



Leveraging Data for Strategic Partnerships

April 12, 2021 4:15 - 5:30 PM ET



Moderator:
Mark Ortiz
SONY



Kara Moore
Rutgers

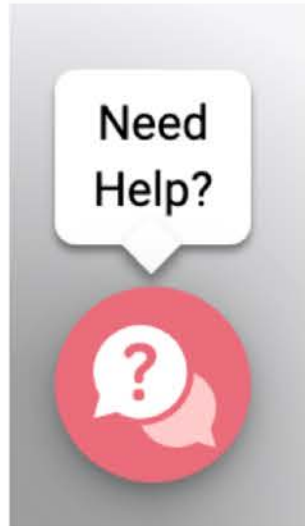


Sacha Patera
Rutgers



Strengthening
University-Industry
Partnerships

REMO TECH SUPPORT



Having technical problems?

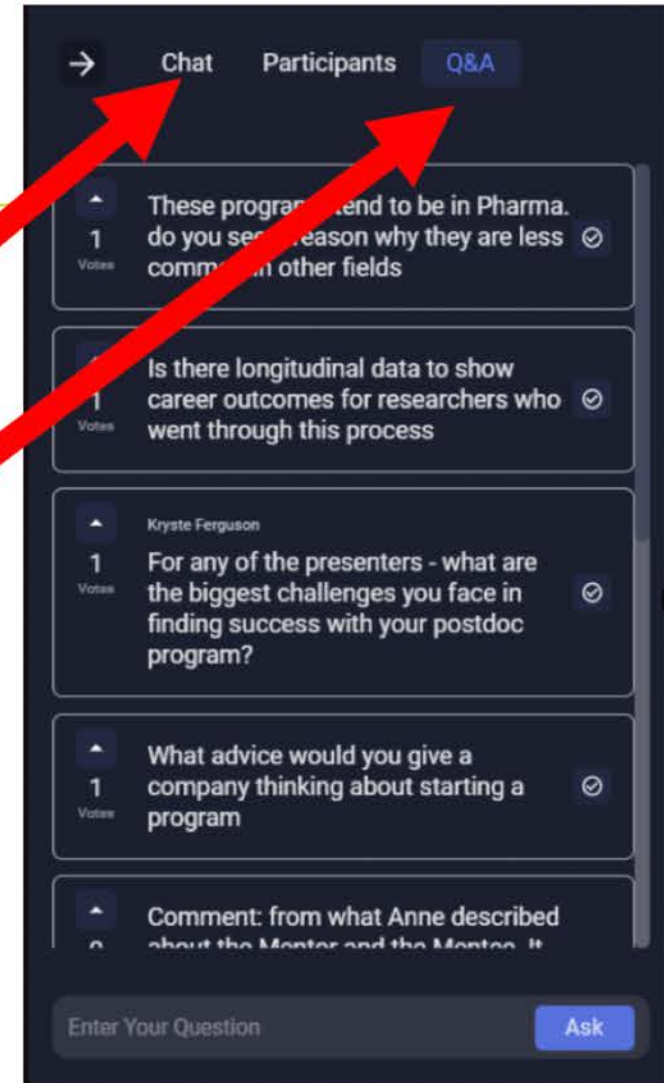
- Please use the pink “Need Help?” button at the bottom left of your screen for live chat support.

how to PARTICIPATE

Live Chat and Q&A

At the top right of the screen

- Chat with one another
- Submit questions using the Q&A tab at the top right of your screen
- Upvote the questions you're most interested in



Leveraging Data for Strategic Partnerships

**Kara Moore, Director of Corporate Intelligence and Business Development
Rutgers Corporate Engagement Center**

**Sacha Patera, Associate Vice President
Rutgers Corporate Engagement Center**

**Mark Ortiz, Manager - Strategy and Planning Office
Sony**



RUTGERS

Agenda



Rutgers Overview



Intelligence

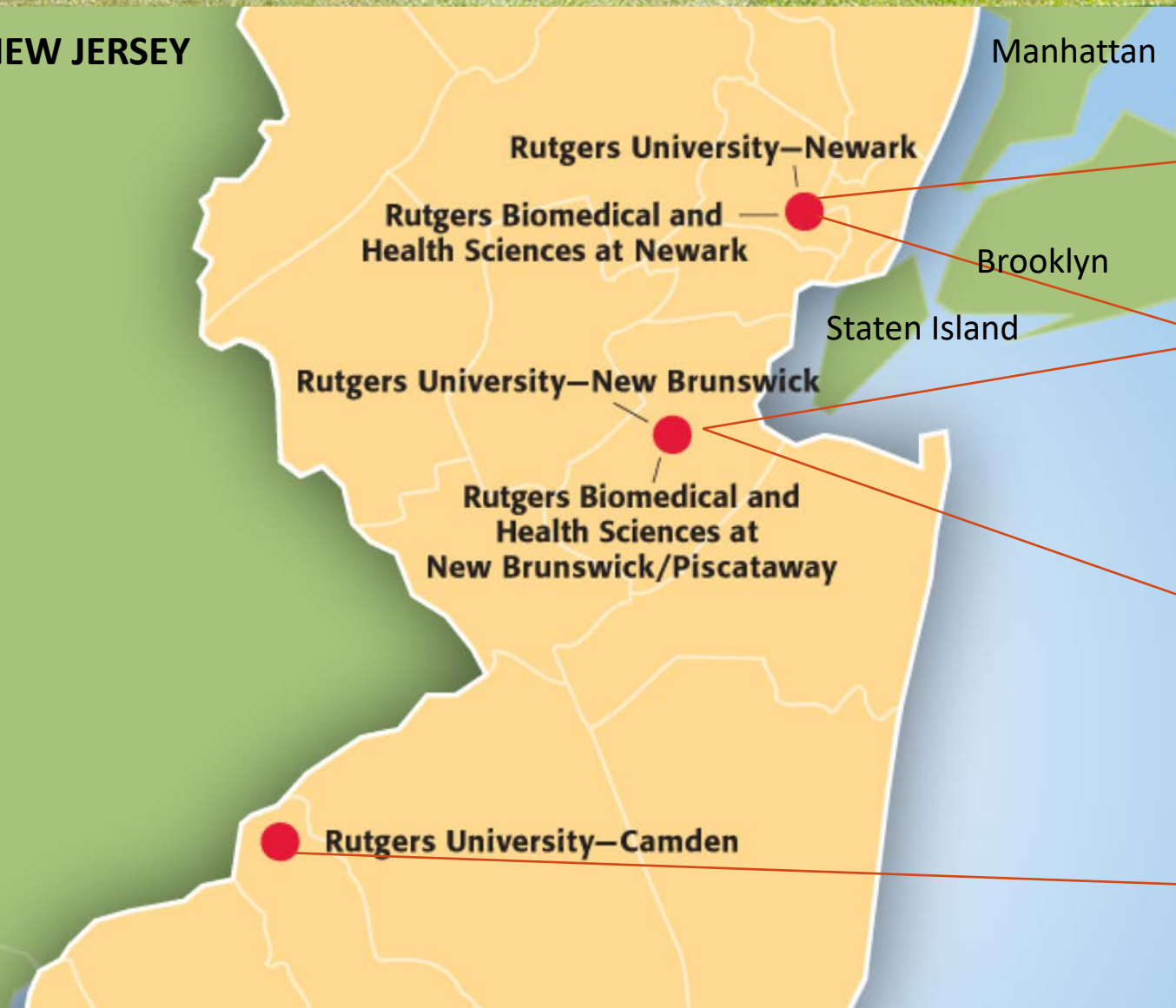
Internal
Intelligence
External
Intelligence
Case studies



