The Rise of Contract Design Services

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Chip Industry in Transition

From Technology Driven Volume Game

To Application Driven Variety Game
Is Chip Design Segment Getting Uberized?

https://www.uber.com

Riders

Get where you're going

One tap and a car comes to you. Hop in, enjoy the ride, and step out. Your driver knows where to go and payment is completely seamless.

Drivers

Drive when you want

Work when you want, and get paid when you need it. You're in control when you partner with Uber to drive or deliver.
The Uber Model

• Created a new market

Play within the boundaries of the existing one

Value Proposition Worldwide

Demand Side

• Lower Prices
• Faster Pick-ups

Supply Side

• Lower Downtime
• More Drivers

Offered a new Platform (App/Paradigm) for Taxi service in major cities

What IS the nature of Taxi Services business?
• Part of a much larger People Transport Business
• More People Intensive than many other People Transport Businesses
• More decentralized as well, at least till now
• Uber’s work force: At will, per ride based volunteer workforce!

Uberize (Verb): Enable a new business model using global platforms to deliver faster, better, cheaper service/solution as well as augment the market

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Is Chip Design Segment Ripe for Getting Uberized?

• Semiconductor Design Engineering Community
  • Most people intensive part of the Semiconductor Industry
  • Well Segmented from other parts of Semiconductor Industry
• Demand for ASOCs – Supply Limited!
  • Need to be cheaper, faster (time to market), with right attributes
• Manufacturing and EDA platforms are very mature

Chip Design – Ripe to be Uberized

• Who will do it? How will it be done?
  • Product Companies: Focus on being platform (system) companies
  • IP Companies: Focus on being Platform / sub-platform companies
  • Few services companies will emerge to provide the “drivers”
    • More suitable to meet Just-in-time needs more efficiently
    • For customization & support needs
Semiconductor Landscape → Going forward

Organized world: Huge stack of Interdependent Platforms

Platforms
ASoCs
IPs
Manufacturing

Tools

CPU Cores
Security
Memory
Interfaces

180nm
90nm
28nm
7nm...
Semiconductor Landscape ➔ Going forward

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People Intensive Segment

Uberized ➔ Reorganized to create Services Companies
Sankalp – your ASOC Realization Partner

Cooperative business models to help achieve your goals

SPEC Definition
RTL Design & Verification
SoC Implementation
IP Choice™
Analog & Mixed Signal Design
Custom Layout and Place & Route
Technology Foundation & Foundry Interface
Validation & Characterization
Thank You