

# Welcome to Sixth Sense

A guide for start-ups



# Hello start-ups.

## Welcome to Sixth Sense.

Sixth Sense is an open innovation platform bringing early-stage and scaling start-ups together with Hexagon and some of the world's biggest companies to turn real-world problems into transformative solutions. Enabled by Hexagon, it is an opportunity to share valuable resources.

We are inviting proposals from early-stage and scaling start-ups around specific challenges, based on the pressing demands our customers are facing. In return, you will get access to our technology, world-beating data, and our customers.

By collaborating, we can push the boundaries of design, manufacturing and engineering and start to imagine a better future for the benefit of everyone – enabling an autonomous future with people at its heart.

Powering the dynamic companies that move the world is our business. We're embedded in the innovation that shapes the future. From aerospace and automotive, to energy and infrastructure, we're driving the global shift to a new sustainable way of operating.

We're not doing it alone. Collaboration is at the heart of progress and drives everything we do. That's why we've created this open innovation platform.

With sites in more than **50 countries**, Hexagon's manufacturing technologies help make **95%** of all cars, **90%** of all aircraft and **85%** of all smartphones **worldwide**.



Sixth Sense has given us a unique and direct approach for growing our business by connecting us to Sixth Sense's decision-makers as well as a wide external network. We are grateful for the experience and highly recommend it to others looking to expand their business.

Angeliki Malizou, Director of Business Development, CASTOR, Cohort Two





# About Sixth Sense

## Key details

### Why Hexagon?

Very simple:

1. Funded projects
2. Capital
3. Expertise
4. Access

### Why do we want to do it?

Industry 4.0 is evolving and pushing to solve big challenges. We're searching for smart efficient solutions that will not only boost performance, but benefit people and the planet.

You can't solve big problems without solving lots of little ones first. We are inviting you, the next generation of innovators to the table, so that we can share our resources and make connections that accelerate progress – pushing the boundaries of design, manufacturing and engineering and start to imagine a better future.



The support from Hexagon has been incredible, from senior management right through to the resources we've had access to.

Jan Büchsenschütz, co-founder and CMO of RIICO, Cohort One

### What's in it for you?

We are inviting proposals from early-stage and scaling start-ups with an idea and the ambition to see it through. We will be setting two or more challenges each year – based on pressing demands our customers are facing and focused on anything from sustainability to AI integration. In return we are offering access to our technology, our world- beating data, and most importantly access to our sales network and customers. Together, we're going to deliver concrete, real-world solutions that have global potential.

Diversity of thought is an essential ingredient of innovation, so we'll be seeking to recruit founders from underrepresented communities. This means embracing diversity in all its forms, be it gender, ethnicity or sexuality. The goal is that by 2025, 30% of recruited founders are from underrepresented communities.

### How it will work

- The most innovative proposals will be invited to pitch to Hexagon's panel of experts, of which around 6-8 will be chosen for an intensive innovate-on-the-job scaling programme to deliver a concrete project, supported by coaching, funding and industrial use case references through Hexagon's customers.
- Three final concepts will be provided the resources for true globalisation, including more funding, worldwide office space, access to Hexagon's full suite of products and services. They will be incorporated into Hexagon's ecosystem and gain exposure to Hexagon's coveted customer base.

### What's in it for us?

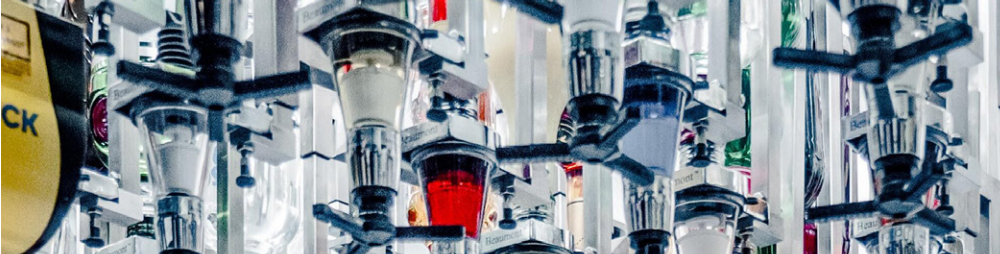
We're playing a significant role in shaping tomorrow, but innovation doesn't happen in a silo. It needs fresh thinking and outside perspectives to truly deliver on progress. By creating an open innovation platform, Hexagon is not only powering the next generation of innovators, but also inviting cultural change that will make it more agile and willing to take on risk. We'll be expanding our network – identifying potential long-term partners and embedding our technology even further into the forefront of industry 4.0.

