



Innovation Screening to Verify Real Trends

April 18, 2023

Evelyne Pflugi, CEO & co-Founder The Singularity Group



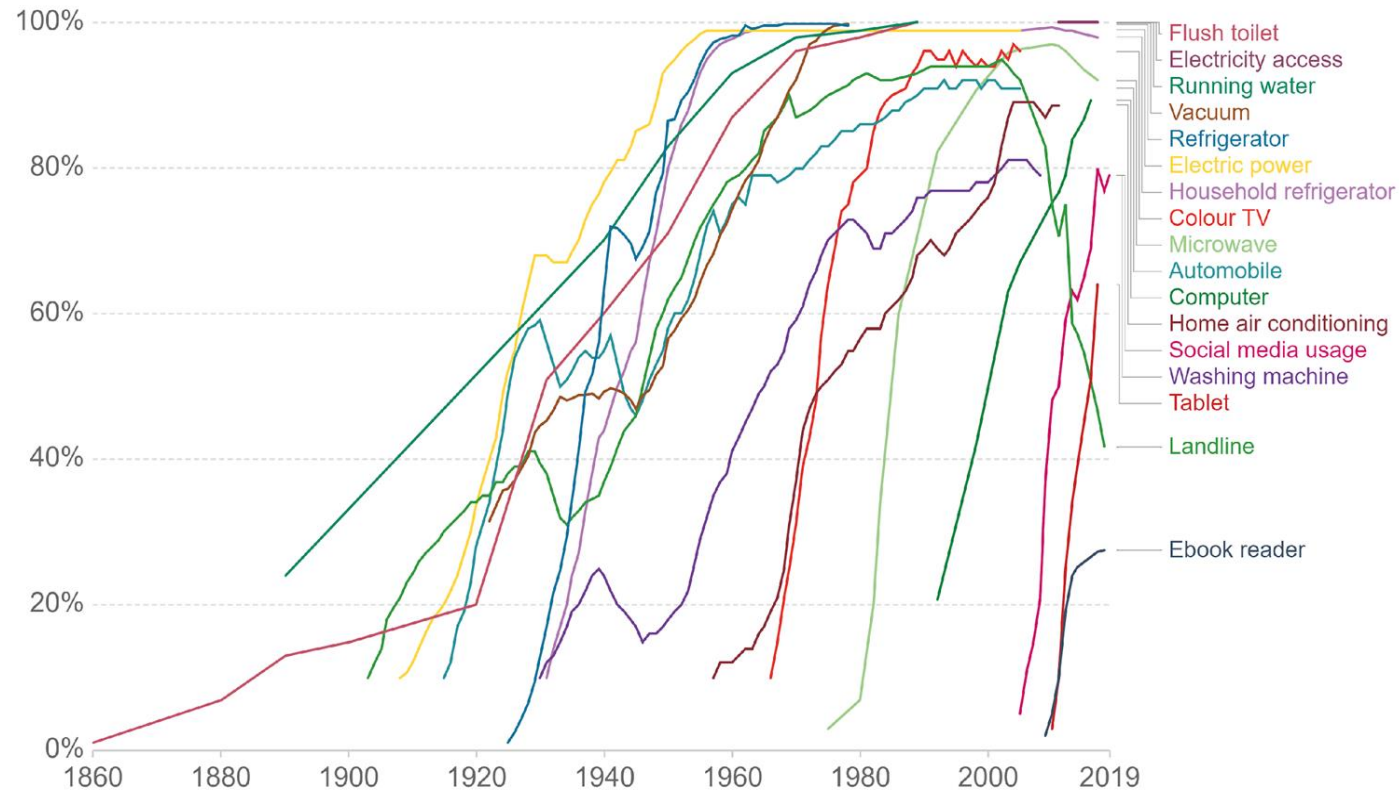
The Singularity Strategy

Innovation goes beyond IT software and hardware – It exists across sectors, often unnoticed and undervalued

Technology adoption in US households, 1860 to 2019

Technology adoption rates, measured as the percentage of households in the United States using a particular technology.

