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# **Bad things can happen to good people....**

**Jerry Loraine**

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# Start-ups: Should you believe what you read?

March 2 2022 The Times (London), by Richard Tyler:

‘ Career Cost of entrepreneurship for those seeking re-employment’ – They are not seen as being committed or a good cultural fit...

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# My personal view...

- You get to do great things in start-ups – though when it goes wrong there is a personal price
  - You acquire skills, experiences and expertise –your personal toolbox will be of great value
  - Most companies need and want entrepreneurial skills to grow, change for the better and thrive long term
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# My 6+ year roller coaster....



Initially Pulsed based UWB (as now in Apple iPhone/ Samsung Galaxy)

Artimi pivoted to MBOFDM to be the 'next' Bluetooth

2007/8 downturn + loss to WiFi in standards battle

Merged all three companies (California, UK, Bangalore..)

Staccato on top due to higher investment.

Pivoted to a 'screencasting' solution, getting video+audio from PC/Mac to TV, shipped 80k units globally

Didn't achieve escape velocity

# What happened after?

Managing Director of:



**SWINDON**  
SILICON SYSTEMS



The Mixed Signal  
ASIC Company  
Your Custom IC Solutions  
Partner

Swindon Silicon Systems is a global leader in the design and supply of automotive and industrial mixed signal ASIC solutions for today's increasingly connected world. Our engineering excellence and innovation guarantees you product leadership while improving safety, efficiency and comfort for millions of people every day.

A wholly owned subsidiary of Sensata Technologies

Global #1 supplier of Tire Pressure Monitoring ICs



## Why Sensata Wins

We focus on high-value segments of the market where we have significant differentiation and industry-leading margins

- Advanced **engineering** skills in sensors, software, ASIC, wireless, sub-systems, etc
- Flexible and **adaptable** technology building blocks configured for customized solutions
- Trusted brands in **mission-critical** complex applications
- Business and industry-specific **knowledge**
- Low-cost** manufacturing model with significant scale advantage
- Deep **understanding** of product design cycles and launch execution

Revenue 2021 \$3,820.8 million

Operating income was \$633.2 million

Transformation - wirelessly connected sensors –  
electrification – services

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**Bad things do happen to good  
people in start-ups....**

**Better things will happen  
when you use these  
experiences.**

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**Last Slide – Questions?**

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