



## • Short Introduction

Oct 2018

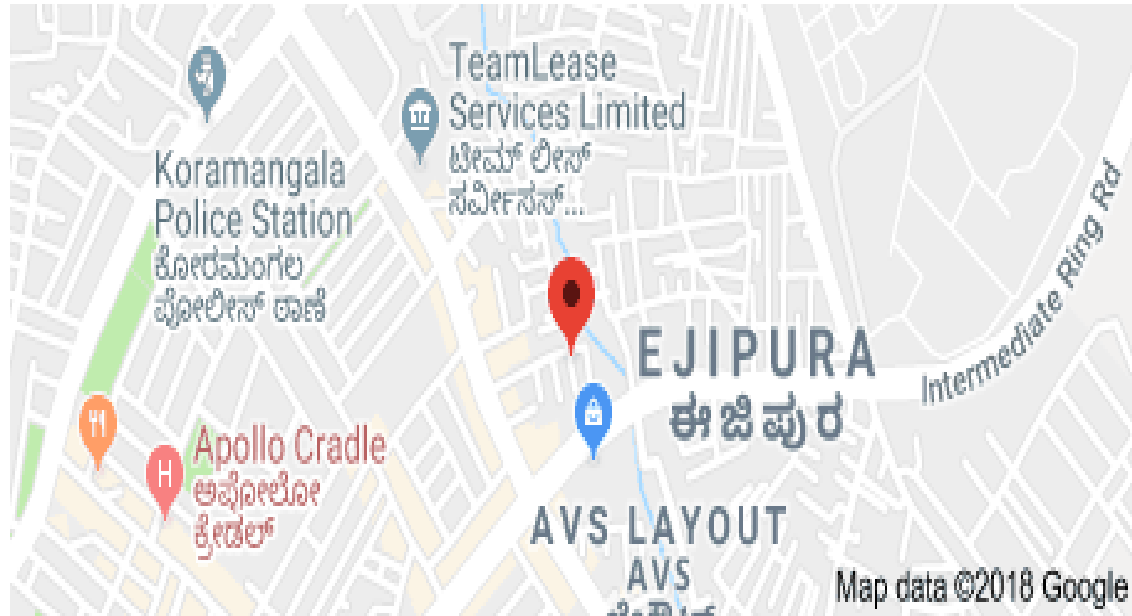
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# Agenda

- Past Journey
- Success Story of Previous Venture
- About Us
- Our Vision
- Management Team
- Service Offerings
- Talent Pool
- Engagement Models

# Address



- **Address:** 13/36, 3rd Cross Rd, Venkata Reddy Layout, 6th Block, Ejipura, Bengaluru, Karnataka 560095
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# Past Journey

@Wipro , @ KPIT  
Built Project  
team, ODCs,

Domains:  
Analog Design  
Layout  
Verification,  
FPGA, Board ;

