



International Accelerator  
**iMakerbase**



Giovanni Schirinzi  
Director of iMakerbase Italian division

The division connects Italian designers with the extensive Shenzhen supply chain ecosystem, facilitating the bridging that focuses primarily on design services for Chinese companies and product development for overseas realities.

Design functionality, methodology approach, and business orientation are the main topics of interest for me since my engineering studies at the Polytechnic of Turin. With the support of multidisciplinary teams, I put into practice those interests by delivering physical products, defining brand strategies and identities, and designing user experiences for personally founded startups, entrepreneurs, and global brands.



Founded in 2013, iMakerbase is an international, in-depth hardware accelerator platform on a mission to help bring the most exciting hardware tech into life and bridge the hardware startups with everything they need to thrive and succeed.

Based in the innovation and industrial manufacturing hub, Shenzhen, China, iMakerbase offers a wide range of services to local and international startups through its professional engineering, design, and incubation teams.

iMakerbase currently has a presence in China (Shenzhen, Wuxi, Dongguan, Zibo), Korea (Seoul), Japan (Tokyo), and Italy (Turin). It has supported hundreds of overseas projects from ideation to production and marketing and has hosted over 100 international events, including entrepreneurship forums, IR pitchings, supply chain matchmakings, and startup camps.

# Honors and Qualifications

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**2015 NATIONAL MAKER SPACE IN CHINA**

**One of the First in Shenzhen**

**2017 NATIONAL SUPPLY CHAIN PLATFORM IN CHINA**

**Ministry of Science and Technology of the People's Republic of China**

**2019 INNOVATION BASE FOR HK & MACAO YOUTH**

**Bao'an Science and Technology Bureau**

**2020 TOP 10 OVERSEAS INNOVATION CENTER**

**2020 TOP 10 INNOVATION DEMONSTRATION BASE**

**National Development and Reform Commission**

**Ministry of Science and Technology of the People's Republic of China**

# SHENZHEN





Shenzhen has rapidly transformed into a vibrant metropolis within a mere 40 years, boasting a fascinating fusion of cultures.

While Shenzhen may have a relatively weak traditional cultural identity, it embraces new ideas and experiences with open arms, creating a dynamic and ever-evolving society

Shenzhen thrives as a business-driven ecosystem, attracting ambitious individuals and fostering innovation, making it a hotbed for entrepreneurial ventures

Overall, Shenzhen showcases a remarkable journey of growth, a melting pot of cultures, and an unparalleled dedication to progress and business innovation.

# Why Shenzhen?

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**Geographical Location**

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**Hardware Supply Chain**

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**Cost of Labor and  
Manufacturing**

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**Government Tech  
Incentives**

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**Consumer Market**

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**Venture Capital**

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**Hardware Tech Eco-system**

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**R&D Talent Pool**

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**Cultural Atmosphere**

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# Consumer market

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Witness the dynamic consumer market of Shenzhen and China, where technology effortlessly integrates into everyday life, reflecting a practical mindset embraced by consumers in their pursuit of innovative solutions.

From nationwide license plate recognition systems in parking lots to the swift adoption of proximity sensors and voice recognition in elevators, payment systems, service robots in hotels for seamless delivery, shared bikes and so on.





# Cultural Atmosphere

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Immerse yourself in the vibrant cultural ambiance where a relentless pursuit of continuous improvement shapes the fabric of daily life. Instead of solely relying on disruptive technologies, the emphasis lies in cultivating an environment that embraces incremental changes, leading to sustained progress.

From robot dog shows, drone displays, to skyscraper spectacles, these technological marvels serve as testaments to the harmonious coexistence of innovation and cultural enrichment.



# Tech Ecosystem

Delve into the world of high technology at a smaller scale within a remarkable ecosystem that fosters innovation not only on grandiose spectacles but also on minute yet groundbreaking advancements.

From advancements such as miniaturized high-tech devices, intricate smart gadgets, and collaborative bots that can facilitate the tasks of small workshops.

