a sunset or sunrise. The path is flanked by greenery and trees on the left, and a fence and more trees on the right. In the distance, rolling hills are visible under a clear sky. The overall mood is peaceful and active.

Vision

Powering Mobility for All

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How We Leverage Public Support

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Business Networking

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Financial Support as GAP Funding

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IP Strategy Development

1. Business Networking

How GOOD Network is built



- Technological Capability
- Business Plan

JETRO Innovation Program (JIP) 2019 – China Program

by **JETRO**
(Japan External Trade Organization)

| | | | | |
|---|---|--|---|---|
| 1 | 2 | 3 | 4 | 5 |
|  |  |  |  |  |
| Boot Camp (7月2日~10日) | One-to-One Mentoring (通年) | Pitch Event (9月18日-20日) | Exhibition (9月25日-26日) | One-to-One Business Meeting (通年) |



深圳清华大学研究院
Research Institute Of Tsinghua University In Shenzhen



https://www.jetro.go.jp/ext_images/services/innovation/file/jip_cn_2019rev.pdf

Elevator Pitch Competition 2019 by Hongkong Science Park



- Nomination by JETRO
- **World Champion** out of over 650 startups from over 40 countries/areas
- **Networking with Key Resource in Hongkong; Entry Point of China**



Potential

×

Credibility

×

Exposure

JETRO



深圳清华大学研究院
Research Institute Of Tsinghua University In Shenzhen

JETRO  

日本科技
“隐形冠军”
深圳路演暨合作交流会

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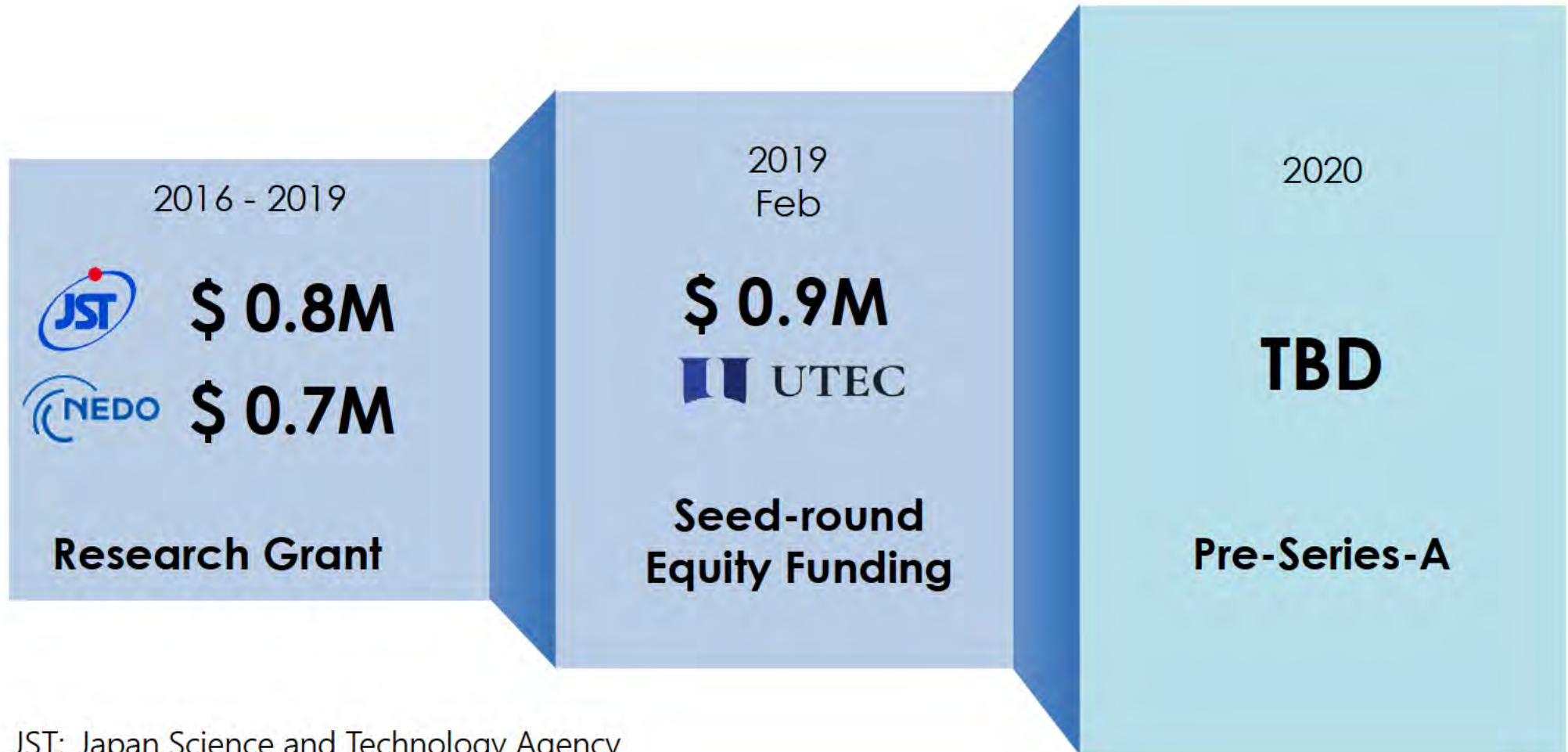
JETRO