Tips and Takeaways

Revolutionary

NEW JERSEY



Rutgers University—Newark

Rutgers Biomedical and Health Sciences at Newark

Rutgers University—New Brunswick

Rutgers Biomedical and Health Sciences at New Brunswick/Piscataway

Rutgers University—Camden

Manhattan

Brooklyn

Staten Island

Newark

Arts & Sciences | Business | Law

Newark & New Brunswick

Medical School | Pharmacy | Nursing | Public Health | Hospital system

New Brunswick

Art & Sciences | Engineering | Public Policy | Social Work | Labor Relations | Business | Graduate Education | Communication & Information | Environmental & Biological Sciences

Camden

Arts & Sciences | Business | Law | Nursing

By the Numbers

71,000

students from
50 states
125 countries

300+

research centers
and institutes

29

schools and
colleges

150+

Undergrad Majors

400+

grad programs

18,000+

degrees awarded
annually

530,000+

living alumni

8,700+

Faculty

14,900+
staff

25,000

classes taught
annually

Rutgers Research FY2020

...MORE
than ALL NJ
universities
combined!

\$750 M
awards

\$53M
Corporate
funding

\$700 M
expenditures

1,525
Researchers
with awards

3,709
research awards

300+
research
centers and
institutes

152 Grants
>\$1M+

Innovation *FY2020



\$16.2 M+
annual licensing
revenue

49% LS
20% PS
17% Ag
14% Tech

707 & 796
Active Global &
US patents

227+
industry
collaborations

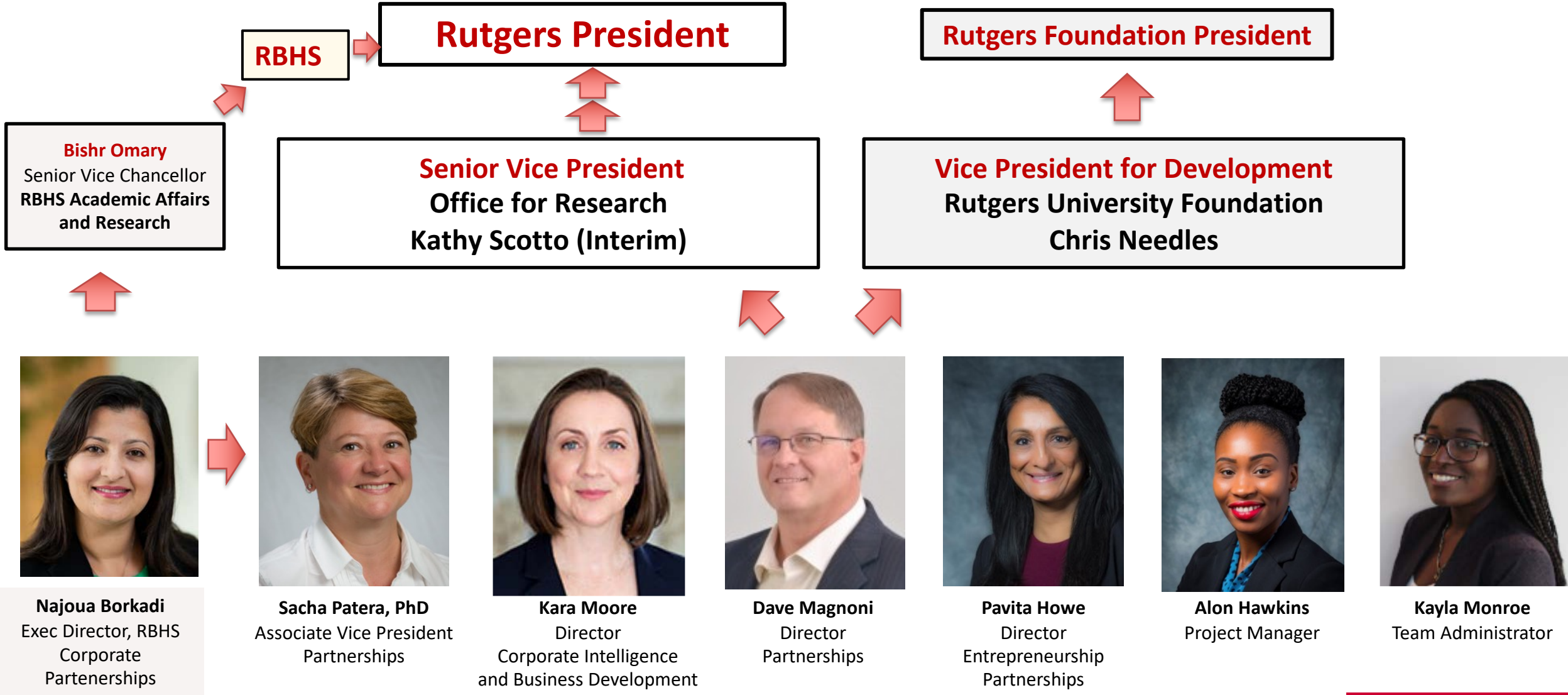
145 (89)
Startups since
1990 (active)