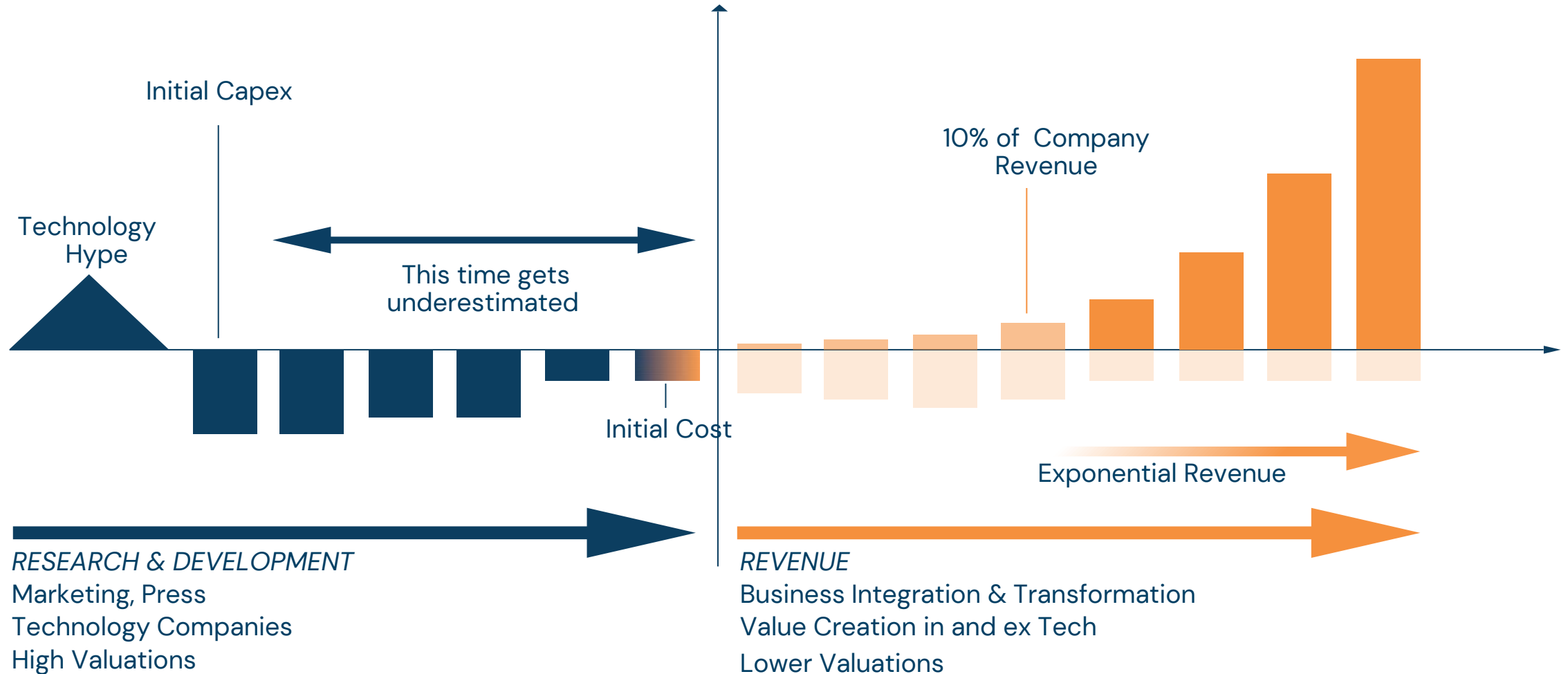
Our World
in Data





The Singularity Strategy

Selecting for true earnings potential – why revenue?





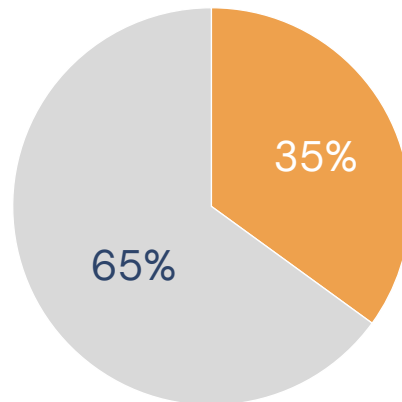
The Singularity Strategy

The Singularity Strategy screens for unique innovation-linked revenues across industries

The Singularity Score measures the degree of innovation of companies globally. It represents the **percentage of revenue derived only from differentiated technologies identified by domain experts** as enabling unique client value and exceptional growth potential.

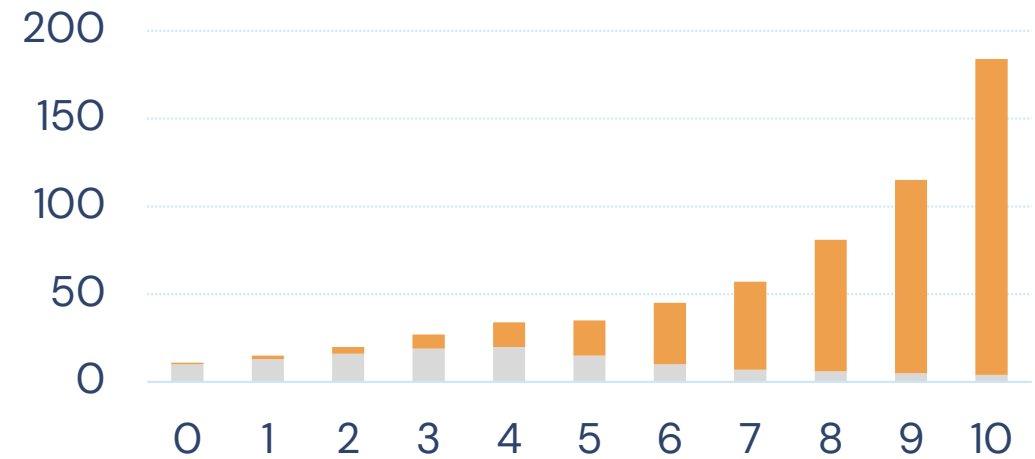
Innovation revenue represents the business lines for any company that possess the most attractive and defensible client value propositions. They enable those companies to adapt, evolve, and out-sell their competitors with stronger margins, and ultimately better earnings. These will be the industry winners.

