

Learning Center: Company Profile

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Insight SIP

Funded on 29/05/08 00:00 using Angelsoft's [Startup Tools](#).

COMPANY APPLICATION

One Line Pitch: Company that aims to provide optimal RF component solutions for highly integrated electronic systems. Market targeted is wireless communications.

Business Summary:

Insight SiP offers design and manufacturing of highly integrated (RF) systems and sub-systems

- Based on System in a Package (SiP) approach
- Optimizing the technology choices for size and cost
- Matching the design to current world-wide manufacturing capability

Insight SiP has developed unique proven design methodology, Insight SiP has partnership with highly specialized contractors, world leaders for each SiP manufacturing technology

Management:

Group of experienced RF component and module professionals

- Chris Barratt - More than 25 years experience in leading RF and microwave design teams. Expert in SiP design
- Michel Beghin – More than 20 years experience in marketing, sales and operations in the technical ceramics and RF industry.
- Marc Vodovar - More than 30 years experience in Marketing Positions in High Tech Industry including 20 years with Texas Instruments

Customer Problem: "Something has to be done to overcome the fundamental problem of SoC which is rapidly increasing in cost and, compared with SoC, SiP is low-cost and with short time-to-market," Tsugio Makimoto, Sony

Product/Services: Insight SiP has developed an innovative design methodology which allows successful first-pass development of products. This methodology uses standard electronic and electromagnetic simulation software together with proprietary design flow to go from the initial specifications to the design of physical functions via a number of small well controlled steps

Target Market:

The SiP component is positioned at the interface between the semiconductor and passive component manufacturers and the complete system integrator. It replaces a part of the elementary component assembly by a highly integrated module

Two categories of customers :

- Upstream in the value chain, semiconductor manufacturers who try to enlarge their commercial offer.
- Downstream in the value chain, system integrators looking for optimized SiP

Customers:

Current customers:

Fra. Atlantic RF, BlueSky Pos., MBDA, NXP
 Ger. Epcos
 USA Cypress, Glonav Positioning, Interdigital, ICERA/Sirific, Staccato Com.
 Japan Hosiden
 Sweden Nanoradio
 China Verisilicon

COMPANY PROFILE

Industry: Electronics / Instrumentation

Employees: 12

Founded: 2006

MANAGEMENT

Marc Vodovar - President
 Michel Beghin - CEO
 Chris Barratt - CTO
 Herve Lepert - VP Sales Development
 Diana Moncoqut - Director of Sales & Marketing


LOCATION


Sophia Antipolis Cedex - France, FR-06905

ADVISORS

Pierre Callete, Lawyer
 Valerie Tastet - PriceWaterHouse Cooper
 Nice, Accountant

Companies Funded with Angelsoft's Startup Tools

 décembre 16 2008
 LiquidPlanner Inc. - \$235K

 novembre 02 2008
 Optivia Medical LLC - \$25K

 mars 31 2009
 HitFix - \$980K

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