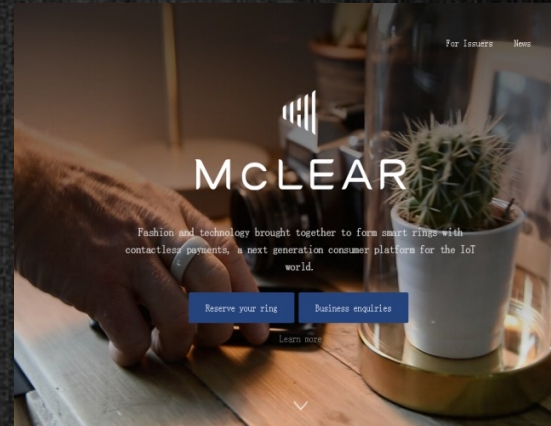


## THEREMINO, Cobot, Italy



Theremino brings to iMakerbase the development of one of their major applications, such as collaborative cobots. Their open-source system connects Windows computers to the real world and has expanded to create actual products.

## MCLEAR, NFC Ring, UK



The UK team joined iMakerbase in 2017 after crowdfunding on Kickstarter. They completed prototyping and production in Shenzhen and was acquired by a major Japanese corporation in 2018.



A scooter with wider wheels, 48V voltage, 500W current, and 60 km endurance. The iMakerbase Design & Production department worked on its development and design, which will be followed by sample production and mass production.

## KICKSCOOTER, Germany



iMakerbase collaborated with the Chinese Academy of Sciences to develop this robot, which currently dominates the public application market in various infrastructure sectors like high-speed railway stations and airports.

## BENYUN, Disinfection Robot, China



# iMakerbase Accelerating Service for Startups

## **INNOVATION DESIGN CENTER**

From Idea to  
Prototype

## **SUPPLY CHAIN CENTER**

Trial Production  
Mass Production

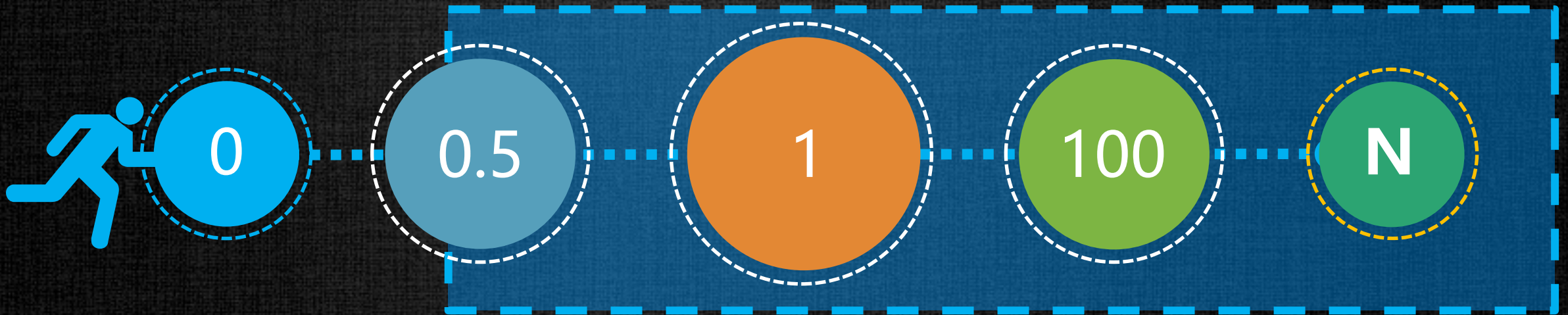
## **BRANDING & MARKETING**

Crowdfunding  
Global Promotion  
Sales Channel

## **INVESTMENT CENTER**

IR Activities  
Internal Investment  
Financing Services

# 0.5 Accelerating Model



Hardware Ideas  
& Technologies  
from All Over the  
World

Engineering and  
design services from  
iMakerbase Design  
Center.

Supply chain  
services from  
iMakerbase Supply  
Chain Center.

Global branding and  
marketing,  
crowdfunding,  
e-commerce  
services.

Funding support  
and equity  
exchange.

# Specific Services

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## Administration Support

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Working space and support for company registration in China

## Product Design

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Idea completion and product design by iMakerbase's professional team of designers and engineers

## Product R&D

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Technical solutions and electronic development by iMakerbase's technical team and partners

## Prototyping

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3D printing and other forms by iMakerbase's supply chain team

## IP Protection

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Applying for trademarks and patents in China

## Marketing

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Support for startups to enter the Chinese and global markets from iMakerbase's global marketing network and international marketing team

## Investment & Financing

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Direct investment or matchmaking with investors and push investment decisions

## Additional Support & Consultation

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Support for IR pitching, government communication, projects demonstration Consultation and mentorship in business planning, product development, marketing

# Prototyping

iMakerbase offers an array of prototyping solutions, enabling innovators to bring their ideas to life with remarkable speed and precision.