51
New license
agreements

182
New
disclosures

1,260+
Active
technologies

The CEC team



Bishr Omary
Senior Vice Chancellor
RBHS Academic Affairs
and Research

RBHS

Rutgers President

Rutgers Foundation President

**Senior Vice President
Office for Research**
Kathy Scotto (Interim)

**Vice President for Development
Rutgers University Foundation**
Chris Needles



Najoua Borkadi
Exec Director, RBHS
Corporate
Partnerships



Sacha Patera, PhD
Associate Vice President
Partnerships



Kara Moore
Director
Corporate Intelligence
and Business Development



Dave Magnoni
Director
Partnerships



Pavita Howe
Director
Entrepreneurship
Partnerships

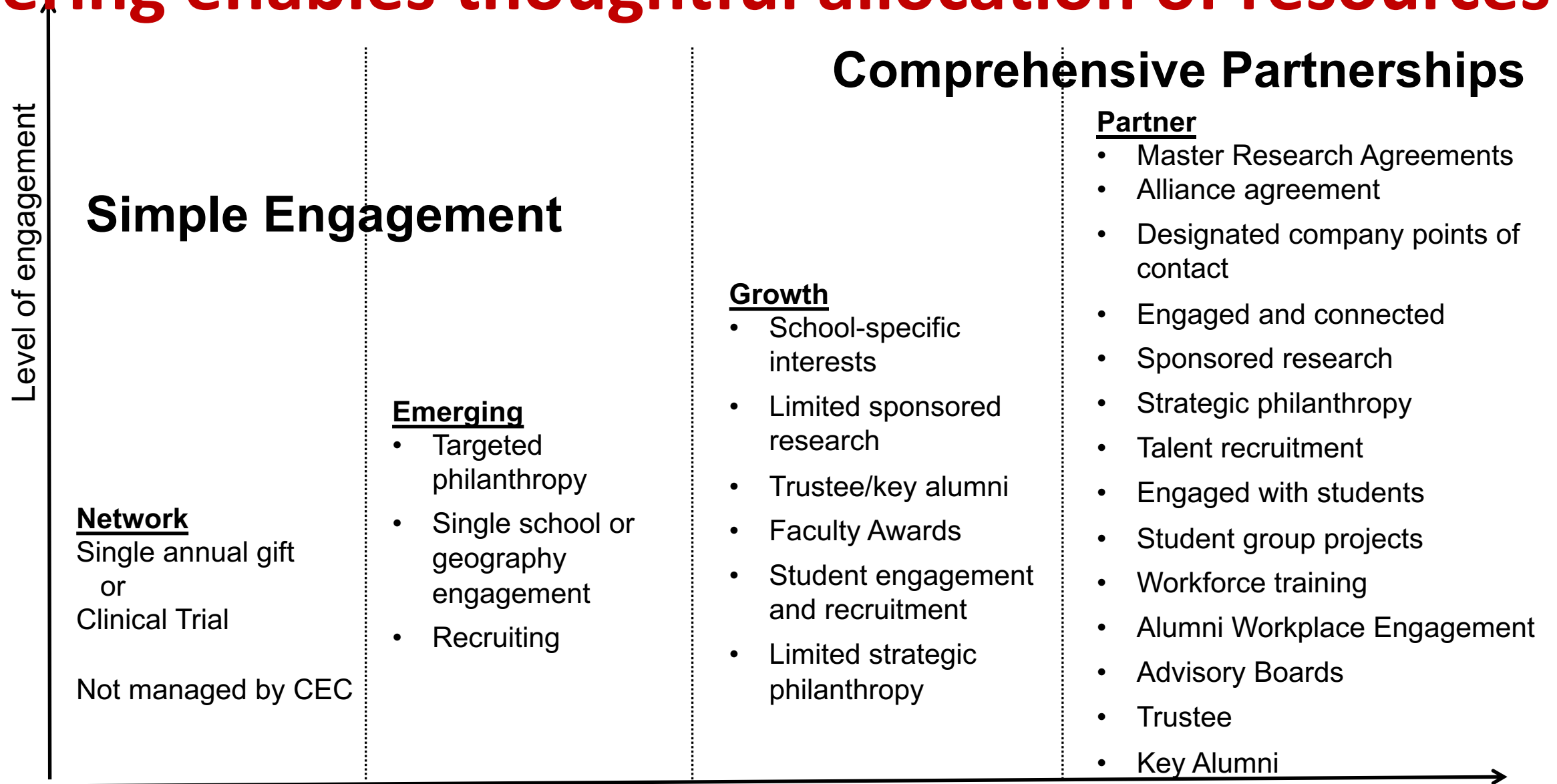


Alon Hawkins
Project Manager



Kayla Monroe
Team Administrator

Tiering enables thoughtful allocation of resources



POLL

What types of intelligence do you use?

- please use the "Q&A" function in the Chat function to answer and upvote the answers that you like

What is Intelligence

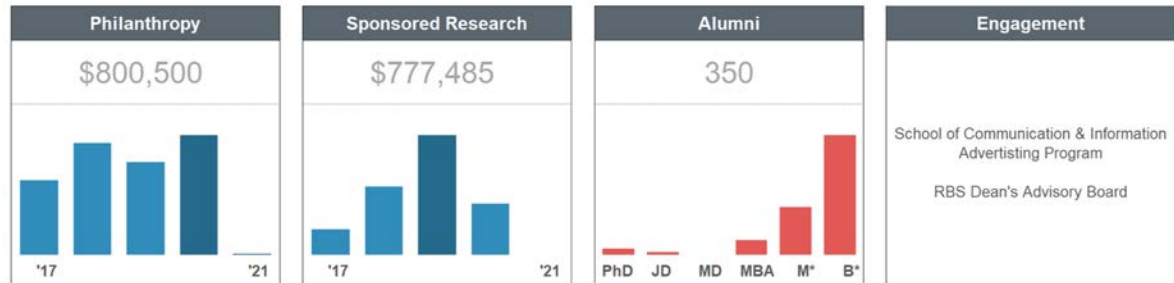
- Internal Intelligence
 - Philanthropic
 - Sponsored Research
 - Agreements (NDA, Licensing, etc.)
 - Citations (Expertise)
 - Alumni
 - Strategic Vendors
 - Talent Pipeline
- External Intelligence
 - Corporate Press Releases
 - Earnings Call Transcripts
 - Packaged Corporate Reports
(*subscription services*)
 - Job Descriptions
 - General news
 - Public RFPs

Internal Intelligence: Dashboards

- 1-2 page report
- Summary of corporate footprint

Being used for: Senior Leadership Conversations (President, Deans, etc.)

KEY METRICS FY2017-FY2021



ALL METRICS

METRIC (Fiscal Year)	2017	2018	2019	2020	2021
Philanthropy	\$150,000	\$220,000	\$185,000	\$235,500	\$10,000
Matching Gifts	\$8,000	\$12,300	\$6,640	\$14,220	\$120
Sponsored Research	\$75,678	\$200,456	\$350,785	\$150,566	\$0
Total investment	\$233,678	\$432,756	\$542,425	\$400,286	\$10,120

Top Employees by School



Internal Intelligence: Dashboards

- 1-2 page report
- Summary of corporate footprint

Being used for: Senior Leadership Conversations (President, Deans, etc.)

STRATEGIC PHILANTHROPY HIGHLIGHTS ('17-'21)

\$200k to support SC&I Advertising Fellowships

\$175k gift to RBS Market Research Insights capstones

SPONSORED RESEARCH HIGHLIGHTS ('17-'21)

\$255k to Steve Smith (SAS-Psychology) to study the effects of messaging on different age groups

\$164k to Jane Doe (SC&I - Communication) to research algorithms in social media

KEY LEADERS & ALUMNI

Sally Knight (SC&I'02) Vice President, Marketing and Communication Strategy

Joe Rutgers (RBS'06) Chief Marketing Officer (*RBS Dean's Advisory Board*)

Jim Scarlet (ENG'92) VP, Data Systems

RECENT ACTIVITY

Feb 2020: Joe Rutgers came to campus to present to RBS students on the future of advertising

