BOSCH

UPLAB

Customer Engagement Guide

How startups, scale-ups and SMEs partner with Bosch to accelerate, industrialise and scale innovation.

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1. Welcome to UPLAB

You have proven your idea. Now comes the hard part: turning a prototype into a product that can be engineered, manufactured, certified and scaled. That is exactly the gap UPLAB exists to close.

UPLAB is Bosch's structured innovation platform for startups, scale-ups and SMEs. Through UPLAB, your company can access Bosch engineering, manufacturing, IoT and AI capability, industrial expertise and a global ecosystem through a clear, commercially structured partnership designed around your stage of growth.

This guide explains who UPLAB is for, the ways you can engage, how your intellectual property is protected, and what the journey looks like from first conversation to industrial scale.

2. Why Partner with Bosch

- **End-to-end engineering.** Support across the full journey from concept and design through validation to industrialisation.
- **Global manufacturing scale.** The infrastructure to take your product from pilot volumes to global production.
- **IoT and AI capability.** Deep digital expertise to build smart, connected and data-driven solutions.
- **Industrial credibility.** Bosch standards, quality frameworks and brand trust that de-risk scaling for you, your investors and your customers.
- **A live ecosystem.** Introductions to accelerators, research organisations, venture partners and potential customers across the UK, Ireland, the Nordics and DACH.

3. Who UPLAB Is For

UPLAB works with startups, scale-ups and SMEs that are developing, validating or scaling a new product, service or technology. Particularly where industrialisation, manufacturing or ecosystem support will accelerate the journey.

Focus sectors	MedTech, HealthTech & Digital Health Defence, Security & Dual-Use Technologies, Robotics, Automation & Advanced Manufacturing, Industrial Hardware, Sensors & DeepTech AI, Cybersecurity & Connected Systems, Energy, Climate Tech & Sustainability, Mobility, Automotive & Advanced Transportation IoT, Industry 4.0 & Industrial AI.
Typical stage	From early-stage ventures seeking advisory support, through to funded scale-ups ready to industrialise
Priority regions	UK, Ireland, Nordics and DACH, extending across the Bosch global network as engagements scale

Already know exactly what you need built? Whether you are looking for a defined consulting, engineering or delivery service with **full IP ownership retained by your company**, or a **strategic co-development model with shared IP**, Bosch can support both approaches. For fully white-label engagements, Bosch delivers through its established engineering services model (ITK Engineering), or deeper strategic partnerships where Bosch and the company jointly develop and scale the technology. Your Bosch contact will help determine the right model for your needs together with you.

4. Three Ways to Engage

Every UPLAB partnership uses one of three engagement models. The right model depends on your stage, what you need from Bosch, and how value will be shared.

	Advisory & Ecosystem Support	Co-Development Partnership	Bosch-Enabled Industrialisation
Best for	Early-stage ventures shaping their product and market	Funded startups, scale-ups and SMEs building alongside Bosch engineers	Mature scale-ups and SMEs ready to manufacture and scale with Bosch technology
What Bosch brings	Advisory support, mentoring, technical consultation, market access, ecosystem introductions	Engineering capability, architecture and design, industrialisation planning, shared development	Bosch technology platforms and IP, manufacturing enablement, industrial scaling
Your IP	You retain 100% of all background IP, with no requirement to create or share any new IP	You keep your existing IP; jointly created IP is shared or licensed on terms agreed upfront	You keep your existing IP; ownership of new IP is defined clearly in the contract
Commercial shape	Time & materials, advisory retainer or programme participation	Co-development agreement with milestone-based delivery; revenue share optional	Licensing, royalties, manufacturing agreements, joint commercialisation or platform enablement

4.1 Which model is right for you?

- **You want guidance, connections and expertise while keeping development in-house:** Advisory & Ecosystem Support.
- **You want Bosch engineers building alongside your team to accelerate a new product:** Co-Development Partnership.
- **You want to build on Bosch technology and manufacturing to reach industrial scale:** Bosch-Enabled Industrialisation.

Many partnerships evolve over time. Companies can start with **advisory or engineering support** and, as they scale, progress to **co-development, IP-sharing, or industrialisation.** Your engagement model can evolve with you.

5. Your Intellectual Property

IP clarity is the foundation of every UPLAB engagement. Three principles apply in all cases:

- **What you bring stays yours.** Your existing patents, software, designs, data and know-how (Background IP) always remain your property. The same applies to Bosch's existing technology.
- **What we create together is agreed upfront.** Ownership and usage rights for anything newly created during the engagement (Foreground IP) are defined clearly in the contract before work begins never renegotiated afterwards.

- **Transparent legal documents.** Engagements use standard, modular agreements starting with a mutual NDA so you always know what you are signing and why.

6. Your Journey with UPLAB

Stage	What happens
1. First conversation	We explore your product, stage, ambitions and where Bosch capability can genuinely accelerate you. No commitment just an open discussion under NDA if preferred.
2. Engagement design	Together we select the engagement model that fits, define scope and outcomes, and agree the IP and commercial terms upfront.
3. Agreements	Clear, standard legal documents are put in place, matched to the engagement model so both teams can focus on the work.
4. Pilot & delivery	The engagement launches typically a discovery sprint, pilot, co-development initiative or industrialisation programme with defined milestones.
5. Scale	Successful pilots progress into manufacturing, licensing, strategic partnership and long-term commercial growth with Bosch as your industrial partner.

7. What We Look For

To get the most from an UPLAB engagement, the strongest partnerships share a few characteristics:

- A validated product, service or technology or a credible path to validation with a clear industrialisation or scale ambition.
- A committed team ready to work openly alongside Bosch engineers and experts.
- A market opportunity in or adjacent to focus areas for example: Energy & Sustainability, Mobility, IoT & Industry 4.0, or MedTech & Health.
- Openness to a structured partnership, with IP and commercial terms agreed transparently at the start.

8. Getting Started

- **Talk to us.** Contact your Bosch representative or the UPLAB team or connect through one of our ecosystem partners.
- **Tell us about your company.** A short overview of your product, stage, traction and what you need is enough to start the conversation.
- **First conversation within days.** We will explore the fit, suggest the right engagement route and where UPLAB is right for you, design the engagement together.

We look forward to building with you.