

Entrepreneurial ID «venture leaders» 2015



Name: Patrick Galliker
Contact: Patrick.galliker@scrona.com
Project/ Company name: Scrona
Short description: Scrona reinvents ink-jet printing. Its nano-resolution NanoDrip printing system will enable complex products, such as flat panel displays, to be simply printed!
Web site: www.scrona.com
Industry: Printed Electronics and beyond

The Start-up	
The one-liner: Scrona wants to change the manufacturing paradigm of electronic products.	
Status : Company founded end of March 2015	Company / team size: 3 + close advisors
Problem / Solution: The internet of things calls for flexibly produced, low-cost electronic products that can be integrated into ever more of our daily commodity items, for example as flexible displays or highly specific sensors. These challenges cannot be addressed by the current manufacturing paradigm (vacuum and photolithography-based processes). Scrona's NanoDrip printing provides the necessary printing resolution, printing quality and throughput that is required for producing the next generation of electronic products in a low-cost manner.	
Market Opportunity / Target customers: Scrona will sell printing systems and the proprietary NanoDrip print heads that these systems are based on. Our target customers are (contract) manufacturers of display panels and touchscreens. The market for flat panel displays alone is worth \$120bn, of which \$10bn is spent for equipment. Applicability of Scrona's NanoDrip printing extends to various other markets, providing tremendous growth potential.	
Competition and competitive advantage: By offering a printing technology with unprecedented printing quality, Scrona can avoid being forced into ultra-low-cost (and low-performance) product segments, like other printing technologies. Instead, Scrona offers a disrupting technology that enables manufacturers to create reasonably-priced products for their future markets, such as plastic, flexible and/or transparent displays that still perform at the level that customers expect.	
Financing: Scrona is currently self-financed. In the past we have received grants worth almost \$200k. In order to finalize development of our print heads and a first system for prototyping purposes, we want to raise a first round of money by end of the year (seed level).	
Growth objectives: In two years from now we want to start selling a first simple semi-automatic printing system for prototyping purposes. In five years from now we are at the market with a printing system that is fit for industrial purposes (co-developed with partners). By then, Scrona has grown to a head count of ~50 people.	
US objectives: We want to meet investors, expand our industry network and refine our business model	
Description: NanoDrip printing achieves up to 1000 times better printing resolution than ink-jet printing, and thereby combines the cost-efficiency of printing with the quality known from expensive vacuum and photolithography based manufacturing. Compared to the latter, NanoDrip printing reduces capital expenditure and processing costs (through material, labor and general process efficiency), enables energy-efficient production and compatibility with novel materials and substrates beyond silicon (e.g. plastics).	<p>A droplet of your inkjet printer..</p> <p>..and printed with NanoDrip Technology</p>

The team
Patrick has always been fascinated with technology and entrepreneurship. In preparation to become a successful innovator he not only acquired excellence in technology (PhD from ETH, master in nanoscience) but also in business (60 ECTS management education at ETH). He is supported by the ETH graduates Julian Schneider and Martin Schmid, the former of which is a Swiss Pocket knife in all aspects of engineering, while the latter is a talented computer scientist. Industry know-how is brought to the company by the entrepreneur Martin Ziehbrenner, who takes a seat in the board. Also, we are regularly advised by Anil Sethi, who has raised ~CHF 100mn for his own company Flisom.

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