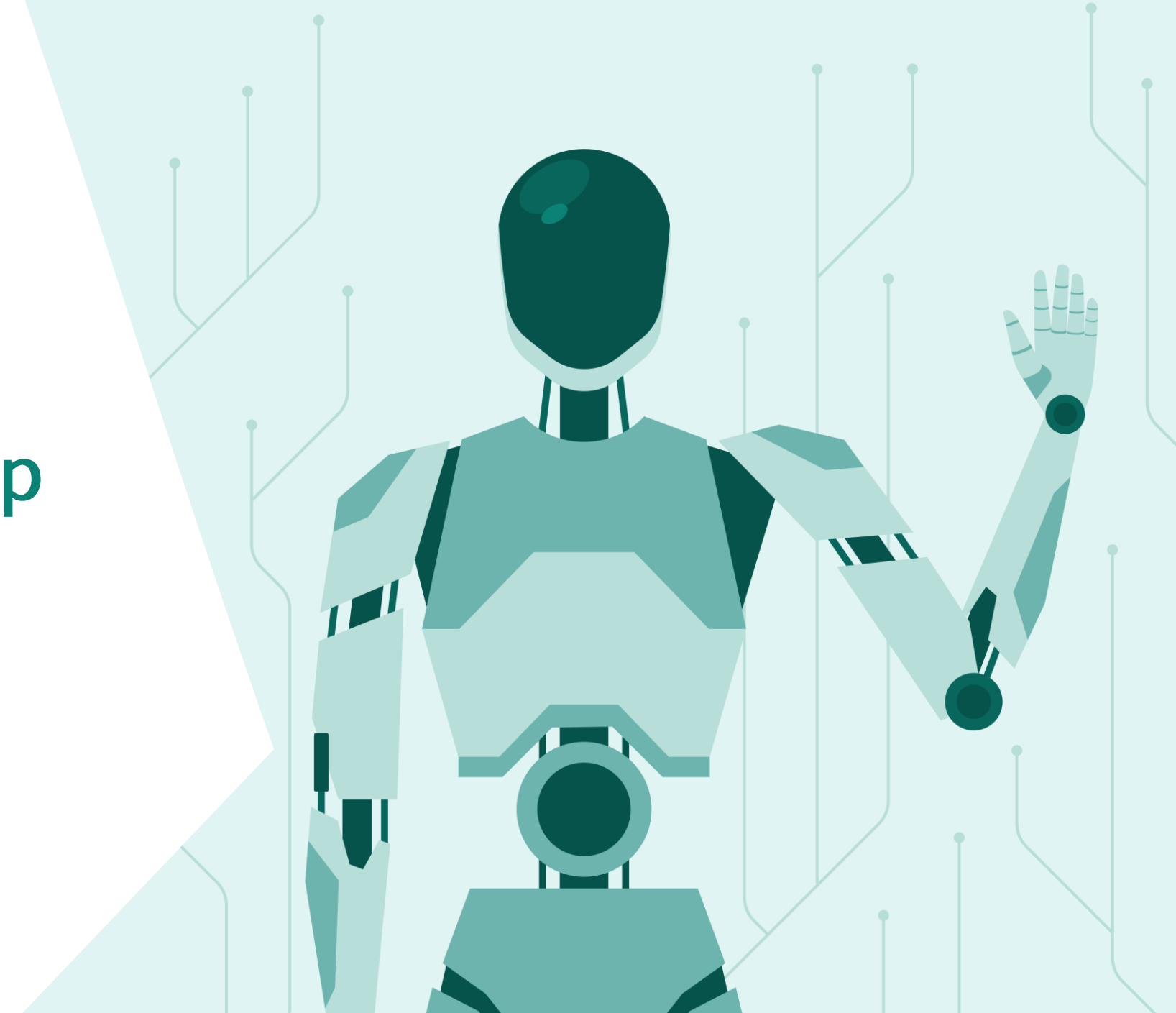
Infineon Startup Challenge 2026

The Startup Briefing



Selection Pitch & Kick Off Workshop Agenda

Silicon Saxony Days & FutureSax Innovation Conference

16.6

Visit Silicon Saxony Days

Trends & technology in microelectronics, software and smart systems

09:00 – 18:00

Networking Party

18:00 – 22:00

17.6

Silicon Saxony Days

Infineon Startup Challenge Pre-Selection Pitch

9:00 – 14:00

FutureSax Innovation Conference
Pitches & networking
16:00 – 22:00

Infineon Technologies: Kick Off Workshop

18.6

Infineon Technologies Kick Off Workshop Day 1

Challenge details
Technical Trainings

9:00 – 17:00

Infineon Technologies *)

Company tour
Technical Introduction
9:00 – 15:00

19.6

Infineon Technologies Kick Off Workshop Day 2

Technical Trainings
Hardware Handover

9:00 – 17:00

*) Not selected Startups

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Agenda Selection Pitches @ Silicon Saxony Days

		Wednesday, 17 June 2026
09:00	09:30	Welcome
09:30	10:00	Startup Pitch Round 1
10:00	10:30	Jury Q&A, Startup Challenge Timeline and Structure
10:30	11:00	Startup Pitch Round 2
11:00	11:30	Jury Q&A, Startup Challenge Technical Content
11:30	12:00	Startup Pitch Round 3
12:00	12:30	Jury Q&A, Startup Challenge Business Coaching Intro
12:30	13:00	Startup Pitch Round 4
13:00	13:30	Jury Q&A, Startup Challenge Demo Day @ Electronic Based System Conference, Graz
13:30	13:45	Jury alignment, Infineon Asia Startup Challenge
13:45	14:00	**Winner Announcement**

