



CoreFlow Case Study

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Mission:

CoreFlow (<http://www.coreflow.com/>) develops and manufactures high-precision, advanced glass floating solutions for the thin Flat Panel Displays (FPDs) industry (LCD and OLED). FPDs are used in handheld devices, laptops, and TVs. CoreFlow works mainly with toolmakers that build high-precision glass conveying tools for Automated Optical Inspection (AOI), Glass Slit Coating, OLED Inkjet printing, and UV Curing systems. The current trend in the FPD industry is using thinner glass or polymer substrates, with the goal of handling thicknesses less than 0.2mm. CoreFlow, as a leading solution provider, seeks to expand their products offering support for thin glass or polymer substrates. CoreFlow provides solutions for conveying applications that are an integrated part of FPD manufacturing tools using OLED or LCD technology. CoreFlow chose to collaborate with Anemone Ventures to develop this new market in Taiwan and South Korea in efforts to gain a deeper understanding of the market needs and identify suitable, direct customers.

Solution:

Serving as CoreFlow's business development arm on the ground and working in close collaboration with CoreFlow's senior management and distributors, Anemone Ventures approached the leading LCD market players including:

- LCD fabrication manufactures
- LCD fabrication automation equipment makers
- Industry associations

Anemone Ventures initiated the collaboration between CoreFlow and related industry parties through:

1. Conducting meetings with the fabrication SVP of a leading LCD maker in Taiwan. The meetings and formed industry ties enabled CoreFlow to gain critical insights, understand market trends, and adapt their technology road map to suit the emerging LCD glass flotation fabrication automation requirements.
2. Reaching the highest decision makers at leading fabrication automation equipment companies.
3. Securing a key note speaking engagement in the Korean Display Association annual gathering, where CoreFlow's CEO was invited to share the company's innovative technology and his views of future industry trends. This positioned CoreFlow as an emerging technology leader in their field in front of major leading Korean companies in the display industry.
4. Generating new sales orders and RFQs funnel.
5. Ensuring seamless business continuity, by aligning Anemone Ventures' activities with existing distributors' activities without diminishing distributors' efforts and motivation. This enhanced CoreFlow's presence and exposed its technology advantage to major display companies in Taiwan and Korea.

Eric Joely, CoreFlow CEO:

"We launched a successful cooperation with Anemone Ventures, initiating and executing a business development activity, with top-level industry leaders in our space. Shortly after we began, we started seeing measurable results".