Sep 2019: Sterling Cooper participated in the Fall Career Fair in New Brunswick

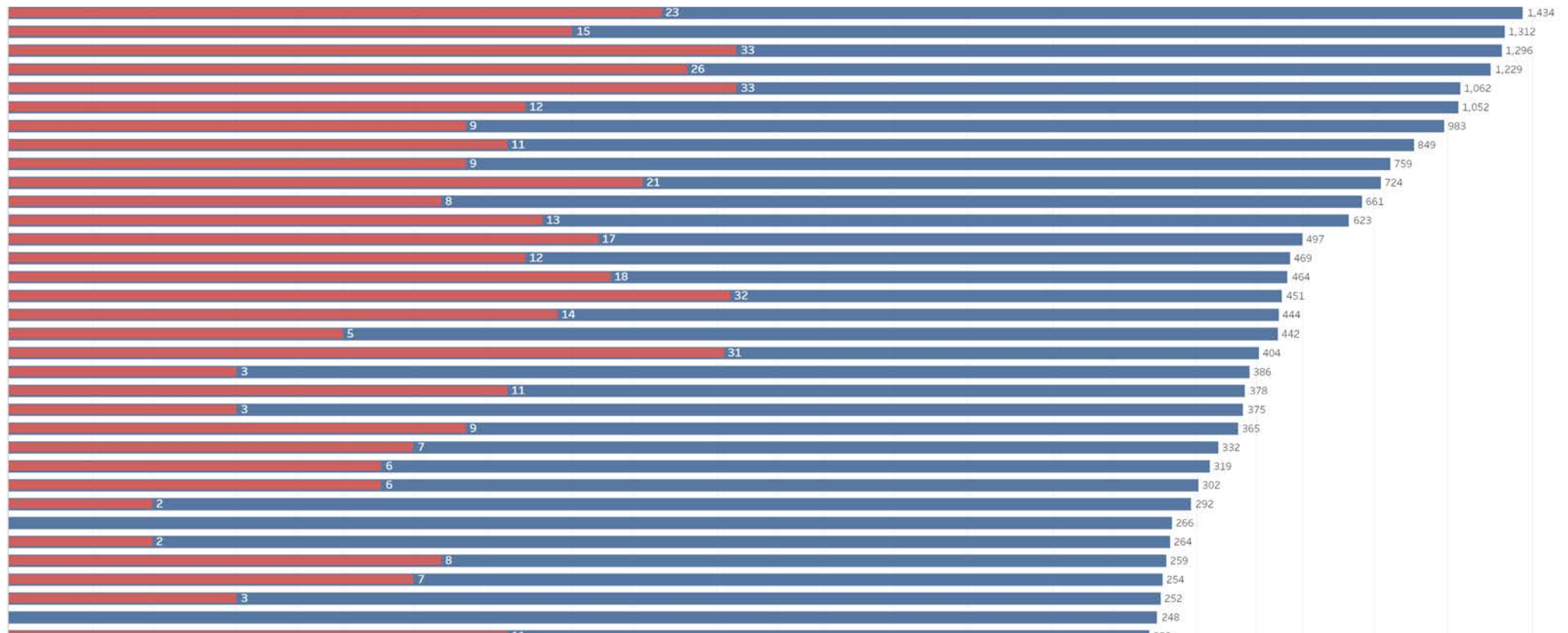
COMPANY DESCRIPTION

HQ: New York, NY / Employees: 8,000

The Sterling Cooper Advertising Agency is an advertising agency on Madison Avenue in New York City. Sterling Cooper was founded by Bertram Cooper and Roger Sterling, Sr. in 1923.

Tableau Reports: Alumni

Companies with Managed Prospects



Alumni Engagement Metrics



RFM Score

Recency – How long has it been since this donor gave?

Frequency – How often does this donor give?

Monetary – What is the average size of this donor's gift?



Alumni Engagement Metrics (Rutgers)

Go – Attendance at Events

Give – RFM variation

Help – Alumni who volunteers (career services, admissions, etc.)

Connect – online actions, feedback, etc.

Alumni by Company (*Rutgers Example*)

JOB_TITLE	SCHOOL_LIST	LINKEDI..	STATE_COU..	PROSP..	ALUMN..
	GSNB'94	Null	OR	Null	-1
	GSNB'99	https://l..	OR	Null	0
	GSNB'08	Null	CA	Null	0
	GSNB'13, GSNB'16	https://l..	CA	Null	17
Analog & Signal Integrity Engi..	GSNB'78, GSNB'83	https://l..	IL	Null	3
Business HR	GMLR'16	https://l..	NJ	Null	13
Capital Capacity Manager	RC'84	Null	AZ	Null	0
Ceramic Engineer	ENG'91, GSNB'94	https://l..	VA	Null	3
Chief Of Staff	SAS'11	https://l..	NJ	Null	10
Commodity Manager	RBSNB'18	https://l..	NJ	Null	1
Component Design Engineer	GSNB'01	https://l..	WA	Null	6
Director	COOK'93	Null	CA	Jessic..	11
Director, Executive Compensa..	LC'89	Null	OR	Null	1
Director, Operations and Com..	RC'94	https://l..	CA	Null	17
Employee Relations Specialist	LC'85	Null	AZ	Null	0
Engineer/ Manager	ENG'91	https://l..	AZ	Null	1

Search for leads and accounts

All filters

Saved searches

Lead results

Account results

Save search

Filters Clear

Custom Lists +

Past Lead and Account Activity +

Geography +

Relationship +

Company +

Industry +

Company headcount +

Seniority level +

Function +

Title +

View all filters



Start your query by customizing your search criteria here

Enter keywords ...

Total results

Changed jobs in past 90

Mentioned in the news

Posted on LinkedIn in

Share exp

Filter your search

400K+ results

Search



Lead filters

Account filters

Within: Region

School

Rutgers Business School + 18 more

Profile language

+ Profile languages

First name

+ Add a first name

Last name

+ Add a last name

Role & tenure filters

Seniority level

+ Add seniority levels

Years in current position

+ Years in current position

Years at current company

+ Years working at current company

Function

+ Add functions

Title

+ Add titles

Within: Current

Years of experience

+ Years working in their field

Company filters

Keywords

Enter keywords ...

Filters

Clear (2)

- Custom Lists +
- Past Lead and Account Activity +
- Geography +
- Relationship +
- Company +
- Industry +
- Company headcount +

School

Included:

- Rutgers Business School X
- Rutgers Graduate School - Ne... X
- Rutgers Graduate School of E... X
- Rutgers Law School X
- Rutgers Robert Wood Johnso... X
- Rutgers School of Engineering X
- Rutgers School of Manageme... X
- Rutgers School of Nursing X
- Rutgers School of Public Affai... X
- Rutgers School of Public Health X
- Rutgers University X
- Rutgers University - Camden X
- Rutgers University - Minority ... X

792
Total results

46
Changed jobs in past 90 days

93
Posted on LinkedIn in past 30 days

147
Share experiences with you

6
Leads the company

Select all [Save to list](#)



Jeff A. Mundt 3rd Saved
 Vice President, R&D and Innovation at Butterball, LLC
 2 years 7 months in role and company
 Garner, North Carolina, United States
 Past role
 R&D Manager at Mars (1991–2003)

Message ...

1 List



Márcia D. Bolé 3rd
 Head of R&D Operations North America (VP) at RB
 3 years 1 month in role | 13 years 7 months in company
 Parsippany, New Jersey, United States
 Past role
 R&D Director - Global Hygiene Surface at RB (2015–2017)
[Show more](#)

Save ...



Susan Fill 3rd
 Associate Director, R&D Procurement at Daiichi Sankyo, Inc.
 3 months in role | 1 year 7 months in company
 New York City Metropolitan Area

Save ...



Ying Xu 2nd
 R&D at DDW The Colour House (D.D. Williamson)
 3 years in role and company
 Shanghai, China
 Past role
 R&D at Mondelēz International (2016–2017)

Save ...

