



Connecting ecosystems

Customer success partnership

Quick overview of MIKROE services that will uplift our mutual customers.



HARDWARE DESIGN

DEVELOPMENT BOARDS

Design, test and produce development boards of varying complexity: from starter boards to advanced, feature-rich boards.

MICROCONTROLLER CARDS

Create microcontroller cards following SiBRAIN and other industry standards to ensure flexibility and scalability.

SMART DISPLAYS

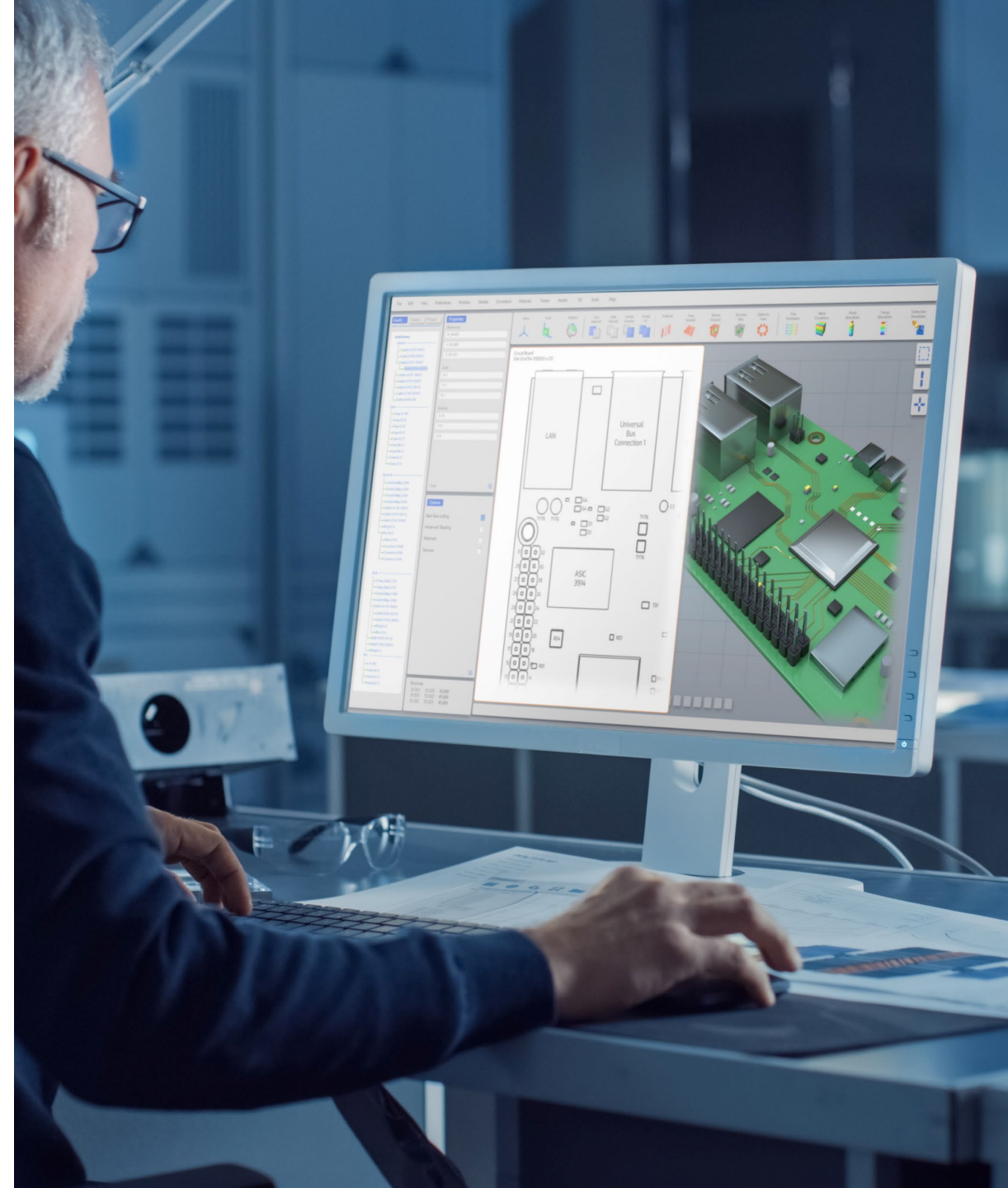
Develop Human-Machine Interface (HMI) development tools utilizing technologies like TFT, OLED, and E-ink displays.

PROGRAMMER/ DEBUGGERS

Develop programmer and debugger tools with USB and Wi-Fi connectivity to support diverse development environments.

PERIPHERAL BOARDS

Design standardized peripheral boards with your silicon to support various functionalities such as: Wireless, Sensors, Interface, Display & LED, Mixed Signal, Storage, Motor Control, Audio & Voice, HMI, Clock & Timing, Power Management.



SOFTWARE DESIGN

COMPILER

Develop new compilers, or maintain and enhance existing ones, ensuring compatibility with the latest hardware.

PROGRAMMING AND DEBUGGING

Create tools for efficient programming and debugging, including scripts for code read/write operations and advanced debugging sequences.

IDE

Develop a new IDE or expand existing IDEs, with features that support your silicon and various hardware tools.

SDK / LIBRARIES

Create a new one or add your silicon to an existing SDK, and provide low-level libraries, middleware, and high-complexity projects.



SUPPLY CHAIN MANAGEMENT

PROCUREMENT

Select and prioritize critical components and materials, ensuring timely and cost-effective procurement.

PRODUCTION

Manage in-house production processes, ensuring high quality and on-time product delivery.

TESTING

Develop comprehensive testing procedures, including the design and use of test jigs, to ensure product reliability.

