

The Rise of Contract Design Services

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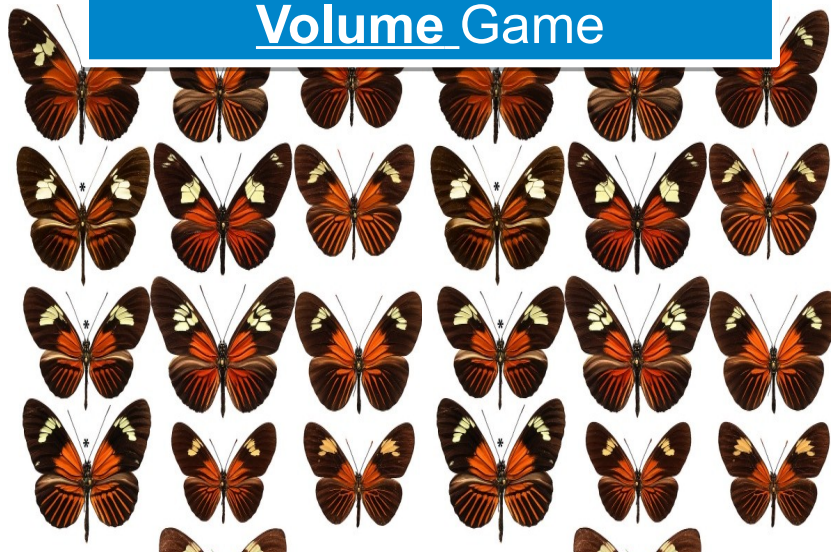
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Chip Industry in Transition