2 shared connections

Rutgers Faculty Expertise



CAMDEN | NEW BRUNSWICK | NEWARK

RUTGERS RESEARCH EXPERTS

Search Rutgers Scholars [?](#)

Research Topic

Show Rutgers Academic Units

Search Results for "gene editing" OR CRISPR

Terms Related to Your Search

- crispr
- 1,2-dichloropropane
- 2,4-DEP
- Acacia saligna
- Acari
- acaricides
- acephate
- Acetazolamide
- acetyl compounds
- Achnatherum bloomeri
- Achnatherum hymenoides
- Achnella caduca
- acids
- Acrididae
- orange wattle
- organic acids and salts
- organic compounds
- organochlorine compounds
- organophosphorus acaricides
- organophosphorus herbicides
- organophosphorus insecticides
- Oribatida
- Orion Brand of Acetazolamide
- Oryzopsis bloomeri
- Oryzopsis caduca

Scholars		Related Works	Related Networks
	KONSTANTIN V SEVERINOV Microbiology, Waksman Institute of	68	6
	MIGU ZARATIEGUI BIURRUN Department of Molecular Biology and Biochemistry	4	0
	JIAN CAO CINJ - Basic Research	3	0
	BARRY N KREISWIRTH Medicine	2	0

Recent Activity	
Date <input type="text" value="v"/>	Work
2020	<p> Conference Proceeding</p> <p>Detection of CRISPR adaptation</p> <p>Journal: Biochemical Society Transactions [03005127], Vol 48, Issue 1</p> <p>DOI: https://doi.org/10.1042/BST20190662</p> <p>Scholars: KONSTANTIN V SEVERINOV</p>
2020	<p> Article</p> <p>CRISPR Arrays Away from cas Genes</p> <p>Journal: The CRISPR Journal [25731599], Vol 3, Issue 6</p>

Rutgers Faculty Expertise

The screenshot displays the Rutgers Faculty Insight interface. The top navigation bar includes the Rutgers logo and the text 'RUTGERS'. The main header is 'Faculty Insight'. On the left, there is a search sidebar with the following elements:

- Search by:** Research Topic (dropdown menu)
- Across:** All Universities (dropdown menu)
- Include National Data
- Search input field containing "gene editing" OR CRISPR
- Search button
- Related Terms section (empty box)
- NEW! Browse All Funding Opportunities button

The main content area is titled 'Recent Activity' and features a list of publications. The list is filtered by 'Filter By Type' (set to 'Article') and 'Filter By Year' (set to '2020'). A search box 'Search within results' is located at the top right of the list.

Date	Work
2020	<p>Conference Proceeding Detection of CRISPR adaptation Journal: Biochemical Society Transactions [03005127], Vol 48, Issue 1 DOI: https://doi.org/10.1042/BST20190662 Scholars: KONSTANTIN V SEVERINOV - RUTGERS-NEW BRUNSWICK</p>
2020	<p>Article CRISPR Arrays Away from cas Genes Journal: The CRISPR Journal [25731599], Vol 3, Issue 6 DOI: https://doi.org/10.1089/CRISPR.2020.0062 Scholars: KONSTANTIN V SEVERINOV - RUTGERS-NEW BRUNSWICK</p>
2020	<p>Article DNA targeting by Clostridium cellulolyticum CRISPR-Cas9 Type II-C system Journal: Nucleic Acids Research [03051048], Vol 48, Issue 4 DOI: https://doi.org/10.1093/NAR/GKZ1225 Scholars: KONSTANTIN V SEVERINOV - RUTGERS-NEW BRUNSWICK</p>
2020	<p>Article Reproducible Antigen Recognition by the Type I-F CRISPR-Cas System Journal: The CRISPR Journal [25731599], Vol 3, Issue 5 DOI: https://doi.org/10.1089/CRISPR.2020.0069 Scholars: KONSTANTIN V SEVERINOV - RUTGERS-NEW BRUNSWICK</p>
2020	<p>Article CRISPR-Cas9-Mediated Carbapenemase Gene and Plasmid Curing in Carbapenem-Resistant Enterobacteriaceae Journal: Antimicrobial Agents and Chemotherapy [00664804], Vol 64, Issue 9 DOI: https://doi.org/10.1128/AAC.00843-20 Scholars: BARRY N KREISWIRTH - RUTGERS-NEWARK</p>

External RFPs Engines



POLL

How do you stay on top of corporate/industry news?

- please use the "Q&A" function in the Chat function to answer and upvote the answers that you like

Local Company News

[New Jersey Woos Film Studios Amid Outcry Over Georgia's Voting Law](#)

- New Jersey Gov. Phil Murphy sent a letter Thursday to major studios including **Walt Disney Co. , Warner Bros. and Netflix Inc.**, offering them tax credits on up to 30% of production costs—equal to what Georgia currently offers.

Rutgers Alumni News

[American Equity Names Phyllis Zanghi as Chief Legal Officer](#)

- Phyllis J. Zanghi #198584
- BA 1994 DC (Major: English)

[Aviation start-up Liliium to go public through SPAC deal with ex-GM executive](#)

- Jessica A. Bryndza #287217, NCAS'96 - Chief Marketing and Communications Officer

[Sezzle Attains B Corp Certification Status](#)

- “We characterize our users as next-generation consumers,” **Veronica Katz, chief revenue officer of Sezzle.** “This does not refer only to age, although 75 percent of Sezzle users are Gen Z or Millennials who are digital mobile-first shoppers. Many Sezzle customers have tended to shy away from traditional forms of lending such as high-interest-rate credit cards. According to the U.S. Census Bureau, 66 percent of Millennials and 79 percent of Gen Z have ‘subprime’ credit or no credit at all.”
- Veronica Katz #273897 BA 1990 DC (Major: Political Science)

CEC News

Newsletter curated 1-2x a week with news about companies (Rutgers specific, other university partnerships, local news, major company announcements)

[Health data analytics startup Komodo Health's \\$220M Series E propels it to \\$3.3B valuation](#)

Healthcare data analysis startup Komodo Health has announced a \$220 million Series E funding round and a subsequent \$3.3 billion valuation. The raise was headed by Tiger Global, with additional support from new backer Casdin Capital and prior investors ICONIQ Growth, Andreessen Horowitz and Silicon Valley Bank.

"We had a vision seven years ago that integrating robust data with software solutions was the way forward for healthcare at a time when no one was doing this," **Web Sun**, cofounder and president of Komodo Health, said in a statement.

Webster J. Sun #248780

BA 1997 RC (Major: Psychology)

[Entrada Therapeutics Announces Closing of \\$116 Million Series B Financing](#)

Entrada Therapeutics Inc., a privately-held biotechnology company dedicated to transforming the treatment of devastating diseases using intracellular biologics, today announced the successful completion of a \$116 million Series B financing.

"We are pleased to have such strong support from outstanding investors," said **Dipal Doshi, President and Chief Executive Officer** of Entrada Therapeutics.

Dipal Doshi #328421

BA 1997 RC (Major: Political Science)

[Kathryn Finney's Genius Guild Emerges From Stealth With \\$5 Million To Support Black Entrepreneurs](#)

- Finney, who was a member of the National Advisory Council on Innovation and Entrepreneurship in the Obama administration and later a general partner at the Harriet Fund, says that the first thing Genius Guild is looking to do is create resources and thought leadership content focused on Black innovation.
- Kathryn A. Finney-Wright #381212
- BA 1998 RC (Major: Political Science)

CEC News

Newsletter curated 1-2x a week with news about companies (Rutgers specific, other university partnerships, local news, major company announcements)

CEC News

Newsletter curated 1-2x a week with news about companies (Rutgers specific, other university partnerships, local news, major company announcements)

Other Company and University News

[Bank of America Increases Commitment to Advance Racial Equality and Economic Opportunity to \\$1.25 Billion](#)

[\\$10 million gift from AbbVie Foundation to support Comprehensive Cancer Center Director and advance research initiatives](#)

[Deerfield Management, UNC Eshelman School of Pharmacy Announce First Educational Collaboration](#)

[BMO Financial Group Gives \\$2.5 Million to Campaign for Concordia to Create Student Internships in Fine Arts, Advance Financial Literacy](#)

[Hennessy Announces \\$1MM Acceleration Fund to Champion Next Generation of Black Entrepreneurs](#) (The portal will close on April 23)


[Athleta and Women's Sports Foundation Open Applications for the 2021 Move Together Grant](#)