HKSTP
香港科技园

  P i C

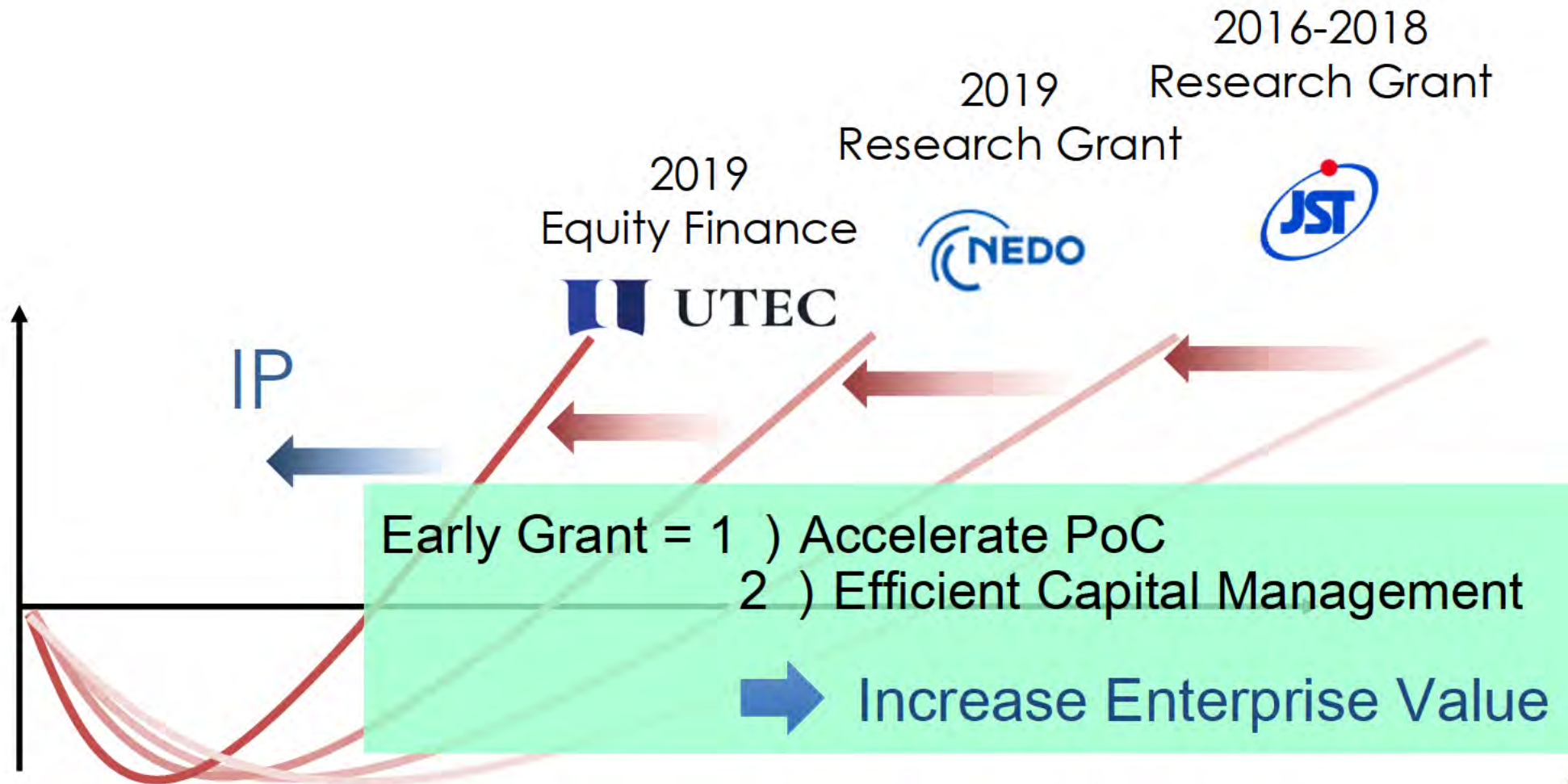
2. Financial Support as GAP Funding



JST: Japan Science and Technology Agency

NEDO: New Energy and Industrial Technology Development Organization