REVENUE SHARE



■ Innovation Revenue ■ Other Revenue
= Singularity Innovation Score

REVENUE DEVELOPMENT



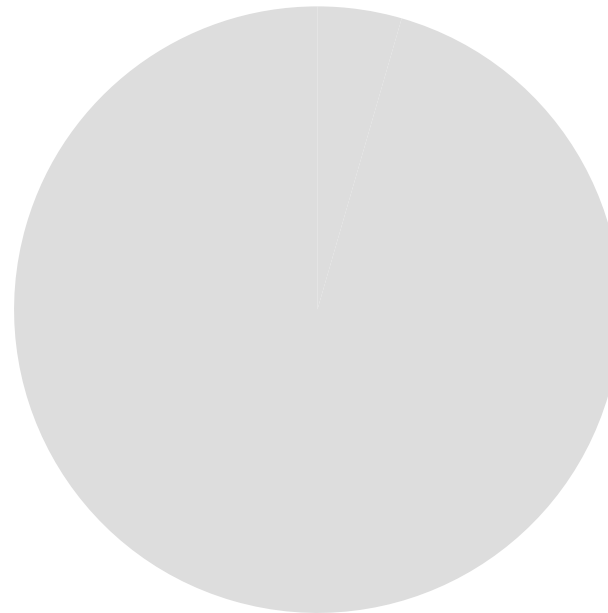
■ Base Revenue ■ Innovation Revenue



The Singularity Strategy

The point of innovation scoring

Global Revenues 2022: 76 trillion USD



Source: FactSet

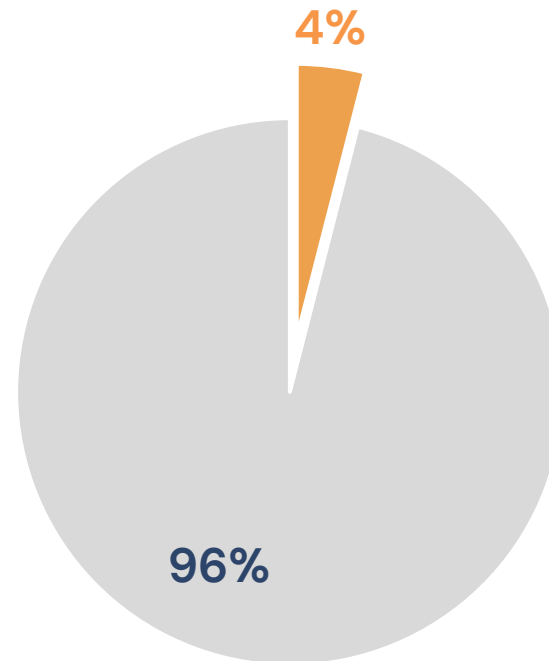


The Singularity Strategy

The point of innovation scoring

Global Revenues 2022: 76 trillion USD

■ Innovation Revenues ■ Other Revenues



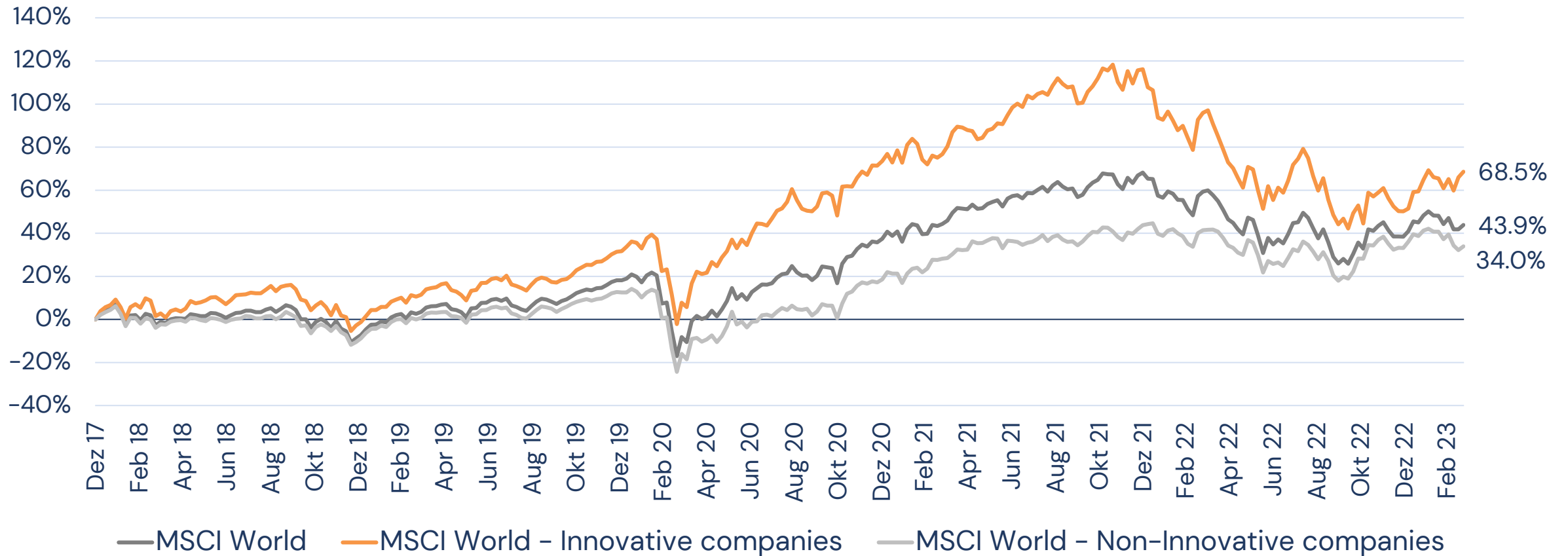
Source: TSG, Factset



The Alpha of an Innovation Screen

(as of March 24, 2023)

5-year+ performance of innovative vs non-innovative companies in the MSCI World universe based on Singularity Innovation Screening