### What to expect?

While we will accept applications continuously, we ask you to:

1. Register your interest – we will publish newsletters and invites to events/thought leadership/showcases with key accounts on their challenges. Follow us on LinkedIn for most up to date information or check out [sixthsense.hexagon.com](https://sixthsense.hexagon.com)
2. Two or more times a year we will publish challenge/ innovation areas for you to submit a proposal. See below for a more detailed description of the process.





# The process

## ● Selection day - virtual

## ● The programme

### Stage one:

Proof of technology/solution  
Getting to know you/customer

### Stage two:

Proof of value  
Getting to know tools

### Stage three:

Prototype/MVP  
Getting to know the future

## ● Demo day – hybrid



# Selection day

To choose each Challenge Cohort, we will host a virtual Selection day, where all short-listed companies will have an opportunity to pitch to a panel of Hexagon MI senior leadership and hundreds of Hexagon employees from across the world.

## How it will work

### Ahead of the event

If you are invited to Selection day, you will be required to record a three-minute presentation on your business, your product, and your future plans. This recording will be used prior to the event to gather feedback and questions for judging on Selection day.

We will expect you to tell us about your business, providing an overview of its mission, team, business plan, funding to-date, customers, and specific areas that you expect to address through the programme.

### Some of the questions to answer in your pitch include:

- Why does your solution fit the problem set by Sixth Sense for this challenge?
- What is the potential Hexagon fit?
- What is the customer fit?

Ahead of the event, your pitch will be uploaded onto the Sixth Sense website and our community will have an opportunity to put forward questions for our judging panel to ask on the day.

### On the day: Meet the judges

On Selection day, ahead of the live event, you will meet with the judges to have a more in-depth conversation about your business and why you want to be involved in Sixth Sense.

### On the day: live event

Each short-listed company will have an opportunity to provide a one-minute recap of the presentation. The panel of experts will then have 2 minutes to ask you some questions.

Following the presentations from all companies, we'll choose 6 or more participants for the programme.

The chosen companies will be announced at the event and we will announce your inclusion through our marketing and PR channels.

# The programme

If you join our programme, here are the stages, we will go through:

## Stage one

Proof of technology (solution)/ getting to know you-customer (3 weeks)

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## Stage two

Proof of value/getting to know tools (4 weeks)

.....

## Stage three

Joint solution/pitch/getting to know the future (2-3 weeks)

01

**Proof of technology/solution**

We will explore whether your product/ service/technology works as intended. What are the technological synergies between what your product/service does and Hexagon's or the customer's needs?

Our export network will help to create a roadmap and technology fit between your business and Hexagon or the customer. We will also ask you to prepare a draft of your Demo day pitch so that we can help you improve it as we learn more about each other.

**Getting to know you/customer**

During this time, we will learn more about each other and our businesses and cultures. We will ensure that there is a good fit and understand where the opportunities and possibilities can take us.

02

**Proof of value**

We will examine whether the product/ service/ technology has the potential to scale. How does the customer use it? How will this create additional value? What revenue/business model will get us there? You will work with our network of experts to examine opportunities for business fit and most importantly how to scale your business. What is required to ensure business success? We will also go through Demo day practice utilising lessons learned during the first stage.

**Getting to know tools**

Following initial stage one engagement where we evaluate and learn about technologies, we will work with you to make sure you have access to our tools, hardware and data sets if needed to enhance your own offering.

03

**Demo day/MVP**

We will investigate whether we can make it fit the desired business model. Can the product/ service/ technology be effectively scaled? The focus of this exercise will be to understand outcomes. What is considered a success from your perspective? You will put together an operating plan model of a Hexagon or customer lead solution that will be at the core of your Demo day presentation.

We will evaluate what potential there is to truly generate scale and growth. We will also evaluate what options exist for a post Demo day relationship. Before the Demo day we will go through a final practice.

**Getting to know the future**

We will spend this time looking at the opportunities beyond Hexagon. What would that look like? What are the biggest opportunities to scale? If chosen, how do you transition into a funded project? Are there M&A, further investment opportunities?





