"A startup is the living embodiment of a founder's dream"

Wil Schroter
Co-Founder and CEO

startups.co

SIEMENS DIGITAL INDUSTRIES SOFTWARE

Design, engineering and simulation for startups

World-class product development software at an affordable price for startup companies.

The challenge of starting from scratch
Startup companies face unprecedented challenges in the current environment. The investment community wants them to be profitable in less time than ever, so they face enormous pressure to produce viable products on a very short timeframe. But given their relative lack of resources, the costly and time-consuming cycle of design-build-test is not viable. In addition, low-cost solutions for product development lack the fundamental functionality needed to enable startups to compete with more established companies, and they don't scale as the business grows. Finally, many startups lack internal expertise in critical areas, so they depend on finding the right partners to fill in those gaps.

"Your company has a 99% chance of not becoming the unicorn you aspire to be. Boston Consulting Group reports that 42% of innovations fail due to long development cycles, it's a risk you cannot take, as your company will not have a second chance to bring your great idea to market."

Finding the right partners is a major determining factor in whether startups succeed or fail. Startups need a partner with affordable, scalable solutions that can grow as they do. They also need secure data management and access in an increasingly vulnerable world. Startups realize that digitalization is the key to accelerating time to production and commercial viability, and that a unified, well-integrated platform enables higher productivity and reduced waste.

The Siemens startup bundles
The Siemens startup bundles offer early-stage companies the ability to use world-class Siemens design, simulation, and data management tools at a substantially discounted price. Not only are these tools much more capable than what is typically offered at these price points, they are also scalable, so they can grow with you as your company grows. They offer secure data management to replace ad hoc file management solutions. They are also flexible, enabling you to use what you need, when you need it, without needing to purchase more than you need. The bundles also offer strong support for learning and on-boarding with online training and partner support.

Why Siemens?
The Siemens startup bundles offer the following to early-stage companies:
- Access to world class design, simulation and manufacturing technology, used by the most successful companies in the world
- Managed environment (Hybrid / SaaS PDM)
- Attractive and flexible pricing & packaging, taking in consideration the financial challenges of early-stage companies
- On-line self-training within the Siemens Xcelerator academy
- Ability to easily add other solutions at discounted prices to address additional needs and as the company scales
- Supported by Siemens partner envelope
- Access to the online Siemens users and expert community

What's included
The Siemens startup offerings currently consist of four different bundles. The first is Engineering, which provides on-premises access to Teamcenter, a robust NX bundle that includes industrial design, and basic Simcenter 3D functionality with a solver, as well as access to our new Xcelerator Academy on-line training curriculum. The SaaS Engineering bundle utilizes SaaS Teamcenter X solution to provide instant-on data management without the overhead and costs associated with on-premises solutions. Flex Engineering is a solution that is targeted for the small workgroup. It includes a small number of NX seats and Simcenter add-on seats with tokens for each. These tokens can be used to access a broad set of functionalities across both products and are shareable and additive – meaning that the full pool is available to all users. It also includes seats of the Xcelerator Academy for each of the users.

Finally, we have the Simulation solution bundle. This is targeted for the company who wants to perform full scale simulation of their product from early exploration and system definition with Amesim to structural with Simcenter 3D to full CFD with StarCCM+. There are also tokens added in for Amesim and Simcenter 3D so you can access even more advanced analysis functionality. This bundle also includes advanced NX, Teamcenter and Xcelerator Academy.

Here is a summary of the bundles:

Engineering (On-Prem)	Engineering (SaaS)	Flex Engineering	Simulation
Teamcenter Rapid Start	Teamcenter X Professional	5 x NX Mach 1	Teamcenter Author
Teamcenter Author	NX Embedded Client	5 x Simcenter 3D Add-on	Teamcenter Rapid Start
NX Mach 3 Industrial Design	NX Mach 3 Industrial Design		NX Mach 3 Industrial Design
NX Animation Designer	NX Animation Designer	2x NX Tokens - 100	Simcenter 3D Structures
Simcenter 3D Structures	Simcenter 3D Structures	2x Simcenter 3D Tokens – 100	Simcenter 3D Value Tokens - 100
On-Line Learning	On-Line Learning	1 x NX MFG Tokens – 100	STAR-CCM+ Power Session
Membership	Membership		Simcenter Amesim Advanced
		5 x On-Line Learning Membership	Simcenter Amesim FMI Export
			Simcenter Amesim Simulink
			200 Amesim Value Tokens
			On-Line Learning Membership

These bundles are offered at a significant discount to early-stage companies. Restrictions apply, please contact your Siemens sales representative or partner for more information about pricing and specific functionality.

Siemens – The ideal partner for startups
Put simply, nobody offers the breadth and depth of digital thread technology that Siemens does. Our solutions reduce risk and cycle time by providing integrated data management, design, and simulation from the start. We offer expandability and scalability beyond any the other solutions in the market. Siemens has a presence in all the major industry segments which enable startups better access to those ecosystems. We always offer the ability to joint market with our startups.