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## Episode #7 – How one company wants to radically cut down the lead-time of electronics manufacturing of all volumes, with Radu Diaconescu of Swie.io, Switzerland

### KEY TAKEAWAY\*

- Swie.io: related to industry 4.0
- Problem: electronics manuf. not mass-manuf. → instead need for individualization
- Platform-based business: ownership of manufacturing facilities; they provide technology
  - Similar to 3D Hubs
  - “UBER for electronics manufacturing”
- Their help to factories: increasing their capacity, supplying them with more orders, reduce non-recurring engineering cost, setup time
- Their help to consumers (startups): no need to deal with technical aspects of manufacturing starting from manufacturing just a batch of 10 units, to higher numbers
- Deploying their technology: mostly off-the-shelf components and ones made by them
- Challenges: improvements on production line → old, various equipment (with different technical properties); little investment capacity (CAPEX) of factories (low margin)
- Mission: manufacturing should be an activity that doesn't add hurdles
- Vision: a network of manufacturers with manufacturing close to each startup's customers
- Current partners: now in China (factories), soon South Africa, Germany
- Working style: virtual - everything online to get the best in the world
- Funding:
  - Series A most difficult round for a hardware startup; reasons: most VCs are either generalists or focused on software → such metrics are difficult to reach with HW
  - In Germany, Switzerland usually VCs more conservative and focused on the need to generate revenue vs USA, UK (less conservative)
- Next steps: looking at other industries beyond electronics manufacturing

\* excludes the “ultrafast round”