2. Financial Support as GAP Funding



3. IP Strategy Development

IP Acceleration program for Startups (IPAS) 2019



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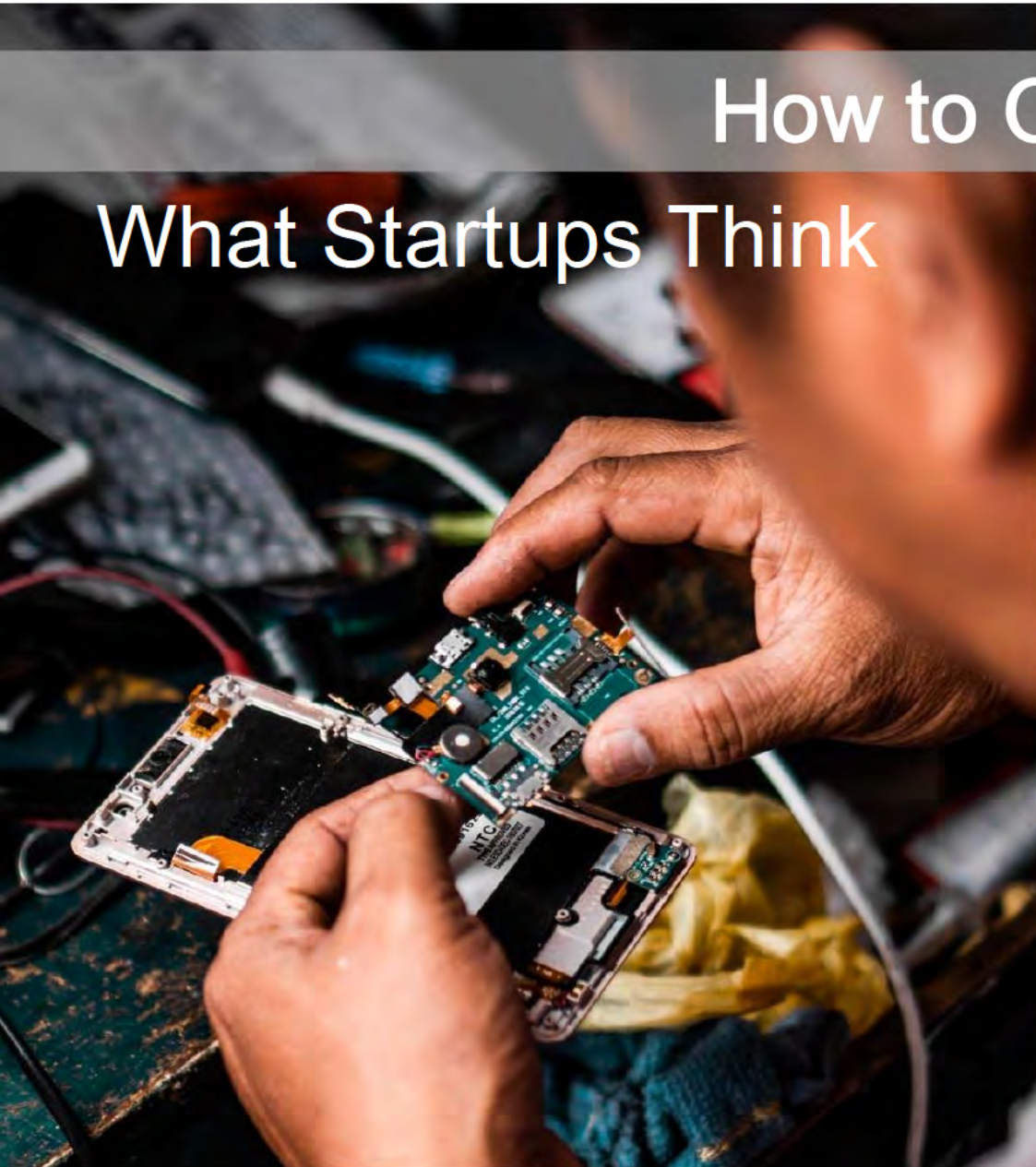
Key Learnings from IPAS