External Intelligence Tools





Free Text Search

Query Genius 

Search Form

Examples

Date

Duplicates

Search

Source

▶ All Sources

Author

▶ All Authors

Company

▶ All Companies

Factiva Expert Search

▶

Subject

▶ All Subjects

Industry

▶ All Industries

Region

▶ All Regions

Look up

▶

Language

▶ English 

More Options

▶

Clear Search

Search



Search TEXT: "computer vision" and automo* DATE: In the last 3 months SOURCE: CQ FD Disclosure (U.S.) MORE ▾

Cancel

Free Text Search

Query Genius ⓘ ▾

Search Form

"computer vision" and automo*

Examples

Date In the last 3 months ▾ Duplicates Off ▾

Search

Source

▶ CQ FD Disclosure (U.S.) ▾

Author

▶ All Authors

Company

▶ All Companies

Factiva Expert Search

▶

Subject

▶ All Subjects

Industry

▶ All Industries

Region

▶ All Regions

Look up

▶

Language

▶ English X

More Options ▾

Search for free-text terms in: Full Article ▾

- Exclude:
- Republished news ⓘ
 - Recurring pricing and market data ⓘ
 - Obituaries, sports, calendars... ⓘ

Sort results by: Most recent first ▾

Start New Search

Search

Search TEXT: "computer vision" and automo* DATE: In the last 3 months SOURCE: CQ FD Disclosure (U.S.) MORE ▼ Modify Search

Dow Jones (0) All (11) Publications Web News (0) Blogs (0) Pictures (0)

Sort by: Most recent first Duplicates: Off Display Options



Companies Export

Ambarella, Inc.	3
Qualcomm Incorporated	2
Lumentum Holdings Inc.	2
Advanced Micro Devices Inc	1
Himax Technologies Inc	1
Insight Enterprises, Inc.	1
MZ Group	1
NVIDIA Corporation	1

Sources Export

CQ FD Disclosure (U.S.)	11
-------------------------	----

Subjects Export

Transcripts	11
Earnings	7
Corporate/Industrial News	3
Interviews	3
Conferences/Exhibitions	2
Outbreaks/Epidemics	2
Novel Coronaviruses	1
Interviews with Corporate ...	1

Industries Export

Autonomous Driving Tech...	3
Supercomputers	1
Mobile Communications D...	1

- Headlines 1 - 11 of 11
- 1. **Ambarella Inc at Bank of America Global Automotive Virtual Summit - Final**
CQ FD Disclosure, 30 March 2021, 6287 words, (English)
...covered by our U.S. semiconductors team and analysts in the BAIC area. But we think it's increasingly important to watch from the automotive side of things as this technology is very relevant in the march towards vehicle autonomy. Specifically, Ambarella is...
(Document FNDW000020210331eh3u0040h)
- 2. **Advanced Micro Devices Inc Corporate Call - Final**
CQ FD Disclosure, 15 March 2021, 8118 words, (English)
...resource exploration to financial modeling, from advanced robotics to product design for a wide range of industrial, consumer and automotive products, AMD is the processor of choice.
(Document FNDW000020210316eh3f00335)
- 3. **Ambarella Inc at Morgan Stanley Technology, Media and Telecom Conference (Virtual) - Final**
CQ FD Disclosure, 3 March 2021, 5572 words, (English)
..., there's still a lot of negative sentiment. You guys have been going through a consumer transition and kind of building up this computer vision business and, like I said, the stock seems to be reflecting a little bit more now. But just talk about this bigger...
(Document FNDW000020210304eh3300dqj)
- 4. **NVIDIA Corp at Morgan Stanley Technology, Media and Telecom Conference (Virtual) - Final**
CQ FD Disclosure, 3 March 2021, 5114 words, (English)
... from quarter-to-quarter, but when I sort of look at the big wave of investment that you saw a couple of years ago around really computer vision, deep learning and supplied to vision applications. Now you're looking at natural language and the models will have...
(Document FNDW000020210304eh33009q1)
- 5. **Q4 2021 Ambarella Inc Earnings Call - Final**
CQ FD Disclosure, 2 March 2021, 9805 words, (English)
..., we expect to have shipped more than 2 million CV SoCs on a cumulatively basis, with more than 300,000 CV SoCs shipped into the automotive market. I am extremely proud of our new product execution, as demonstrated by the introduction of our flagship CV5, the...
(Document FNDW000020210303eh3200fw9)
- 6. **Q4 2020 Insight Enterprises Inc Earnings Call - Final**
CQ FD Disclosure, 11 February 2021, 8856 words, (English)
...IT solutions to our clients. Our efforts to deploy innovative solutions to the edge were recognized in the Forrester New Wave for Computer Vision Consultancies published in Q4 2020. Insight was named a strong performer by Forrester, highlighting our expertise...
(Document FNDW000020210212eh2b008px)
- 7. **Q4 2020 Himax Technologies Inc Earnings Call - Final**
CQ FD Disclosure, 4 February 2021, 11115 words, (English)
...Q3 2020. However, we were unable to scale up fast enough to meet this surging demand for all customers due to capacity shortage. Automotive driver IC accounted for more than 13% of total revenues. During 2021, we expect to further our automotive display driver...
(Document FNDW000020210205eh2400dqh)
- 8. **Event Brief of Q1 2021 Qualcomm Inc Earnings Call - Final**
CQ FD Disclosure, 3 February 2021, 9156 words, (English)
6. Automotive revenues \$212m, up 44% YoverY.
(Document FNDW000020210204eh2300bvt)

Ambarella Inc at Bank of America Global Automotive Virtual Summit - Final

6287 words

30 March 2021

CQ FD Disclosure

FNDW

English

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Presentation

AILEEN ELIZABETH SMITH, ANALYST, BOFA SECURITIES, RESEARCH DIVISION: Good morning, everyone. Thank you for those who have joined our earlier fireside chat sessions, and welcome to those who are just tuning in now. My name is Aileen Smith, and I work alongside John Murphy on BofA's U.S. autos team. As a reminder, through the course of this discussion, we're going to be receiving audience questions, which you can submit through the Veracast system on the right-hand side of your webcast interface. On the right-hand side, you can also access materials, which will include a slide deck that [Ambarella](#) will reference in the prepared remarks.

You can e-mail myself, Aileen.smith@bofa.com or ping me on Bloomberg if you'd like to submit questions that way and I'll try and stay on top of everything. We'll be reading these question anonymously and posing them alongside a number that we've compiled already. If you experience any problems with the webcast at any point, please e-mail bofa@veracast.com, and they'll get back to you in very short order with assistance.

We're now very happy to have join us [Ambarella](#), which is covered by our U.S. semiconductors team and analysts in the BAIC area. But we think it's increasingly important to watch from the automotive side of things as this technology is very relevant in the march towards vehicle autonomy. Specifically, [Ambarella](#) is a fabulous developer of low-power, high-definition and ultra-HD video compression, image processing and computer vision chips.

The company combines its processor design with expertise in video and image processing, computer vision algorithms and software to provide a platform that is scalable across a multitude of applications like security, sports, wearables, drones and very importantly for us, automotive cameras.

From [Ambarella](#), we are very pleased to welcome [Casey Eichler](#), the company's Chief Financial Officer, a position that he's held since 2018. Prior to joining [Ambarella](#), he's held a variety of CFO positions, including at [Ultra Clean Holdings](#), [Credence Systems](#), [MarketTools](#) and [MIPS Technologies](#). We also have [Louis Gerhardy](#), who is the Senior Director, Corporate Development and Investor Relations. First, thank you, Casey and Louis for joining us today. I'll now pass it over to you guys for some opening remarks and an overview.