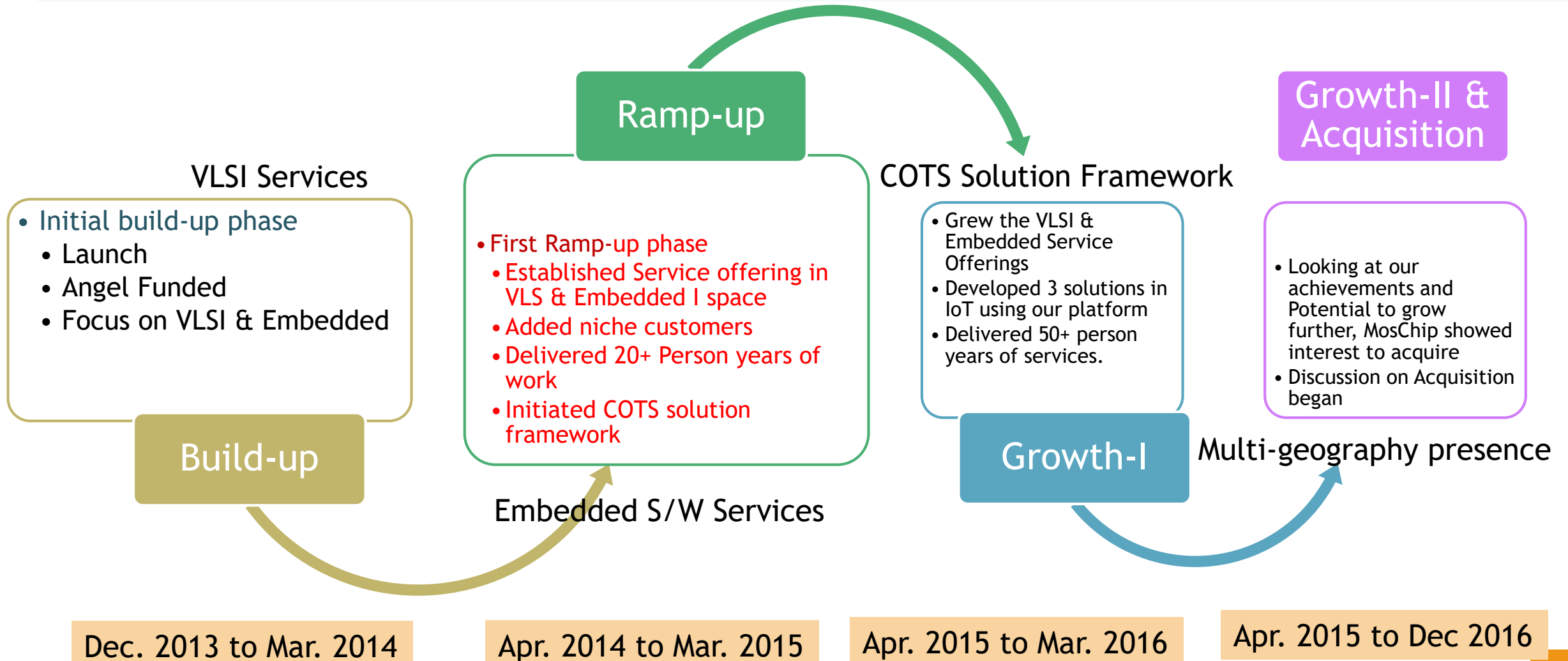
@elInfochips :  
Built  
development  
center from  
scratch

Launched Startup 2013-  
Orange Semiconductor; Built  
100+ team size in 3 years. It  
was acquired by MosChip in  
2016