**The program has been extremely effective and it seems incredible that we were able to come up with a concrete advanced value proposition by joining forces in just a few weeks' time. 1+1 = 3!**

Frederic Scherer, CEO, JITbase, Cohort Two





# Sixth Sense Summit: Demo day

At the end of the programme we will host the Sixth Sense Summit, an event bringing together 150 members of the start-up community, investors and manufacturing experts.

The programme will include roundtables, meet-ups, networking and exhibition, and, of course, the pitches of Sixth Sense’s brilliant finalists, where an external panel of judges will help us to choose the winners of the cohort. Each Demo day is hosted a different location for each cohort - the first was hosted in London, the second in The Hague.

## What you will need to prepare

All participants in the programme will be required to prepare a six-minute presentation on your business, your product, and your plans – specifically we will be interested in your take on how your product can integrate with Hexagon solutions, and how we can help you scale (based on your programme participation).

You should also include what you expect to be the future plans for the business beyond Sixth Sense: joint venture, OEM agreement, capital infusion, etc. The panel of internal and external experts will then have up to 3 minutes to ask you questions.



## Who will be there

You will get a chance to network with attendees, which will include our expert panel, Hexagon partners and customers, and investors. We will ensure you are given networking opportunities beyond Hexagon and there may be some surprise guests!

We also invite relevant journalists to attend the event and we’ll promote your participation across all our digital channels.

**At the conclusion of the event, we will announce up to three winners.**

The winners of Demo day could get fully funded support – usually in form of a project although opportunities for JV, OEM or M&A opportunities may be presented.

We will continue nurturing your opportunity to scale and assist you in the approach chosen during our Stage Three sessions. Your relationship with Hexagon truly begins with the conclusion of Demo day.

Even if you do not win the demo day, we would love for you to join our Alumni Network, through which you will have the opportunity to keep in touch with your fellow participants and Hexagon.



# Meet the winners from Challenge 1 and 2



## RIIICO

A software and AI company aiming to transform the manufacturing industry by delivering cutting edge, interactive digital twins of factories. RIIICO aims to set new standards in computer vision, while creating software that is fun to use and easy to work with.



## SmartParts

SmartParts was born out of parent company PrintParts. It uses programmable particles embedded within additive materials to connect manufacturing data to additive materials and parts.



## Praemo

Praemo has created Razor™ — an analytics engine combining industry expertise with AI and the IIoT to predict and prevent disruption to operations.



## Castor

Castor enables optimised manufacturing and increased profitability by using industrial 3D printing. The company solves the challenge of identifying where, when, and how it is beneficial to use 3D printing by automatically analysing each part within an existing product design.



## GelSight

GelSight is a pioneer in digital, imaging-based tactile intelligence. The proprietary technology invented at the Massachusetts Institute of Technology provides exceptionally detailed and rapid surface characterisation, enabling several surface measurement applications and robotic sensing capabilities.



# Shaping the future together

We look forward to finding inspiration in your ideas and getting the opportunity to supercharge your performance. This is about realising our shared potential, connecting you with customers and creating an opportunity to scale.

All of your businesses are different, so we are not focused on a singular outcome or approach to growth.

**Scale may be achieved through:**

- Access to our customer opportunities and sales distribution network
- Outright acquisition by Hexagon or one of our partners
- Joint venture or OEM agreements
- Investment opportunities by Hexagon or one of our Venture partners
- Pilot projects with Hexagon existing roster of products

Whatever the outcome, we hope you will find Sixth Sense a genuine partner to help you grow and scale.

We are excited to travel on this journey with you, Sixth Sense tells us this will be a great experience for all involved.

**Applications are continuously open.  
Register your interest and apply now.**





# FAQ

## What stage company can apply?

We welcome any stage company with an advanced manufacturing/sustainability focus (broader applications also welcome) to apply. We prefer companies with some revenue (~\$1m) and less than three years in existence. We encourage companies that need help to scale their business and are looking for a partner who can help supercharge their growth.

## How far along do we have to be progress-wise?

Due to the quality and quantity of applicants we're anticipating, we encourage you to apply if you've already had a product/service and have some revenues coming from one to two anchor customers. While we will review early-stage companies, our preference is for companies that need help to scale their business. Exemplary early-stage opportunities will be invited to the program.

## Which industry or business model can apply?

Any smart manufacturing and sustainability (for smart manufacturing) for-profit business is welcome to apply. We also encourage start-ups in closely related fields that could be applied to smart manufacturing (design, production and quality).