The bustling markets of Huaqiangbei, the epitome of electronic components trade. Here, you can immerse yourself in a labyrinth of shops offering a vast array of components, tools, and materials. Whether you're a seasoned engineer or an aspiring entrepreneur, visiting Huaqiangbei allows you to witness firsthand the unparalleled availability and convenience of sourcing just a few components for your latest creation.





## iMakerbase HQ, Guangdong Province

Equipped with Maker Factory and facilities needed, the SZ HQ is home to hardware tech teams from China, Italy, UK, Malaysia, Japan, South Korea.



# Production

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Our extended supply chain ecosystem, developed with an association, allows us to support the production of a vast variety of products.

Within a relatively short distance, you can find all the resources and capabilities needed to bring a product to life. From manufacturing facilities to raw material suppliers, Guangdong offers a seamless network of support for businesses aiming to streamline their production processes.

By tapping into this extended supply chain ecosystem, businesses benefit from reduced logistical complexities, heightened flexibility, and a competitive edge.



## iMakerbase Yanluo Innovation Park, Shenzhen

Space Size: 15000 m<sup>2</sup>

Incubation Capacity: 70 Company

Sectors: Electronic Consumer Products, Robotics, IoT, Drones



## iMakerbase Gongming Innovation Park, Shenzhen

Space Size: 15000 m<sup>2</sup>

Incubation Capacity: 75 Company

Sectors: Electronic Consumer Products, Robotics, E-commerce



# Brand & Marketing

Regarding brand marketing and market testing, we leverage our Italian experiences and several platforms that offer valuable opportunities depending of the target market.

Indiegogo and Kickstarter are well-known global crowdfunding platforms.

In the context of the Asian market, platforms like Makuake in Japan, Zeczec in Taiwan, Wadiz in South Korea, and Taobao Crowdfunding in China provide unique avenues for market testing.

These platforms enable entrepreneurs to connect with local consumers, validate their ideas, and gain crucial insights into market demand specific to each region.



KICKSTARTER





## iMakerbase Italia

Set up in in 2018, iMakerbase Italia workstation is located in Turin, Italy. It focuses on providing top-notch services for global startups including industrial design, branding, international marketing.

# Investment

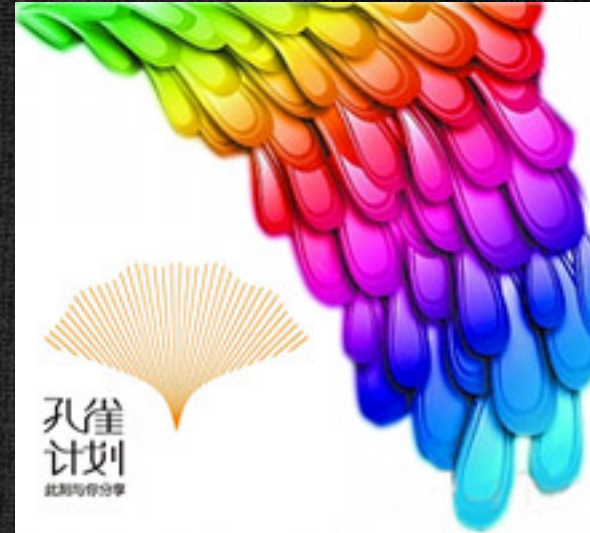
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Shenzhen provides a fertile ground for foreign entrepreneurs and high-tech innovators, supported by robust investment opportunities and government initiatives.

The Qianhai-Shekou Free Trade Zone provides favorable policies and incentives for foreign investors, including simplified regulations, tax benefits, and streamlined administrative procedures.

Shenzhen has a strong and diverse venture capital ecosystem with prominent firms like Sequoia China, IDG Capital, and GGV Capital.

The city also supports entrepreneurs through programs like the Shenzhen Peacock Plan and Shenzhen Innovation Fund, which offer grants, low-interest loans, and other incentives.





## iMakerbase Dongguan, Guangdong Province

Established by iMakerbase and Tsinghua University International Technology Transfer Center, the center aims to explore and incubate international high-quality technologies.