PACKAGING

Design and implement packaging solutions, focusing on sustainability and product protection.

LOGISTICS

Delivery and stock refillment of major distributors like DigiKey, Mouser, RS, Farnell, Arrow, Avnet and others, in compliance with international regulations.



GO-TO-MARKET STRATEGY

SALES CHANNELS

Diversify sales channels: e-commerce platforms, channel partners, direct B2B sales, and targeted sectors like education and government.

CONTENT CREATION

Generate high-quality content, including blog posts, detailed product pages, high-resolution images, schematics, user manuals, and videos.

AMPLIFICATION

Promote products through banners, social media campaigns, newsletters, press releases, success stories, and targeted outreach for use-cases.

EXAMPLES AND DEMONSTRATIONS

Develop and showcase trade show demos and complex projects, integrating both software and hardware.

EMBEDDED WIKI PLATFORM

Publish articles and project guides on platforms like EmbeddedWiki – the largest embedded project platform in the world.

PLANET DEBUG

Provide remote real-time access for demonstrations of your silicon, as soon as it comes out.



POST LAUNCH SUPPORT

TECH SUPPORT

Provide ongoing technical support, including troubleshooting and problem resolution.

DESIGN SERVICE

Offering custom design services for new prototypes and product development, based on customer feedback and market demand.

DATA SHARE

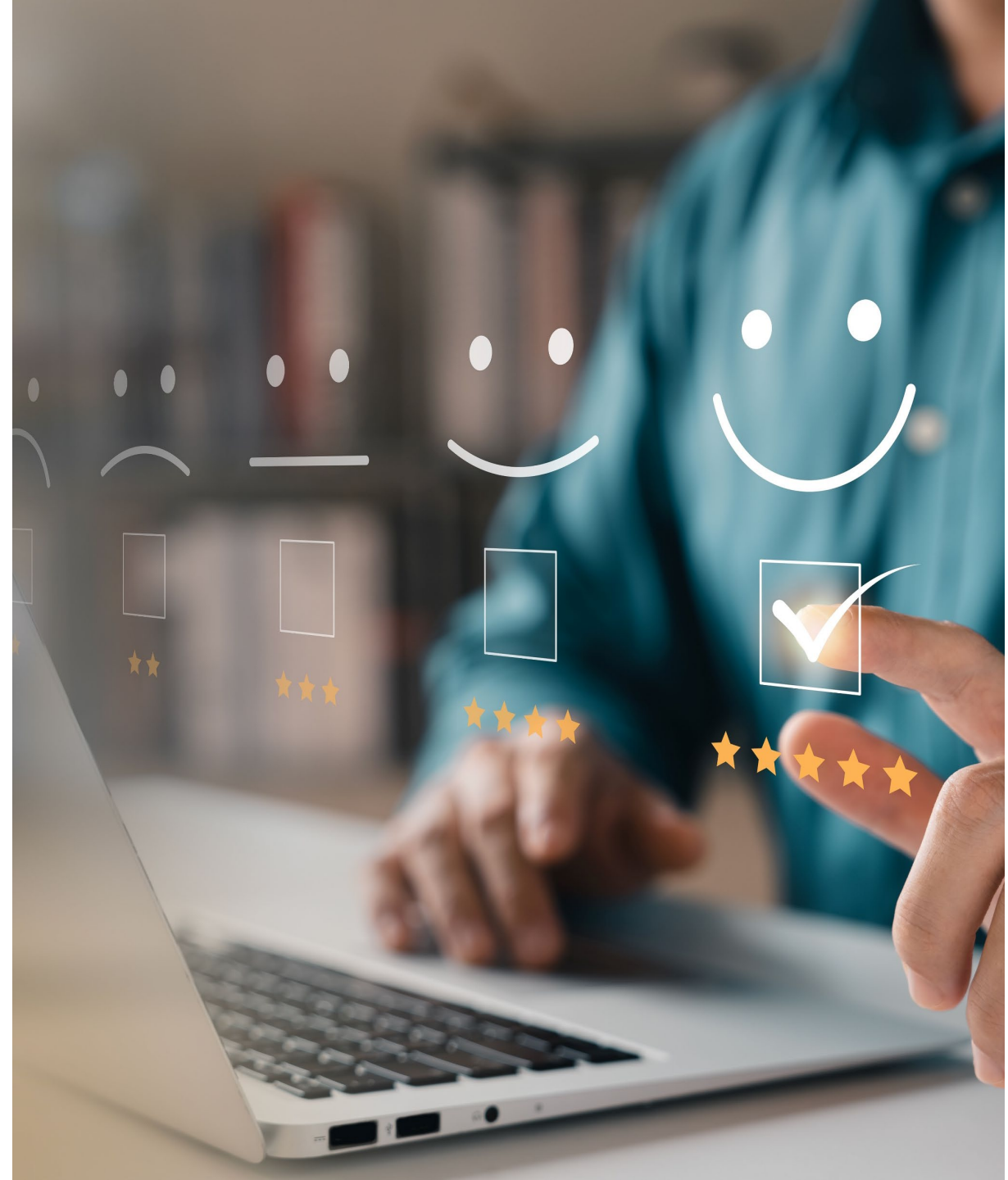
Enhance product sales with real-time data on customer purchase patterns and usage statistics.

CUSTOMER SERVICE

Offer proactive customer service through first-contact support and engage with them through webinars and seminars to provide additional training.

CUSTOMIZATION

Implement customer-requested product changes, ensuring quick turnaround time and minimal disruption.



LOOKING FORWARD
TO LIFT UP OUR
MUTUAL CUSTOMERS

THANK YOU FOR YOUR TIME!