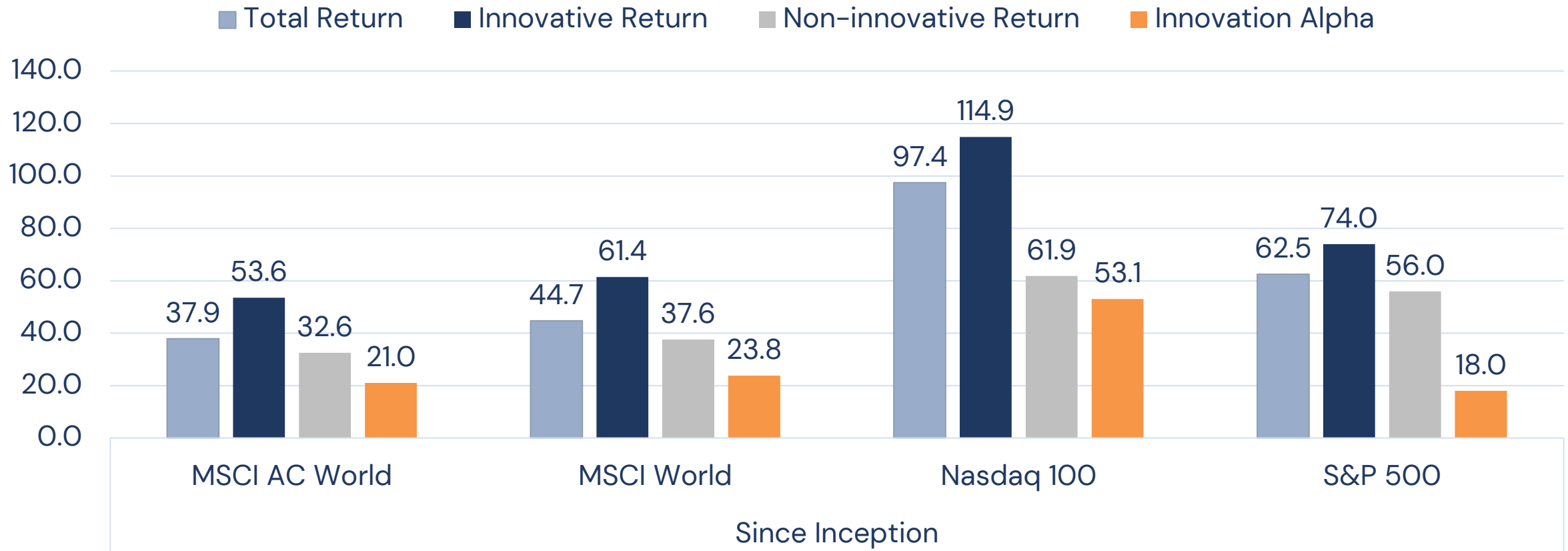
Sources: TSG, FactSet, Bloomberg



The Alpha of an Innovation Screen

(as of February 28, 2023)

5-year+ Alpha of innovative vs non-innovative companies using Singularity Innovation Screening on various benchmarks



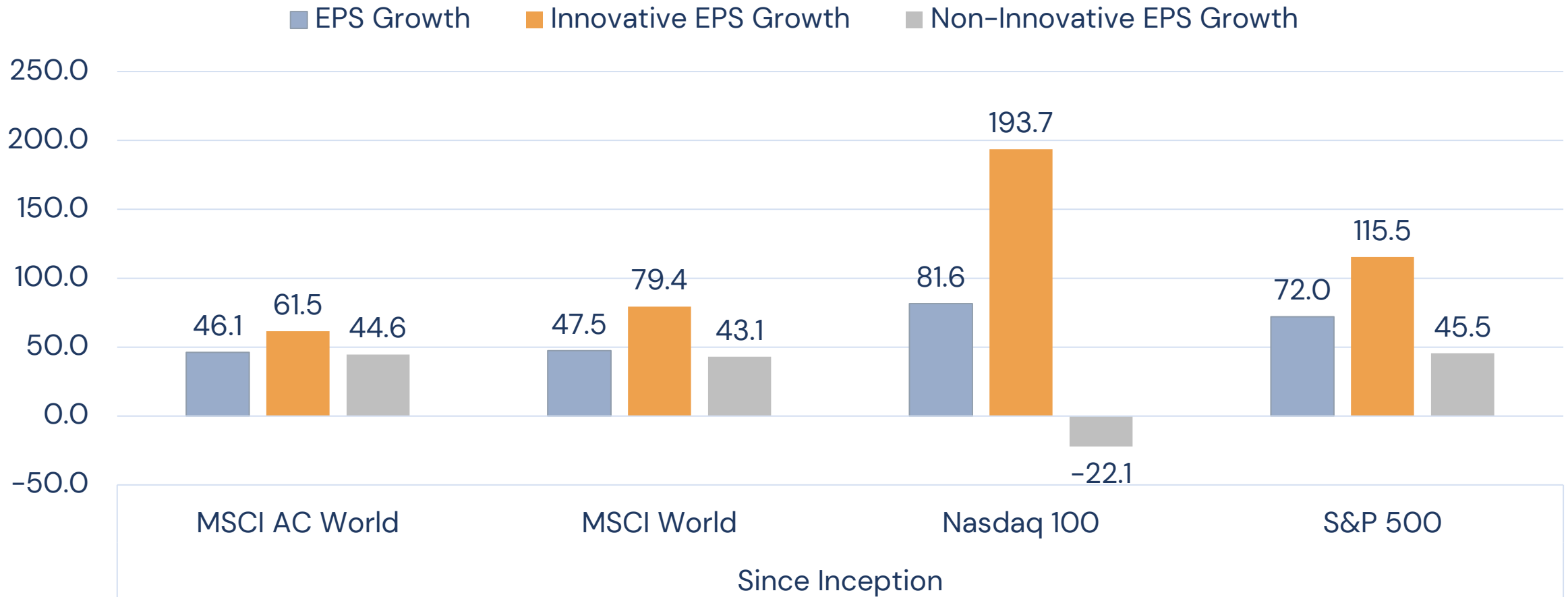
Sources: TSG, FactSet, Bloomberg; five years per end 2022