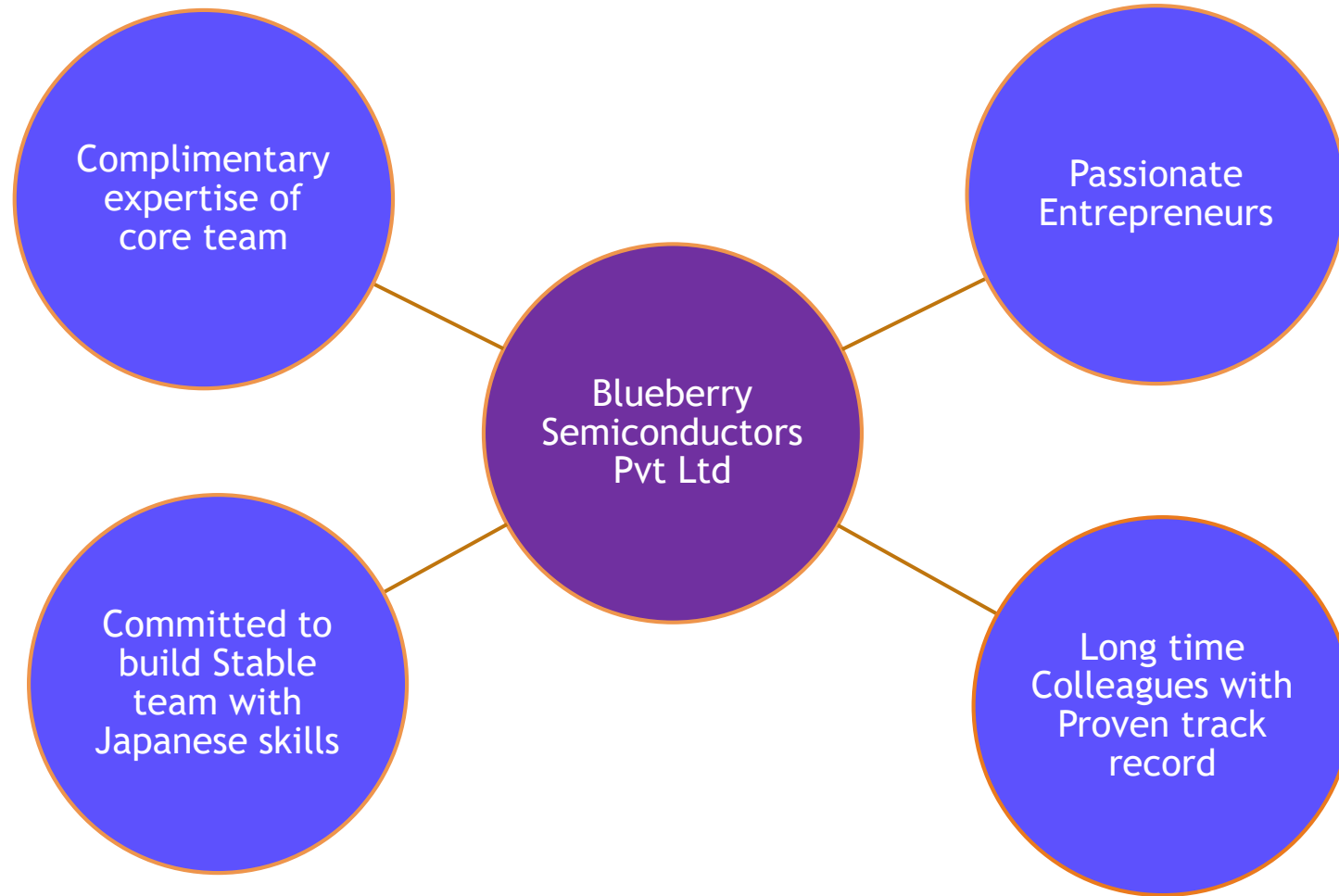
Started Blueberry  
Semiconductors in  
August 2017; :  
**Analog design  
layout, ASIC/SoC  
design verification,  
FPGA+Board**

# Achievements of previous Startup-Orange Semiconductors

Build the company in a phased manner with optimal results at each stage



# About Us- Blueberry Semiconductors



**We have come together again to build organization to scale newer heights, driven by our larger vision**

- Core team known each other for long time; Passionate to serve customer's with creative & innovative methods.
- Our core team has complimentary skills : Building organization from scratch, Sales, HR, Technical excellence , Sustained growth & operations.

