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Please tick your selection :

Wishes to register for "Successful Fabless Integrated Circuit Implementation"

Wants a signed copy of the book "Fabless Semiconductor Implementation"

**22nd March 2010, Daniel Hotel—Herzelia, Israel**

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### PAYMENT

Payment has to be done by bank transfer upon receipt of the invoice.



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## Emerging Business Program

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## Successful Fabless Integrated Circuit Implementation



**MARCH 22<sup>ND</sup> 2010, DANIEL HOTEL - HERZELIA, ISRAEL**

**Organized by Imec's Emerging Business Program in  
collaboration with Dr. Rakesh Kumar (TCX)**

### ABSTRACT

While there are over 1600 fabless IC companies worldwide, and over 20% of the worldwide semiconductor revenue now comes from fabless companies, while the available infrastructure makes it relatively easy to launch a fabless IC company these days, the success rate of new start-ups remains relatively low. This seminar will present the major reasons for this low success rate.

This seminar offers suggestions in all phases of IC implementation for participating in a successful endeavor. Key success factors include technical, marketing and business considerations such as technology selection, product specification, product positioning, cost optimization, and understanding the customer value chain. Included will be a discussion of design methodologies, process prototyping, production ramp, reliability qualification, customer support, and the like. Much of the information is derived from the author's recently published book, "Fabless Semiconductor Implementation", McGraw Hill, 2008.

### WHO SHOULD ATTEND?

- Executives, Professors, Senior professionals at semiconductor companies, interested in launching, managing or advising equipment suppliers, fabless ecosystem partners and start-up companies
- Technical and non-technical professionals, managers, directors at semiconductor companies, suppliers, and graduate students or seniors planning to enter the semiconductor industry, and interested in entrepreneurship

## Emerging Business Program



## PROGRAM

**Semiconductor** Industry – background and major industry trends

- “More Moore” and “More than Moore”

**Fabless** / asset-lite business model

- Fabless success
- “Hot” Product and market drivers
- Wireless global opportunity examples
- Technology requirements

**IC Implementation Success elements**

- Launching a fabless IC company
  - Top reasons for lack of start-up success
  - Understanding the MANY challenges
- The market and the value chain
- Lifecycle of a new IC company
- Selecting the implementation approach
- Product Positioning and Technology selection
  - Design
  - Process Technology
  - Packaging Technology
- Product Implementation
  - Partner Selection
  - Prototyping
  - Production ramp
- Managing Cost
- Managing Quality
- Program Management
- Future Trends

**FEES AND REGULATIONS**

- 350 euro for each attendee
- 250 euro for a second attendee from the same company
- 200 euro each for three or more attendees from the same company
- + 45 euro extra for a signed copy of the book “Fabless Semiconductor Implementation”

The fee (Excl. 21% VAT) includes all lectures, a complete set of course notes, lunch and refreshment breaks. Hotel accommodations and meals other than lunches are not included in the course fee. Members of Flemish Universities can attend free of charge. Imec reserves the right to cancel the program up to two weeks before the start of the course. Its liability is limited to a full refund of the course fee.

## BIOGRAPHY

Dr. Rakesh Kumar is President of TCX, a services company which provides management, business and technical ‘bridging the gaps’ consulting in advanced semiconductor technology and virtual operations areas. The TCX client list includes many emerging companies as well as top 10 semiconductor companies, Intel and Qualcomm. He is also CEO of ei2, a fabless electronics integration company.

During 35+ years in the semiconductor industry Dr. Kumar has held various technical and executive positions. He was VP & GM of the worldwide Silicon Technology Services business unit at Cadence Design Systems and Tality. At Unisys and Motorola he made technical and management contributions.

Dr. Kumar has authored the book “Fabless Semiconductor Implementation”, published by McGraw Hill in 2008. He has also authored numerous publications and patents. Dr. Kumar is a Fellow of the IEEE, and is the VP and President-elect (2010-11) of the IEEE Solid-State Circuits Society. He serves on the Board of Governors of the IEEE Technology Management Council. Dr. Kumar is a Distinguished Lecturer of the IEEE Electron Devices Society. He has chaired and served on the Steering and Program committees of the IEEE CICC (Custom IC Conference) for fourteen years.

He received his Ph.D. and M.S. degrees in Electrical Engineering from the University of Rochester in 1974 and 1971 respectively. He received his B.Tech. degree in Electrical Engineering from the Indian Institute of Technology, New Delhi in 1969. He received an Executive MBA from the University of California, San Diego in 1989. [rakesh@tcxinc.com](mailto:rakesh@tcxinc.com) 858.945.3758.

## COURSE LOCATION

**The course will take place at the Daniel Hotel in Herzelia, Israel.**

Imec is the largest independent microelectronics R&D centre in Europe. Imec is a TSMC VCA (Value Chain Aggregator) and offering access to TSMC technologies for emerging fabless companies in Europe.

Imec is located in Leuven, famous for its 575-years old University, the headquarters of the world’s largest brewery and today center of one of the high-tech corridors of Europe.