Innovation Drives Superior Earnings Growth

(as of February 28, 2023)

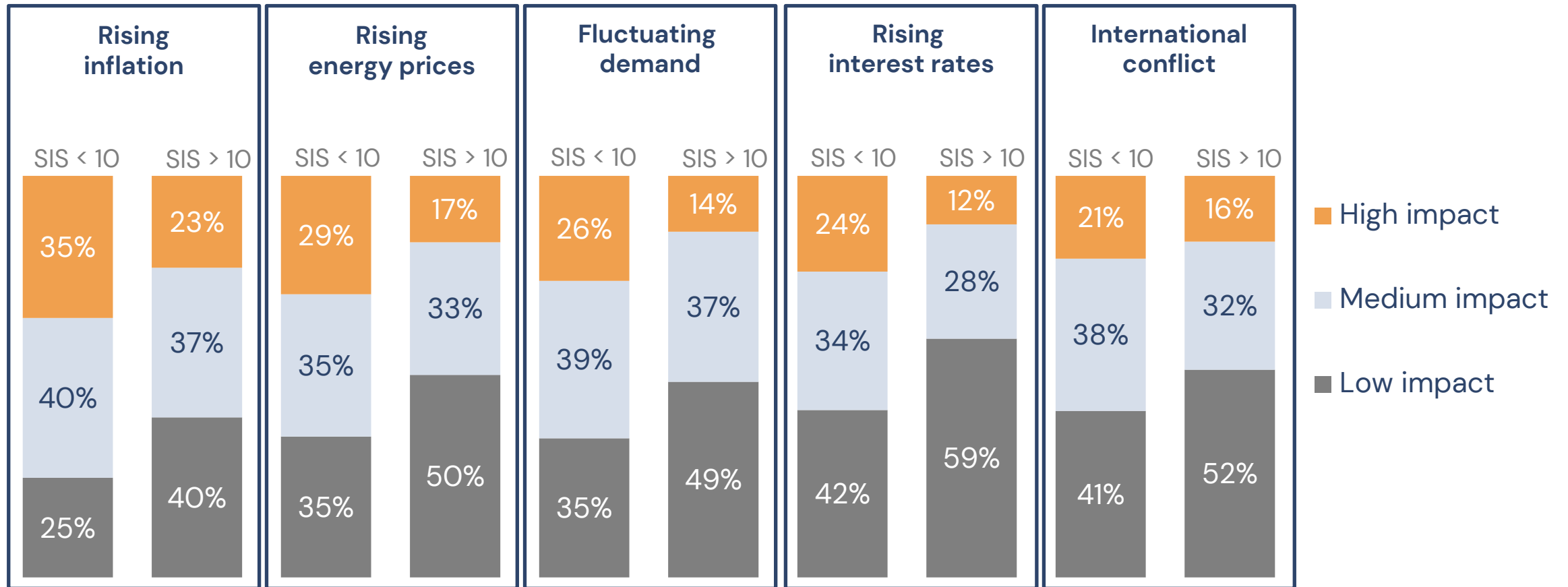
5-year+ EPS Growth of innovative vs non-innovative companies in various benchmarks according to Singularity Innovation Screening





Applied Innovation Leaders Are More Resilient

“How did the following conditions impact your company’s revenues during the past 12 months?”



SIS: Singularity Innovation Score

Source: TSG Global Innovation Survey 2023, N = 1'637



Core Team

Wide experience in asset management backed by technology expertise



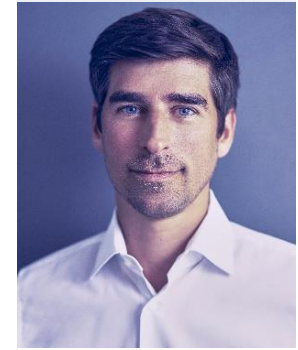
*Evelyne Pflugi
Chief Executive Officer (CEO),
Co-Founder*



*Katharina Boehringer
Chief Communications Officer
(CCO)*



*Johanna Heeb
Head of Business Development*



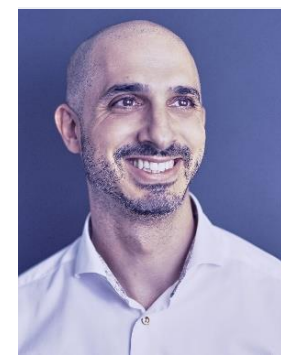
*Pierre Guillier
Chief Investment Officer (CIO)*



*Maja Gajic
Head of HR and Operations*



*Dita Bunjaku
Client Relations Manager*



*Shiko Ben-Menahem, PhD
Director of Research*



Board of Directors

Highly experienced & well-known directors support the company with strategy, development & communication



Evelyne Pflugi
Chief Executive Officer (CEO),
Co-Founder

Previously Analyst and Fund Manager at GAM Investment Management, Capital Research Global Investors in London, and The Capital Group in Los Angeles, California.