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

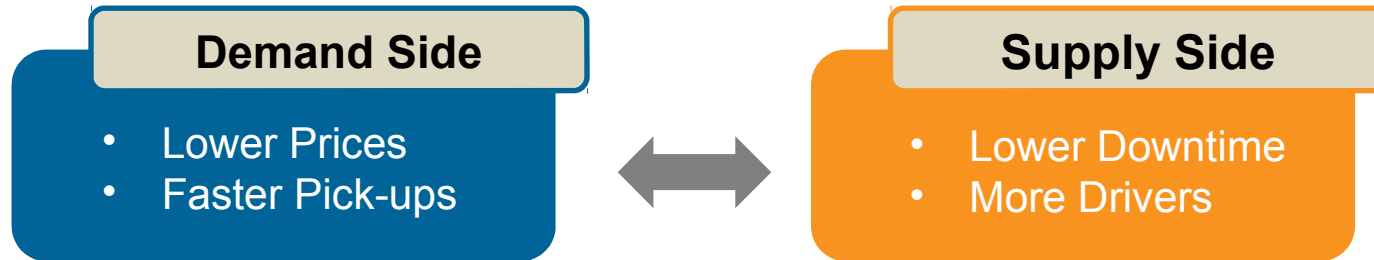
Drive when you want

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



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



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

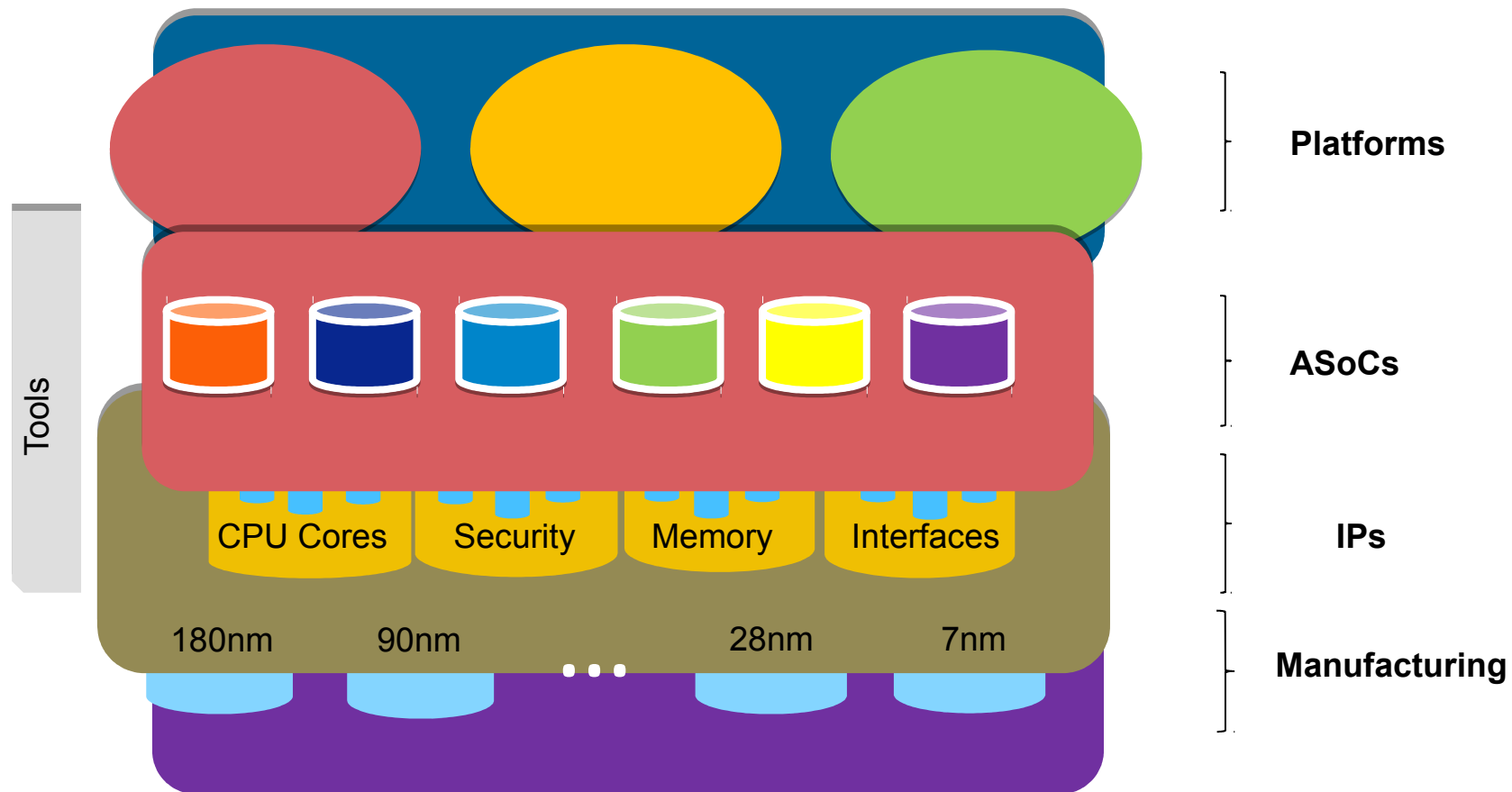
Chip Design – Ripe to be Uberized

- 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



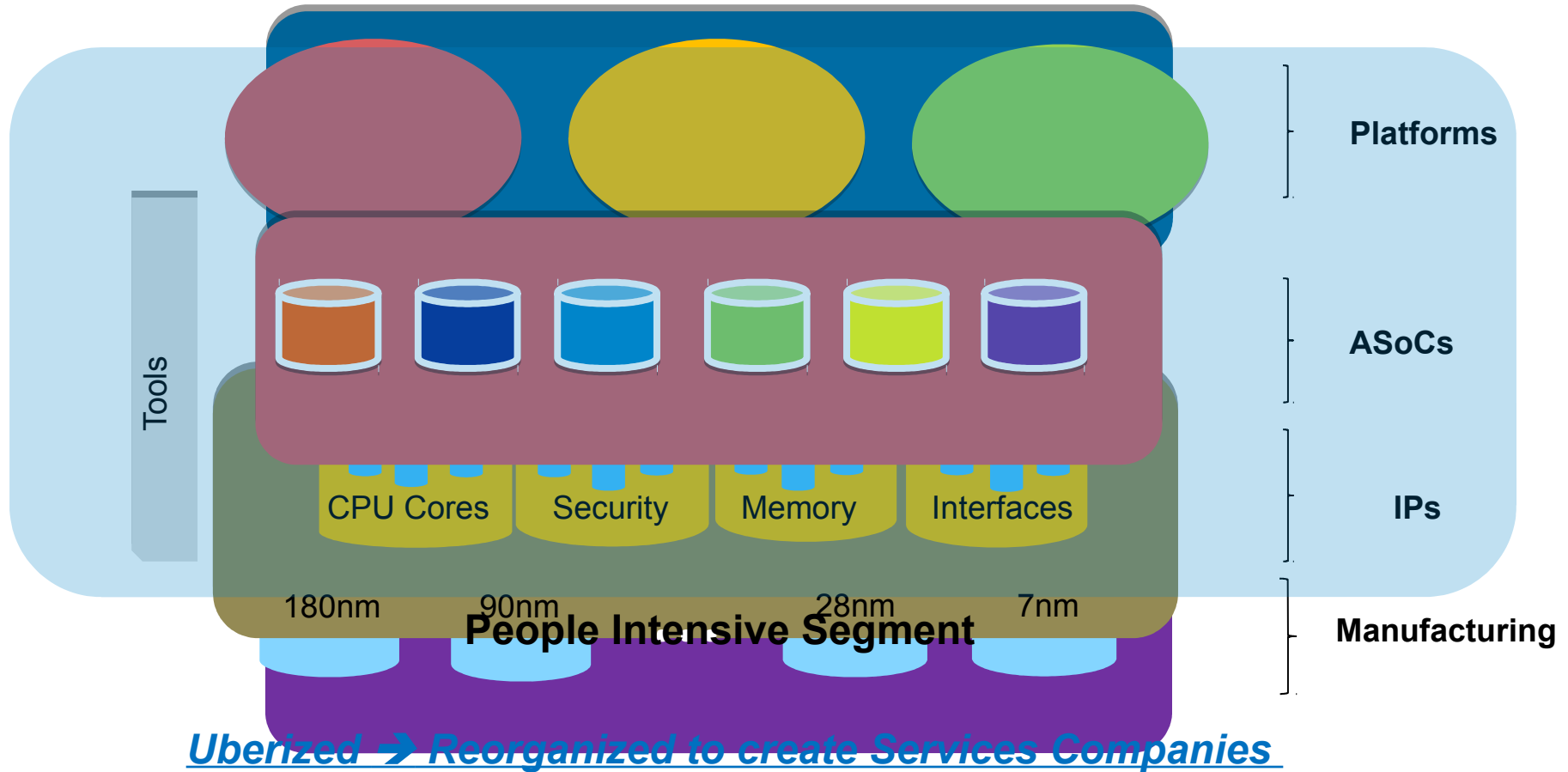
Semiconductor Landscape → Going forward

Organized world: Huge stack of Interdependent Platforms



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Sankalp – your ASOC Realization Partner



SPEC Definition

RTL Design & Verification

SoC Implementation

IP Choice™

Analog & Mixed Signal Design

Custom Layout and Place & Route

Technology Foundation & Foundry Interface

Validation & Characterization

*Cooperative business models
to help achieve your goals*



Thank You