# iMakerbase Presence

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Seoul@iMakerbase  
South Korea



Turin@iMakerbase  
Italy



Tokyo@iMakerbase  
Japan



Zibo@iMakerbase  
China

Wuxi@iMakerbase  
China

Shenzhen@iMakerbase  
China

Dongguan@iMakerbase  
China

# iMakerbase Service for Universities and Research Institutes

**Counseling for  
Innovation &  
Entrepreneurship  
Competition**

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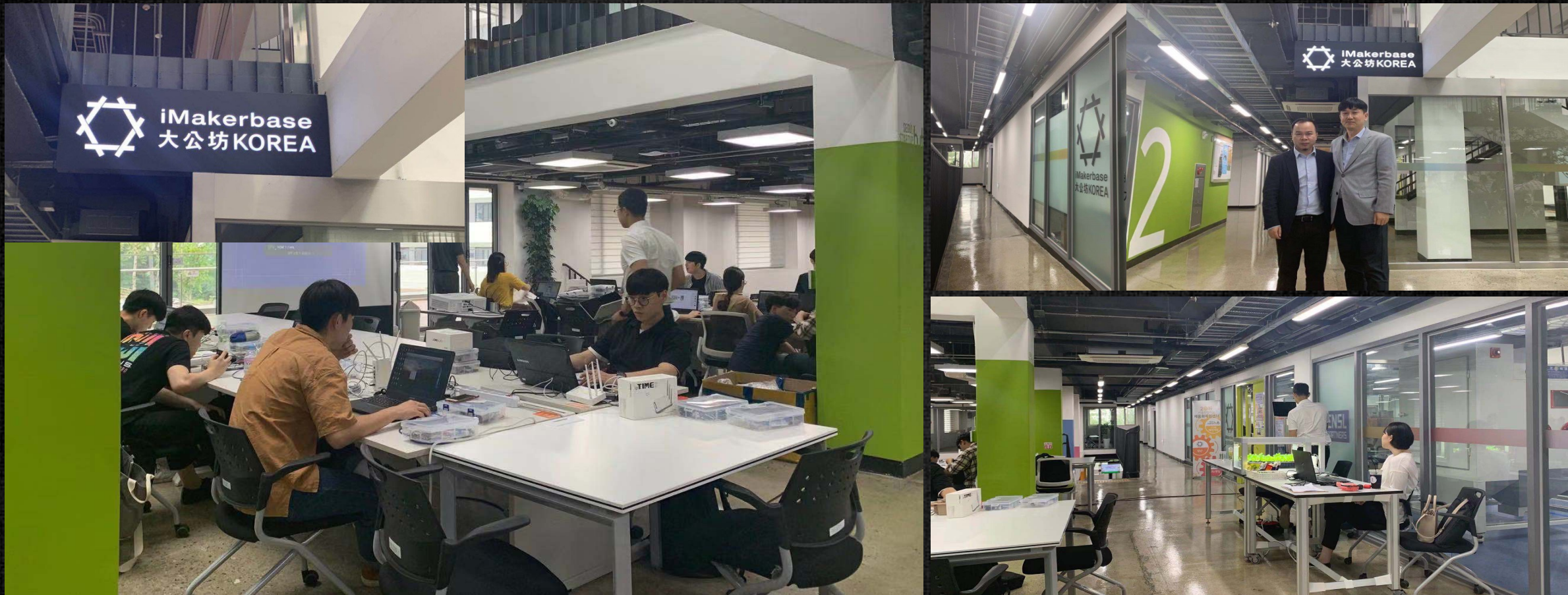
**Incubation for  
Student Projects**

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**Counseling for  
Building Internal  
Incubation Centers**

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## iMakerbase Korea

Founded in 2018, supported by Seoul Startup Hub with free space and equipment. Every year iMakerbase selects the best hardware projects from Seoul Startup Hub for in-depth incubation.

# iMakerbase Service **for Large Enterprises**

**Open Innovation &  
Entrepreneurship  
Advisory**

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**Future Product Research  
Incubation**

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**Future Innovation  
Strategy Planning**

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## iMakerbase Wuxi, Jiangsu Province

International innovation center jointly built with Wuxi Government, focusing on hardware technology and IoT innovation projects.

# Global Events

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We bring together different government agencies, industrial platforms, organizations, and companies through various events and activities.

iMakerbase has hosted more than 100 international events, including -

**Entrepreneurship  
Forums**

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**IR Pitchings**

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**Supply Chain  
Matchmakings**

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**Entrepreneurship  
Competitions**

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**Innovation Tours**

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## iMakerbase Zibo, Shandong Province

iMB China-Japan-Korea (Zibo) International Innovation Center focuses on promoting cooperation between China and Japan/South Korea.

# Open Floor for Ideas

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# Learn More about iMakerbase

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