繁體 简体



Events & Presentations

EVENTS & PRESENTATIONS

Upcoming Events

More events are coming soon.

Archived Events



Bank of America's 2021 Automotive Summit

Mar 30, 2021 at 8:40 AM PDT



[Click here for webcast](#)



[Bank of America Presentation](#)



Baird's Vehicle Technology & Mobility Conference

Mar 10, 2021 at 9:20 AM PST

Ambarella participants:

Casey Eichler, CFO

Louis Gerhardy, Corporate Development

Baird participants:

Tristan Gerra, Senior Research Analyst



[Baird Presentation](#)

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SHAREHOLDER TOOLS



March 30, 2021

Bank of America's 2021 Automotive Summit

Casey Eichler, CFO

Louis Gerhardy, Corporate Development

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Automotive Camera System Target Markets 15%-20% fiscal 2021 total revenue

Ambarella	Recorders /Dataloggers		Forward-Facing ADAS	eMirrors		In-Cabin		L2+	L4/L5 Part-time + Full-time Autonomous
	<i>Enable Tier 1s to differentiate with combo products on 1 SoC</i>								
CY2019 SAM	~\$250M			≥\$1B				~\$100M	~\$25M
CY2025 SAM	\$400M to \$500M			≥\$2B				>2B	~\$200M
New Vehicle Penetration 2019	<10%		45% to 50%	~1.0%		~1.0%		<1.0%	<0.1%
Ambarella F2021 Revenue	Majority of auto revenue		New	New		New		New	New
Products (Examples)	A12	H22	CV25, CV5	CV22 CV22FS	A12 H22	CV22/FS CV2/FS CV5	CV22 CV22FS CV2 CV2FS	CV2FS	CV22 CV22FS CV2 CV2FS
Target Customers	Retail (aftermarket)	Tier 1s (pre-install)	Tier 1s	Tier 1s		Tier 1s		OEMs	OEMs
Applications & Examples	Human Viewing (e.g. event reconciliation, scoring, insurance)	Human Viewing + Computer Vision (e.g. L0 - warnings for collision or lane departure)	Computer Vision (e.g. emergency braking, lane keep assist, etc.) L0-L3 ADAS	Human Viewing (e.g. fuel efficiency, improved field-of-view, etc.)	Human Viewing + Computer Vision (e.g. blind spot detection) L0-L4 ADAS	Human Viewing (e.g. driver scoring, event reconciliation, training, insurance)	Human Viewing + Computer Vision (e.g. distracted/drowsy driver, seat belts, airbags, etc., L0-L5)	Human Viewing + Computer Vision (more frequent autonomy leveraging HD maps and more sophisticated SW, SoCs and HW systems)	Human Viewing + Computer Vision (most or all camera systems running on an SoC)

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Source: TSR, Strategy Analytics, Ambarella



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- Headlines 1 - 26 of 26
- 1. **Rita Gurevichs Hoboken-based cybersecurity startup SPHERE scores \$10M Series A investment**
 Yemen News Agency (SABA), 6 April 2021, 1352 words, (English)
 TT: Will you be hiring, and will you hire in New Jersey?
 (Document YEMNA00020210406eh460005m)
- 2. **New Jersey Division of Investment reveals 2021 private equity pacing plan**
 Private Equity International, 24 March 2021, 166 words, Adrian Glean, (English)
 Institution: New Jersey Division of Investment
 (Document PRION00020210324eh3o0008d)
- 3. **Side Letter: TPG's diversity-driven GP stakes; Blackstone's growth record**
 Private Equity International, 22 March 2021, 923 words, PEI Staff, (English)
 New Jersey Division of Investment
 (Document PRION00020210322eh3m00001)
- 4. **BlockFi raises USD 350m in funding round**
 SeeNews Deals, 8:17, 15 March 2021, 202 words, (English)
 ... up in 2017, BlockFi is building a bridge between cryptocurrencies and traditional financial and wealth management products. The New Jersey-based company's platform manages more than USD 15 billion in assets and claims to have generated hundreds of millions...
 (Document SEDEL00020210315eh3f000xd)
- 5. **BlockFi Gets A \$3 Billion Valuation With New \$350 Million Series D Funding**
 Forbes.com, 11 March 2021, 792 words, Nina Bambysheva, Forbes Staff, (English)
 <small>BlockFi</small></figcaption></figure>New Jersey-based cryptocurrency lending firm BlockFi has taken on \$350 million in Series D venture capital funding - one of the largest to date among blockchain and cryptocurrency startups. The deal increases the ...
 (Document FBCOM00020210311eh3b0018u)
- 6. **Exclusive: Blackstone seeks \$4 billion for Tactical Opportunities fund - sources**
 Reuters News, 10:17, 11 March 2021, 320 words, Chibuike Oguh, (English)
 ...unit is run by David Blitzer, a Blackstone senior managing director and an investor in sports teams such as New Jersey Devils of the U.S. hockey league, the National Basketball Association's Philadelphia 76ers, and English soccer club Crystal Palace.
 (Document LBA0000020210311eh3b03215)
- 7. **EXCLUSIVE-Blackstone seeks \$4 bln for Tactical Opportunities fund-sources**
 Reuters News, 8:58, 11 March 2021, 323 words, Chibuike Oguh, (English)
 ...unit is run by David Blitzer, a Blackstone senior managing director and an investor in sports teams such as New Jersey Devils of the U.S. hockey league, the National Basketball Association's Philadelphia 76ers, and English soccer club Crystal Palace. (Reporting...
 (Document LBA0000020210311eh3b02pzw)
- 8. **BlockFi Gets A \$3 Billion Valuation With New \$350 Million Series D Funding**
 Forbes.com, 11 March 2021, 771 words, Nina Bambysheva, Forbes Staff, (English)
 <small>BlockFi</small></figcaption></figure>New Jersey-based cryptocurrency lending firm BlockFi has taken on \$350 million in Series D venture capital funding - one of the largest to date among blockchain and cryptocurrency startups. The deal increases the ...
 (Document FBCOM00020210311eh3b000rw)
- 9. **Century Therapeutics raises \$160M to advance cell therapy development**
 Philadelphia Business Journal, 3 March 2021, 375 words, John George, John George, (English)
 The company currently has its operational and laboratory facilities in University City and manufacturing operations in Branchburg, New Jersey.
 (Document PHIL000020210303eh330005m)

POLL

To our industry colleagues, what is the value of universities knowing this information about your company?