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Q&A

How to Obtain IP

What Startups Think



What Mentors Advise



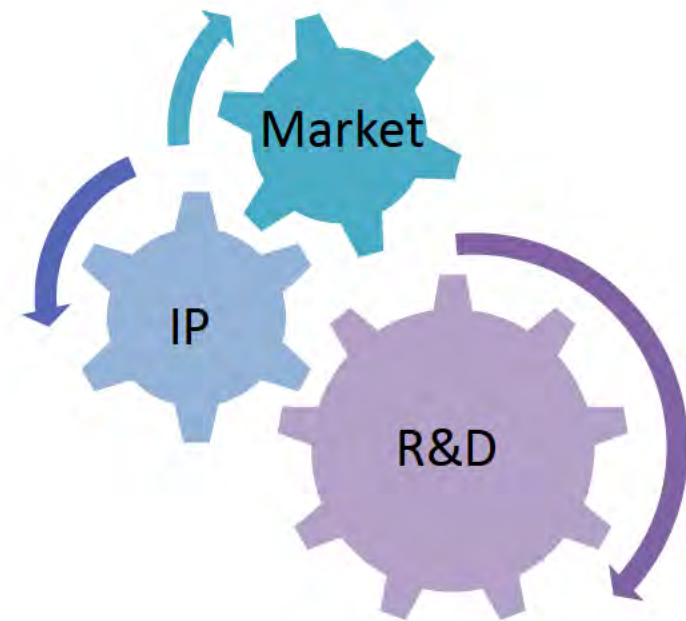
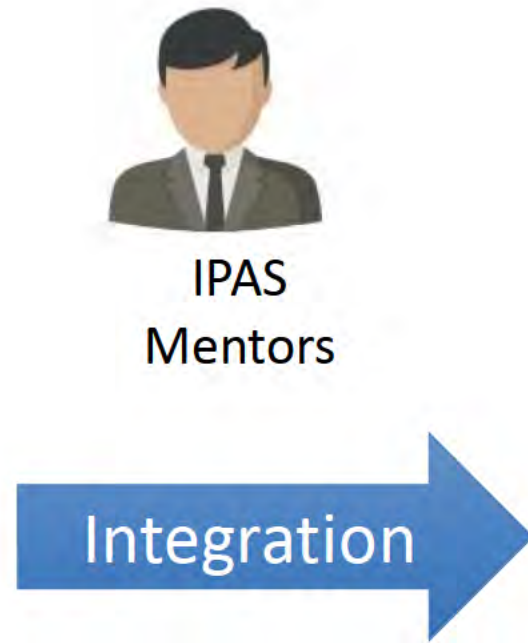
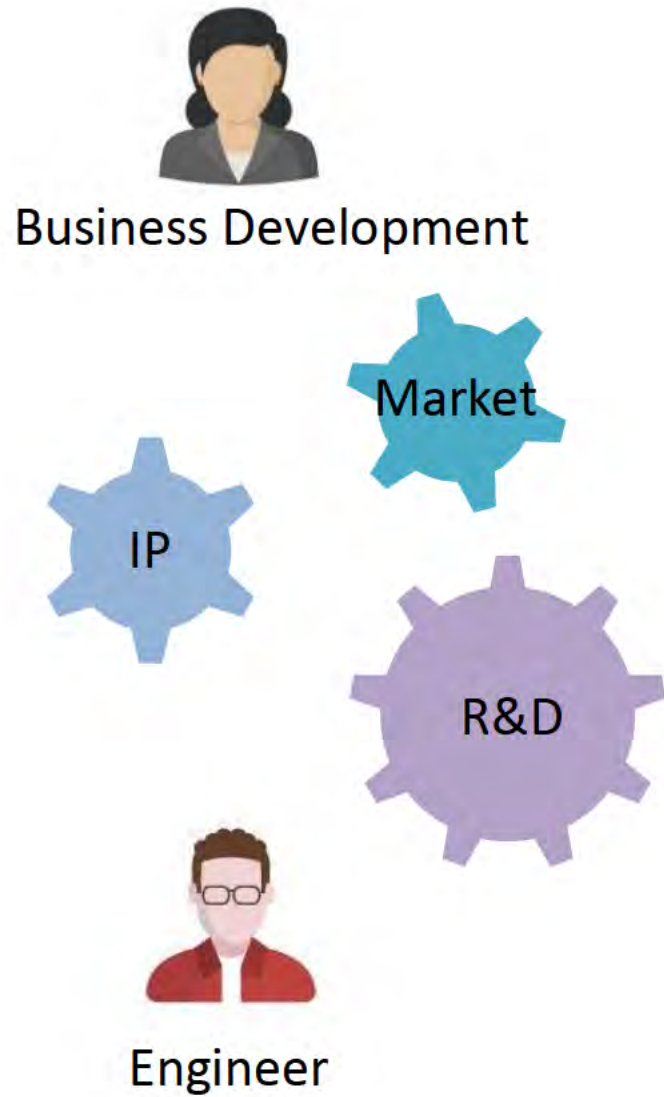
How to use IP

What Startups Think



What Mentors Advise







BIONIC

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