Masters in Biotechnology, Biochemistry, Food Science (ETH Zürich)



Eric Sarasin
Chairman

Board Member at 1875 Finance, Gambio Holding, Chair TIGER 21 Schweiz
NGO's: Animal Hospital Basel, Race for Water and others

Formerly: Deputy CEO of Bank Sarasin (Today Bank J. Safra Sarasin), President Swiss-German Chamber of Commerce



Tobias Reichmuth, PhD
Co-Founder

Chairman & Founder of SUSI Partners
Chairman at Crypto Finance AG, Board Member at Crypto Fund AG, Founder and Chairman of Crypto Finance Conference

Strategy Consultant, Entrepreneur



Investment Process





The Singularity Strategy

Identifying technology trajectories that drive revenues from applied innovation

	OUT OF FOCUS	IN FOCUS	FUTURE FOCUS
	Commoditized Revenue possible / margins limited	Value Creation Strong Revenue Growth Pricing Power	Future Technology Capex and R&D spend / No revenue yet
<i>Artificial Intelligence</i>	Recommender systems	Augmented content management tools	Generative AI
<i>Compute Power</i>	Volatile Memory / Image Sensor	EUV lithography (front end), 3D Stacking	Electron-beam
<i>Robotics</i>	Conveyer Belts	Miniaturized wearable drug delivery	Fully autonomous medical robots
<i>Blockchain</i>	Crypto mining	NFTs in gaming	KYC/AML
<i>Bioinformatics</i>	Precision fermentation, gene editing	3d-drug- printing
<i>Extended Reality</i>	PC and console gaming	3D mapping, digital twins	VR/AR mining
<i>Big Data</i>	Physical cloud infrastructure	Cloud consulting and migration	Metadata systems
<i>Internet of Things</i>	
<i>Advanced Materials</i>	Graphite and Li-Ion Battery Chemistry	Silicon-added batteries, biocatalysts	4D materials, quantum batteries
<i>New Energy</i>	LED retrofitting	Grid-scale battery storage	Biofuel Gen 3



Singularity Think Tank

A global Think Tank of experts in applied innovation



Agnes Petit, PhD

CEO and Founder of Mobbot



Alexander Stumpfegger

Head of Consulting at CID



David Balsar

General Manager Innovation & Ventures Mekorot



Lars Jaeger

Head of Alternative Risk Premia at GAM; Scientist and Writer



Jürgen Eck

Founder and Advisor of Brain Biotech AG



André Hugentobler

Global Head of Technology and Innovation at Trinseo



Endri Dibra, PhD

CEO and founder Arbrea Labs



Andres Gujan

Co-Founder of Carnot Capital



Dr. Matthias Erb

Professor of Plant Sciences, Bern University Co-Founder of boum



Tyson Soutter

Director Global Business Development at Clockwork Analytics



Andreas Schneider, PhD

Innovation and Business Development Director, Ypsomed



Simone Schürle, PhD

Professor of Responsive Biomedical Systems at ETH, Co-founder of MagnebotiX



Dr. Johannes Meuer

Professor of Sustainability Strategy and Operations at Kühne Logistics University



Laurenz Apiarius

Founder and Managing Partner of Blockwall



Lukas Schleuniger

Co-Founder Red or Blue Labs



Sebastian Guenther

Innovation Consultant and Business Strategist at Accenture



Hon Mun Yip

Investor, Alternative Protein Industry



Dr. Yash Raj Shrestha

Head of the Applied AI Lab at the University of Lausanne



Sandhya Sriram, PhD

Co-Founder, CEO and Chairman of Shik Meats Pte. Ltd



Dr. Tilo Hühn

Professor of Food Composition and Process Design ZHAW



Katharina Gehra

CEO / Co-founder of Immutable Insight



Philipp Schmid

Head Research Industry 4.0 & ML CSEM



Dr. med. Nadia Khan

Professor & Neurosurgeon KISpi UZH – Founder of the Moyamoya Center



David Orban

Founder and Managing Partner of Network Society Ventures



John Orthwein

Head of Blockchain and Decentralized Finance at i.AM Innovation Lab



Tommaso Bonanata

Head of Investment Management at Base58 Capital



James Khedari

Low Carbon Fuels Portfolio Developer at Viva Energy Australia



Tristan Salomon

CEO and founder of Axom



Tristan Hocke, PhD

Managing Director of Liqtra



Joscha Krieglsteiner

General Manager / Co-founder of Liqtra



Dr. Joern Hoppmann

Professor of Management & Sustainability at Oldenburg University



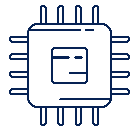
Dr. Gregory Hitz

CEO and co-founder of Sevenses Robotics



Singularity Innovation Sectors

Thematic shifts are typically driven by developments in several underlying technologies and their convergence