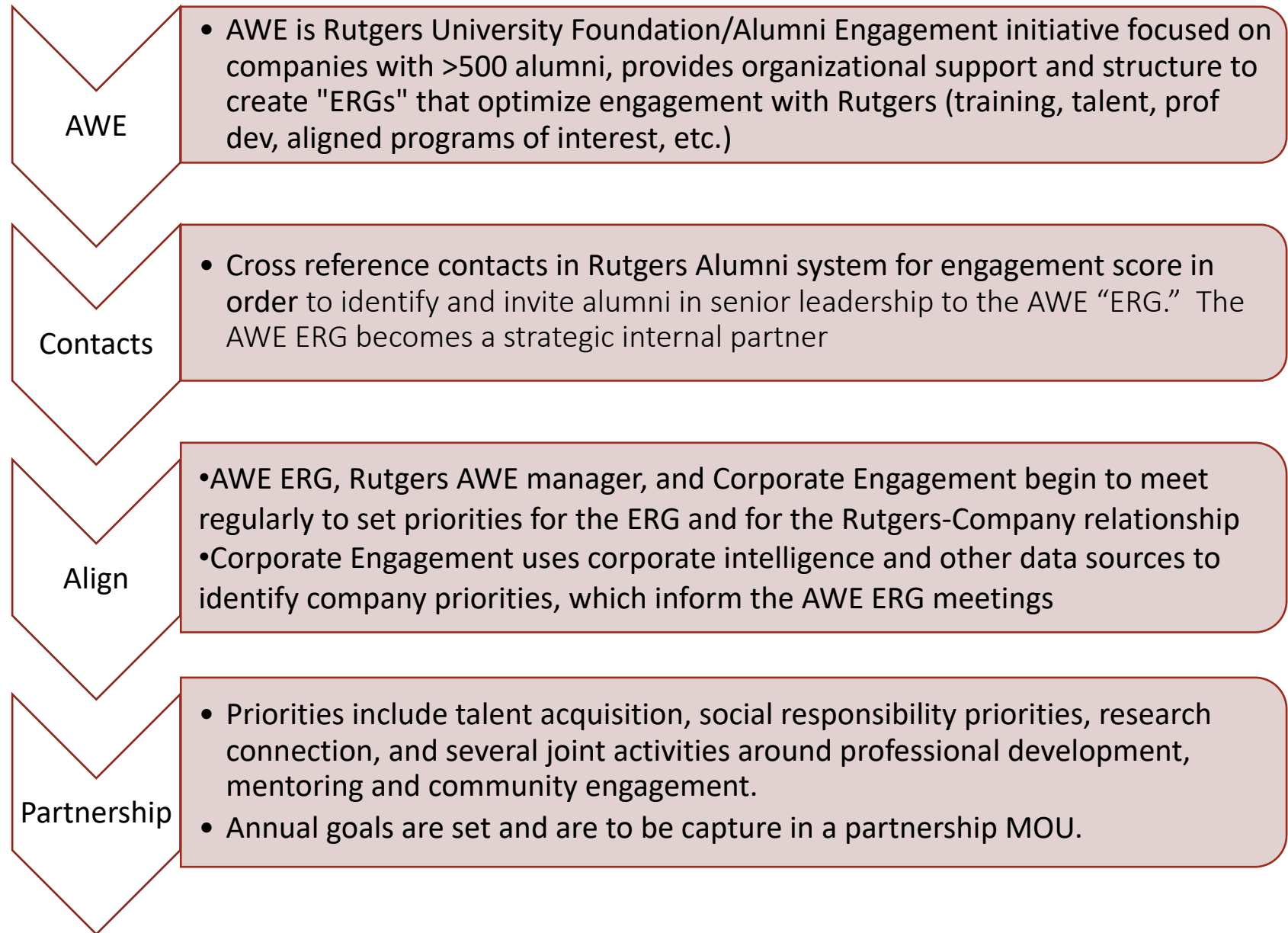
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Innovation Ventures Case Study

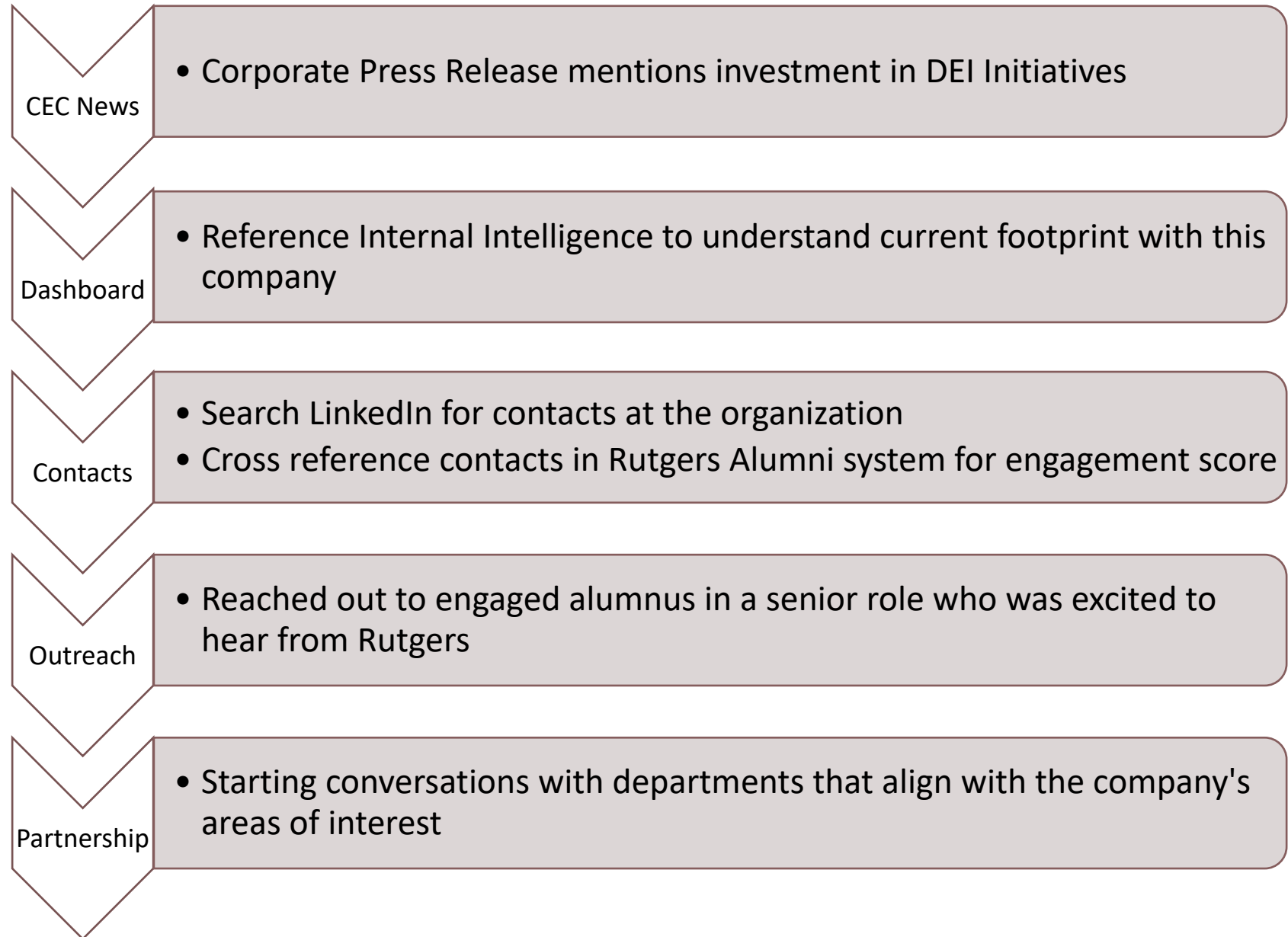
Partnership has developed immensely in less than 3 months



Alumni Workplace Engagement Case Study



Proactive Outreach Case Study



Outreach over the course of 5-10 days

Tips & Takeaways

Intelligence should be part of the Corporate Engagement Team

Partner with business librarians and prospect researchers

Organize your information for analysis

Data improves conversations and accelerates partnerships

Thank you.

Questions?



Student-Industry Engagement Strategies for Success

April 12, 2021 6:30 - 7:00 PM ET



Moderator:
Monique Turrentine
Duke University



Robert Ashcraft
Samsung Research
America



Strengthening
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