## **Geography Focus**

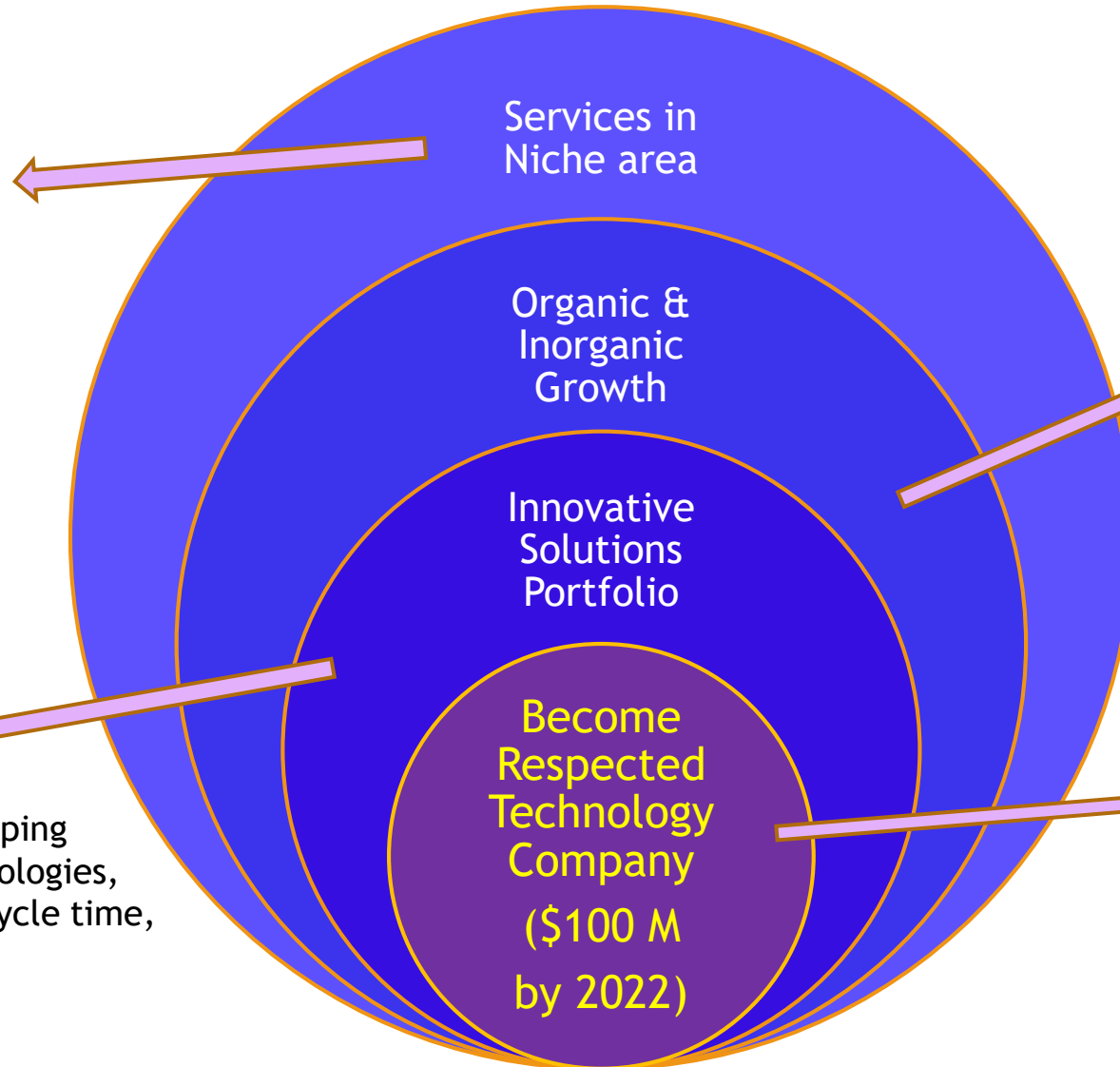
- Japan
- Israel



# Our Vision

## Niche area

- Analog design layout
- SoC Design & Verification
- Product Engineering



## Growth

- In past we have managed to jump orbits with tangential growth strategy (acquired Texotech Solution)

## Solution Portfolio

- Our roadmap includes developing innovative solutions, methodologies, Intuitive tool-set to reduce cycle time, improve quality

## Target

- Our success will come from our customer's success

# Nitin Naik: CEO Profile

- ❖ Three decades of experience in Semiconductors & Systems domain
- ❖ Successful track record of incubating & growing business units
- ❖ Started his own ventures, successfully executed them with defined vision. He has to his credit, two successful start-ups
- ❖ **His previous startup, Orange Semiconductors, was acquired by MosChip**
- ❖ His success emanate from his knack of making high impact, on-time innovative intuitive decisions, anticipating future needs with great accuracy, and thus move ahead of others all the time
- ❖ He has mastered the art of building organization that believes in kaizen, accountability, and customer satisfaction
- ❖ He leads by example, going last mile all the time, to help clients solve the business challenges