Compute
Power



Artificial
Intelligence



Big Data



Bioinformatics



Blockchain



Advanced
Materials



Internet of
Things



New Energy



Robotics

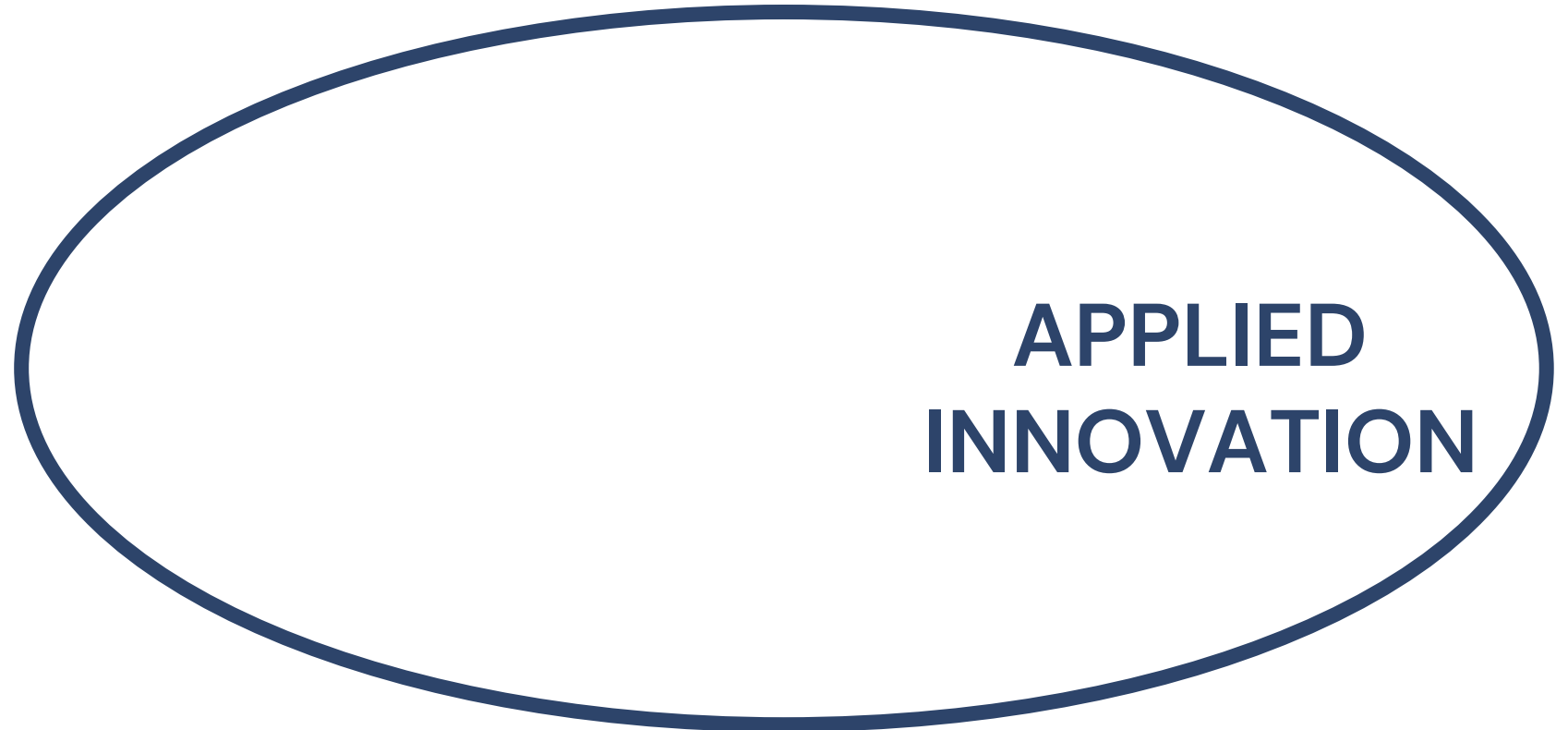


Extended
Reality



The Singularity Strategy

The point of innovation scoring for reshoring





The point of innovation scoring for reshoring





Singularity Reshoring

Innovation underpinning the reshoring trend = Singularity Reshoring Themes (reevaluated regularly)

RESHORING TREND brings CHALLENGES: Efficiency and Quality, Cost Control, Sovereignty

APPLIED INNOVATION

Automation Technologies

Factory automation, robotics, smart sensors

Sustainable Resources and Infrastructure

Energy storage, electric infrastructure, energy efficiency and smart grid

Food Security and Sovereignty

AgriTech, WaterTech, Novel Food

Design and Engineering Software

Electric & digital building infrastructure, 3D modeling software

Semiconductors

Front-end manufacturing equipment, design tools & software, advanced chip foundries