## Do we have to be incorporated?

Yes. You must be incorporated as a limited liability company. If your company is raising venture capital in general, it is helpful to be structured as a B or C-corp. This helps push the process along if additional funding is made available.

## What size check does Sixth Sense write?

The Sixth Sense program does not result in a specific investment or action that is determined beforehand, though investment by Hexagon in a participant is a possibility. The program primarily involves an opportunity to win the chance to work with Hexagon on specific outcomes, like reseller agreements, technology availability from Hexagon, hardware loaners, and potentially investment. Hexagon will always be open to funding opportunities when there is a right fit. In addition, Sixth Sense will bring venture capital investors to presentation days, building valuable relationships with participants. (Hexagon does not guarantee any commitment to further funding as an

outcome. The venture capital companies act on their own and Hexagon has no influence on their decision, nor receives any financial consideration from venture capital firms.) Investments or other forms of support from Hexagon may be subject to additional terms and conditions to be mutually agreed with participants..

## What are your Diversity and Inclusion goals?

We champion diversity – cognitive, ethnic, gender and sexual orientation. Sixth Sense has an implicit aim to improve diversity as part of its charter in line with Hexagon's Corporate Purpose. We believe that a key to any successful innovation and business is in its diversity which is why we have set a part of our goal on recruiting startups where founders come from underrepresented communities.

## Who is an "underrepresented" founder?

All founders who identify as a woman, person of color, LGBTQ+, and other underrepresented groups are encouraged to apply for the program.

## Things we look for when evaluating team applications:

**Founder-Market-Fit:** Are you solving a pain point where you have had career or personal experience with the problem?

**Professional or personal experience:** Do you have subject matter and/or domain expertise? What is your ability to build a team and recruit top talent in the future?

## What kind of products/services are we looking for?

**Value proposition:** Is your product useful, and is the right solution to the problem identified?

**Roadmap:** Do you have a vision for future improvements and/or product offerings?

**Defensibility:** How easy is it to copy the solution?

## What is the market opportunity?

**Size of market:** Do you know your available and addressable market?

**Room for growth:** Is the market you are in growing?

**Competitive landscape:** Will you be first or second in the market? How competitive is the landscape?

## What is the investment opportunity?

**Business model:** Have you clearly identified how to make money?

**Growth and exit strategy:** What is your strategic view for the future of your company?

**Team + product:** Do you think the team working on this product will be successful?

## Do you have the passion to go all the way?

**Customer discovery/feedback/market research:** What have you done to validate your solution with their target market?

**Traction:** What is the market adoption so far?

**Resources/fundraising/previous accelerator and/or incubator experience:** Have you raised money or participated in programmes to propel them forward previously? Was your experience positive?

## What geographies can apply to Sixth Sense?

We are interested in companies that are located anywhere.

## What would Sixth Sense think of as a strong application?

This is our chance to get to know you so make sure that you provide evidence that your solution is addressing a problem and that you have product market fit. Your challenge should be scaling and distribution. While we will look at companies where the problem is product development and product market fit, this is not the focus of Sixth Sense.

We encourage you to thoughtfully answer all questions in the application. Try your best to share a clear picture of your team, why you are working on your business, and what you've done so far. Make sure to clearly communicate any progress you've made to date.

## Finally:

- What does our "informed intuition" tell us? Are we excited about investing in/working with this company/team?
- Do we like you? It is important to us that you are a kind human being and that you are willing and able to work with us.
- Most importantly, is there a fit to Hexagon and partner roadmaps and opportunities?







Hexagon is a global leader in digital reality solutions, combining sensor, software and autonomous technologies. We are putting data to work to boost efficiency, productivity, quality and safety across industrial, manufacturing, infrastructure, public sector, and mobility applications.

Our technologies are shaping production and people-related ecosystems to become increasingly connected and autonomous – ensuring a scalable, sustainable future.

Hexagon's Manufacturing Intelligence division provides solutions that use data from design and engineering, production and metrology to make manufacturing smarter. For more information, visit [hexagonmi.com](https://hexagonmi.com).

Learn more about Hexagon (Nasdaq Stockholm: HEXA B) at [hexagon.com](https://hexagon.com) and follow us [@HexagonAB](https://twitter.com/HexagonAB).