CMU CONNECTS:
How do you get investment with supply-chain management from Japan?

Presented by
Nob Seki, Founder of FabFoundry
Brief Intro

MBA Class of 2002; BS in Engineering
- High-tech Editor in 90s in Tokyo/SF
- 1st B-plan while I was at b-school
- Exec at a startup in SF/Tokyo in 00s
  - Sold in 2010
- Co-founded a few startups
- Moved to NYC in 2014
What I am doing today

- Founded FabFoundry in 2015
  - Hardware Startup Ecosystem in NYC
- Co-founded a VC fund in 2017
  - For pre-seed hardware startups
- Invested in 11 startups (7 in US; 4 in Japan)
Yesterday at Teppanyaki Kyoto (A Japanese Restaurant)

Tom: Ex-Entrepreneurship Professor; Board member

Linda & Tom: Investor

Jeff: EIR at Innovation Works
Pittsburgh – Great Community
Which do you want?

Same thing others have?

Different thing than others have?
Demand More Diversified

Demand becomes:
- More difficult to identify
- Easier to change
- Harder to foresee
Manufacturing Needs Change

High-variety, low-volume production, or “lean production” is necessary for startups
Hey, Hardware Startup Founders!
Raise in SF, Make in China & Sell Globally

China: Global manufacturing Superpower

SF Bay Area: Biggest Global Startup Hub
“Hardware is Haaard”

“It's called hardware for a reason”

- Marc Andreessen
Yes, Even Well-Funded Startups FAILED

- $34M
- $20M
- $1.5M + $15M
So, what can I do?
We Invest and Support True Global Collaborative Startups for the 21st Century

- Prevent from failure in manufacturing
- Improve User Experience

FabFoundry
So, who will we invest in?
We invest in hardware startups who have great software resources!
“Software is eating the world.”

–Marc Andreessen, VC
Software can update everyday

Hardware cannot
Customers walk away if user experience is not improved
We Invest and Support True Global Collaborative Startups for the 21st Century

Prevent from failure in manufacturing

Improve User Experience
FabFoundry
Platform for Hardware Startups to Grow and Succeed in the 21st Century manner

Contact for investment, manufacturing & more to nseki@fabfoundry.net
We’re HQed in NYC!