Biomedical Engineering

Bioanalytic diagnostic devices, Genomics



**Applied Innovation
Across Industries
is the
New Arms Race**

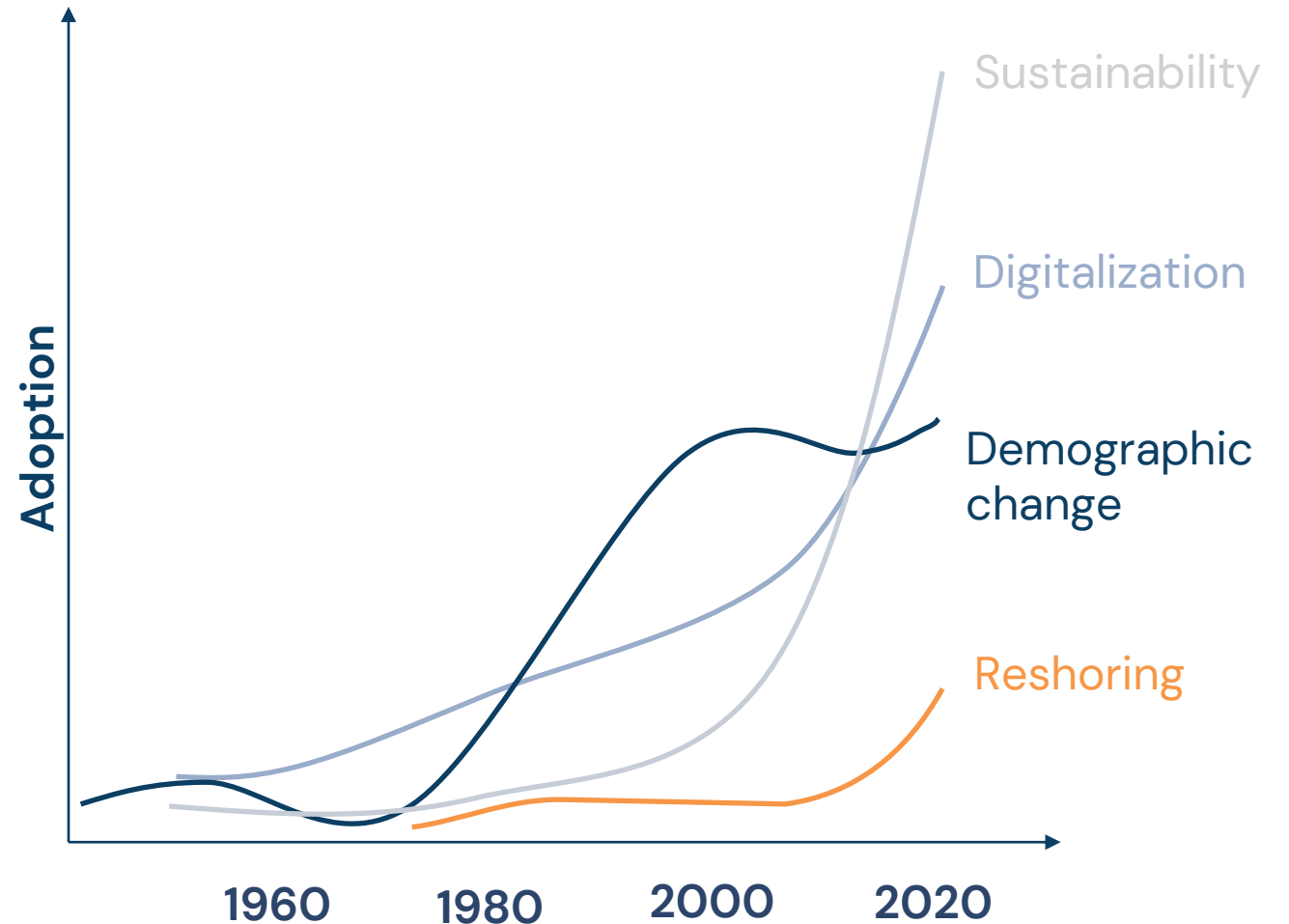


The Next Macro Trend

Reshoring: The next Macro Trend

The global trend concerning **relocation of manufacturing and related business activities to domestic markets**. In the post COVID-19 era, reshoring and deglobalization is gaining momentum considering concerns about **supply-chain resilience, food and energy security, geo-political conflict, national sovereignty and security, and sustainability** (e.g., global warming, water scarcity, social inequalities).

These drivers coincide with opportunities from emerging **applied innovations that enable efficient production in domestic markets against lower costs of input factors**.

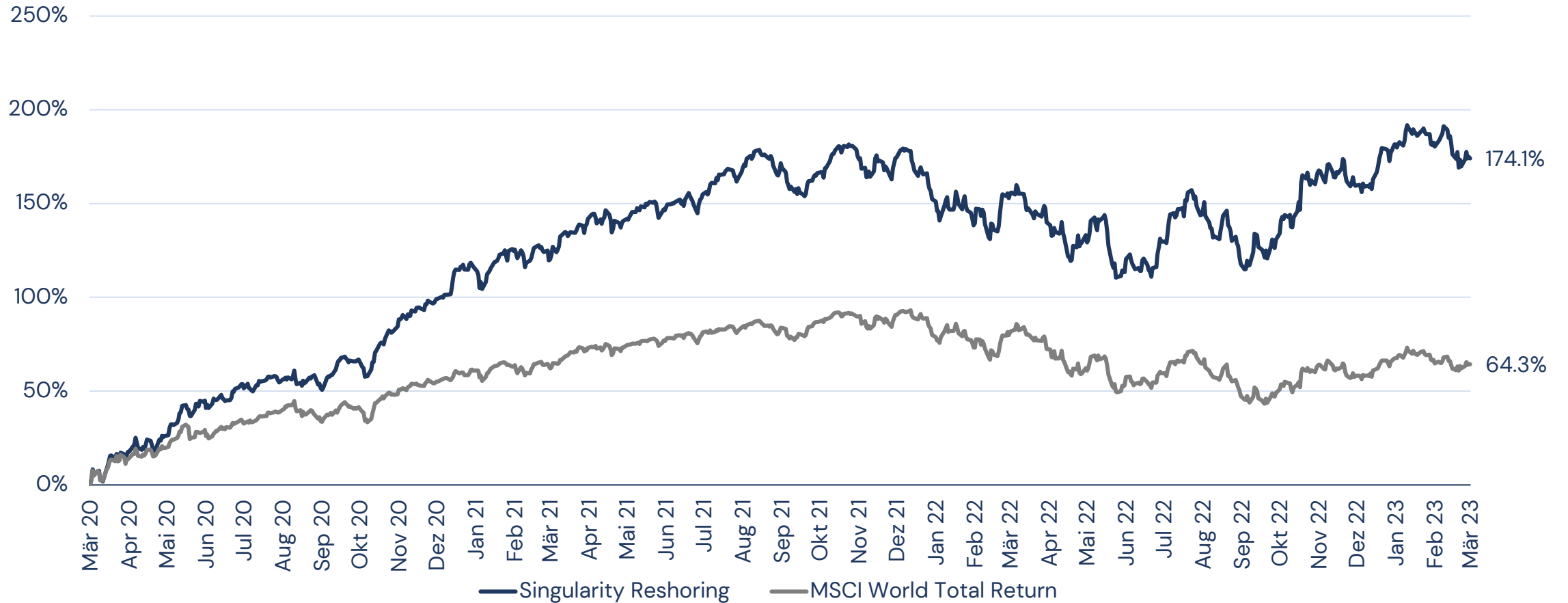




Performance 3 Years

(as of March 24, 2023)

Performance simulation rebalanced every 6 months per Singularity Rebalancing



Data: TSG; Source: Bloomberg