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Organizational Information

- Startups will present on stage with standard equipment (microphone & video projection)
- The event is organized as “SILENT DISCO” using headsets for the jury and visitors

- We will have 4 Startup Pitch Rounds, 30 minutes for each round
- Each round includes 6 Startup Pitches
- Each startup has 4 minutes to present the startup and application idea
- After 4 minutes there will be a hard stop to finish the presentation
- No Questions or Q&A after each individual presentation
- Recommended content for the presentation will be shown on the next slides

- Each Startup Pitch Round will be followed by a Jury Q&A session, 30 minutes after each round
- The 6 Startups will answer questions directly to the Jury members in individual talks

- In parallel to the Q&A session visitors can/will listen to the content presented on stage

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Startup Briefing: Pitch presentation content

You can create a Powerpoint or pdf file to present your ideas for the Infineon Startup Challenge
When creating the selection pitch please consider the following points:

- Product idea
  - What is the application idea?
  - Which problem are you solving?
  - Who is your customer?
  - How does your product differentiate in the market?
  - How would you integrate Infineon products?
- Roadmap
  - What's your final product (family)
  - What's your roadmap & timeline to create the final product
- Future perspective
  - What is the expected outcome for the startup challenge?
  - How would a MVP for the Demo Day on October 6th look like?
- Team composition
  - Present your team composition, highlight…
    - experience in hardware development
    - experience with embedded programming
    - experience in developing machine learning models

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The Jury members for the pre-selection pitch



Michael Machold

Operational Director
TUM Venture Lab Quantum/Semicon



Michael Kaiser

CEO
Robot Valley



Frank Bönewitz

Senior Director PCS
Infineon Technologies



Dirk Geiger

Senior Director
Infineon Technologies



Lukas Wirkestrand

System Application Engineer,
Imagimob



Henrik Fißmann

Startup Consulting,
Build! Gründerzentrum



Marion Wagner

Start-Up Manager
Würth Elektronik Group



Daniel Hammer

CEO
Mana Robotics

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Logistics and Travel info

Hotel information

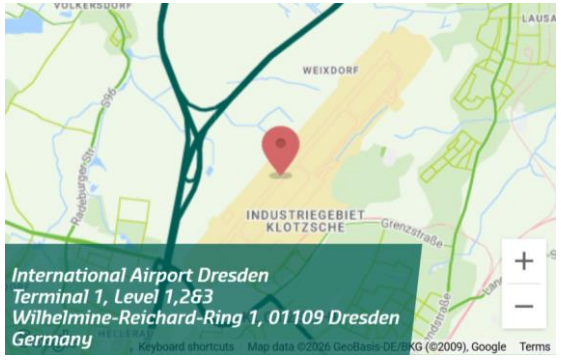
- Hotel **costs** will be **covered one** room for **2** people per Startup from 16.06.2026 to the 19.06.2026
- Hotel **booking** is done **by Infineon**
- Additional **rooms** can be arranged **individually**
- Hotel: MOXY Dresden Neustadt (link)

Travel

- **Travel costs** must be **covered** by each startup, and travel must be **arranged independently**.

Event information

- **Silicon Saxony Days (Airport Dresden)**: You will get the link for the tickets after you have been selected for the pre-selection pitch event
- **FutureSAX Innovation Conference (Messe Dresden)** : Register to get your ticket (link)





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Agenda for the Kick Off Workshop

- **Location:** Infineon Dresden – Meinholdstraße 2
- **Public Transport:** Bus Line 81 (Direction Wilschdorf)
- **Mandatory for startups selected for the Startup Challenge**

Day 1 Thursday, 18 June 2026		
9:00	**12:00**	**Welcome & Introduction**
9:00	09:30	Infineon Introduction
9:30	10:30	**Challenge Overview**
10:30	12:00	Startup Presentations
12:00	13:00	**Lunch**
13:00	**17:30**	**Technical Sessions**
13:00	13:30	Hardware Handout
13:30	15:30	PSOC Edge & Imagimob
15:30	16:00	**Break**
16:00	17:30	Motorcontroller
18:00		**Dinner**

Day 2 Friday, 19 June 2026		
09:00	12:15	**Technical Sessions**
09:00	10:30	Laser Beam Scanner
10:30	11:00	**Break**
11:00	12:00	Virtual Fab Tour
12:00	13:00	**Lunch**
13:00	15:00	**Technical Sessions**
13:00	14:30	PSoC 4000T CapSense
14:30	14:45	**Break**
14:45	16:30	**Business Coaching**
14:45	16:30	Introduction to Innovation Readiness Levels
16:30	17:00	**Next Steps & Outlook**

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Agenda for NOT selected Startups

If you have not made it to be part of the startup challenge 2026, be invited to our company for a technical intro and a visit to the factory

- **Location:** Infineon Dresden – Meinholdstraße 2
- **Public Transport:** Bus Line 81 (Direction Wilschdorf)

Agenda:

		Thursday, 18 June 2026
09:00	09:30	Welcome & Introduction
09:30	10:30	Introduction to Infineon R&D
10:30	12:00	Introduction to PSoC Edge & AI
12:00	13:00	**Lunch**
13:00	15:00	Infineon Company Tour
18:00		**Dinner**

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Infineon