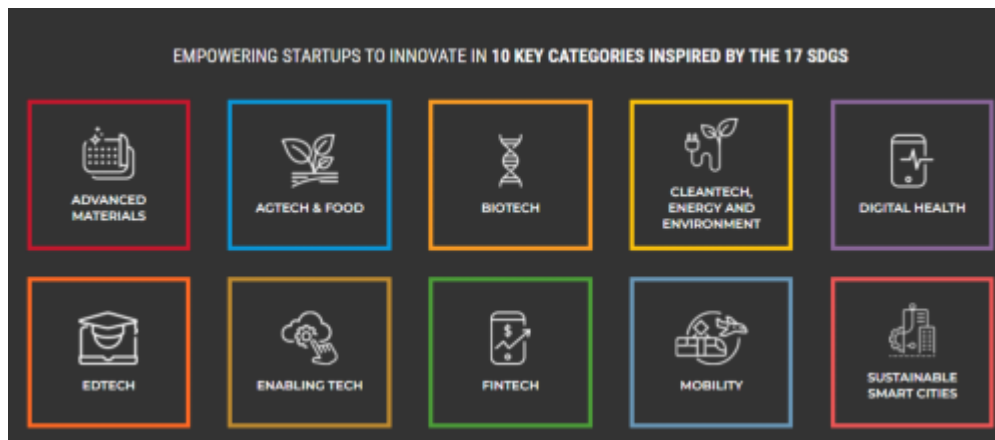**NXP IMPACT**

NXP Supports Start-Ups with XTC

When it comes to innovation there is a tricky balancing act. Established companies have the resources but can be constrained by scope and shareholder interests. Whereas startups often struggle for resources to realize their bold and (over) ambitious plans to change the world. Bringing both established companies and startups together, along with multi-stage capital funding, lies at the heart of the Extreme Tech Challenge (XTC), which aims to develop responsible innovations for a radically better world.

Supported by leading corporations, venture capitalists (VCs), foundations, policymakers, universities and tech conferences, XTC is the world's biggest startup competition. There are ten categories inspired by the United Nations' 17 Sustainable Development Goals (SDGs), such as Cleantech Energy & Environment, Digital Health, Mobility and Sustainable Smart Cities.

A new year – a new challenge
XTC 2022 is already well under way – the deadline for open applications to the regional competitions is rapidly approaching. For the Netherlands and Belgium that deadline is 14 February before Regional Finals at Eindhoven's High Tech Campus on 24 March. A € 5k encouragement award is available for a fledgling start-up while the regional winner receives € 20k and goes onto the global finals in June. In addition, at the 2022 global finals, competitors will be considered for two special awards – the People's Choice and Female Founders award.

The Lürling test
The regional Netherlands and Belgium XTC competition is organized by LUMO Labs - an impact-driven multi-stage (pre-seed through series A) capital fund and accelerator focused on AI/Data, Blockchain, Robotics/Drones, IoT, and VR/AR. According to LUMO Labs Founding Partner Andy Lürling, "Emerging soft-technologies hold the key to solving the social challenges

we face today. But we need to consider both the human and environmental levels in system engineering, and cannot simply port current 2D applications into a 3D world. While many startups will never make it, like the early world explorers, those that do succeed will open up new routes within the urbanized, digitalized and connected world."

Ecosystem intelligence
For NXP, partnering with innovative startups and helping them accelerate and become the next unicorn has numerous benefits. CTO Lars Reger says, "Ecosystem intelligence – as we call it – has boosted NXP big time over the last 10 years. We have over 26,000 customers and they are far better than we are in applying chip technology to new innovations. So naturally we are open and eager to expand our ecosystem with startups who we hope can successfully apply our technology. In fact, as CTO I want to enable a playground for startups, and I hope the Extreme Tech Challenge will contribute to that."

A judgement call
Naturally any competition requires judges and XTC is calling for volunteer judges from NXP and other partners. This is a great opportunity to see what interesting ideas are out there and review their merits. Three rounds of application evaluation take place between 16 March and 25 April. Each volunteer evaluator is assigned a category and a round based on their domain expertise – and have roughly 10 days to spend a few hours reviewing and scoring their assigned applications. Last year NXP supplied eight judges across the rounds including Lars Reger as a judge in the Grand Finals. If you are interested in volunteering reach out directly to Ho Wai Wong-lam.

You can visit the XTC site here.

For more information, please contact Martijn van der Linden, Ho Wai Wong-lam or Andy Lürling (LUMO Labs).

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Ho Wai Wong-Lam

Hello NXP colleagues, if you are interested to volunteer for XTC2022, please feel free to reach out to me. Lars is executive sponsor for XTC, and is on the XTC board. I represent NXP at XTC and coordinate among the NXP volunteering activities. Cheers, Ho Wai.

28 January, 2022 07:23AM   👍 Unlike (1)   [Reply]

Key Takeaways

World's First Tri-Radio SoC Unites Wireless
NXP's new IW612 chip is a first in many ways. It's our first fully in-house designed Wi-Fi solution, and a world's first that handles all the wireless protocols of a smart home. It's set to usher in a smart home revolution.

NXP Supports Start-Ups with XTC
Collaborating with partners like LUMO Labs both regionally and around the globe, NXP helps support startups working on breakthrough ideas and cutting-edge technology through the Extreme Tech Challenge (XTC). It's a rave!

JCAS: The Next Wave of Sensing
New possibilities for the future of NXP's RF portfolio, with new uses for communication and sensing technologies for automotive and industrial.

InSecTT: Building a Trustworthy AIoT
NXP is part of the InSecTT (Intelligent Secure Trustable Things) project, a Europe-wide initiative to build a combination of the IoT and AI for trustworthy applications: the AIoT.

Government Affairs: the Persuaders
Negotiating our way through the maze of international rules and regulations is a delicate act, requiring tact and diplomacy, in-depth knowledge, networking and maintaining useful contacts. The NXP Global Government Affairs Board has all that and more.