# Ramakant Kapatral: COO Profile

- ❖ Respectable blend of experience in premier Research & Development institute and Semiconductor Industry spanning 25+ years of experience
- ❖ Specialist in Global Delivery of Diverse Project types
- ❖ Proven Mentor in Nurturing next level Leadership team at all levels
- ❖ Ability to Transform small engagements in to sizable ODCs
- ❖ Acquired Art of Optimizing & Customizing Quality Process Practices Specific to the Engagement
- ❖ Wide Spectrum of in-depth Knowledge - FPGA/ASIC , High speed & Mixed-Signal Board Design, System/Product design and Firmware design
- ❖ Innovative Design Solutions in Nuclear Instrumentation and Particle Physics Experimental Setup
- ❖ DO-254, DO-178B Certified Professional

# Our Technology Wizards

## Girish Gaikwad

- ❖ Expertise in specification to silicon to production, with multiple successful silicon shipping in the end products today.
- ❖ Specialization in multi-million gate, multi-core designs for highest performance, lowest power and area.
- ❖ He has delivered multiple first-pass silicon targeted for domains like communication, networking, multimedia, consumer, computing and gaming industry.
- ❖ With a keen eye on SOC flows and methodologies and focus on ON-TIME and highest quality deliverables

## Guruprasad, SoC Verification Specialist:

- ❖ Expertise is in ARM core(s) based SoC verification
- ❖ In-depth knowledge of ARM architecture.
- ❖ Handled multi-core ARM (A53) processor subsystem level verification, Performance verification, subsystem verification
- ❖ Driven SoC level verification projects right from estimation till sign-off phase implementing SoC verification using C-Assembly test cases and SV-UVM environment, including netlist level simulations

# Service Offering-Overview

Service Areas			
<b>SEMICONDUCTOR</b>	<b>Product Engineering &amp; IoT solution</b>		
Analog Design Layout	<b>BOARD</b>	<b>FPGA</b>	<b>FIRMWARE</b>
ASIC/SoC DV	High Speed	DSP based designs	Application Firmware
Physical Design	Mixed Signal Boards	Prototyping	BSP, Firmware Porting
Pre/Post Silicon Validation	Analog & RF	ASIC↔FPGA Porting	SW testing

## Our Strength Area

- ANALOG IC**
- Power management block design
  - Full chip custom layout
  - IP level design & layout
  - I/O design & layout

- ASIC/SoC**
- Verification -Subsystem, SoC level
  - IP design verification
  - RTL Design, Integration, Synthesis-STA
  - Physical Design

- Product Engineering**
- Board design
  - FPGA design
  - Firmware, Device driver, Application software/firmware
  - Mechanical design

- At present we have engineering talent pool with following skills:
  - Verification => 30+
  - Physical Design => 10+
  - Analog Design and Layout => 20+
  - Product Engineering & Software Team => 40+

**Note: Through our partner ecosystem we can also take projects in : Spec-to-Silicon, IoT based solutions**

# Engagement Model

## Fixed Price

- Fixed Price (Milestone based)
- Fixed Scope, Clear Requirement
- No Client Involvement in execution
- Small / Medium project

## Offshore Development Team

- Dedicated Development Facility
- Lower Development Cost
- Easier Peak Load Management
- Easier Access to Domain Expert

## Time & Material

- Evolving Requirements
- Varying Scope
- More Client Involvement
- Large Projects

## Build – Operate - Transfer

- Low Risk to Client in building team
- Faster Team Ramp-Up
- Greater Control Over Projects
- Retain Talent & IP Rights

Thank You !

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