



**VISION  
MARKETS**   
Your global growth in Machine Vision

**About Vision Markets and  
Your Benefits from Working with us**



## About Us

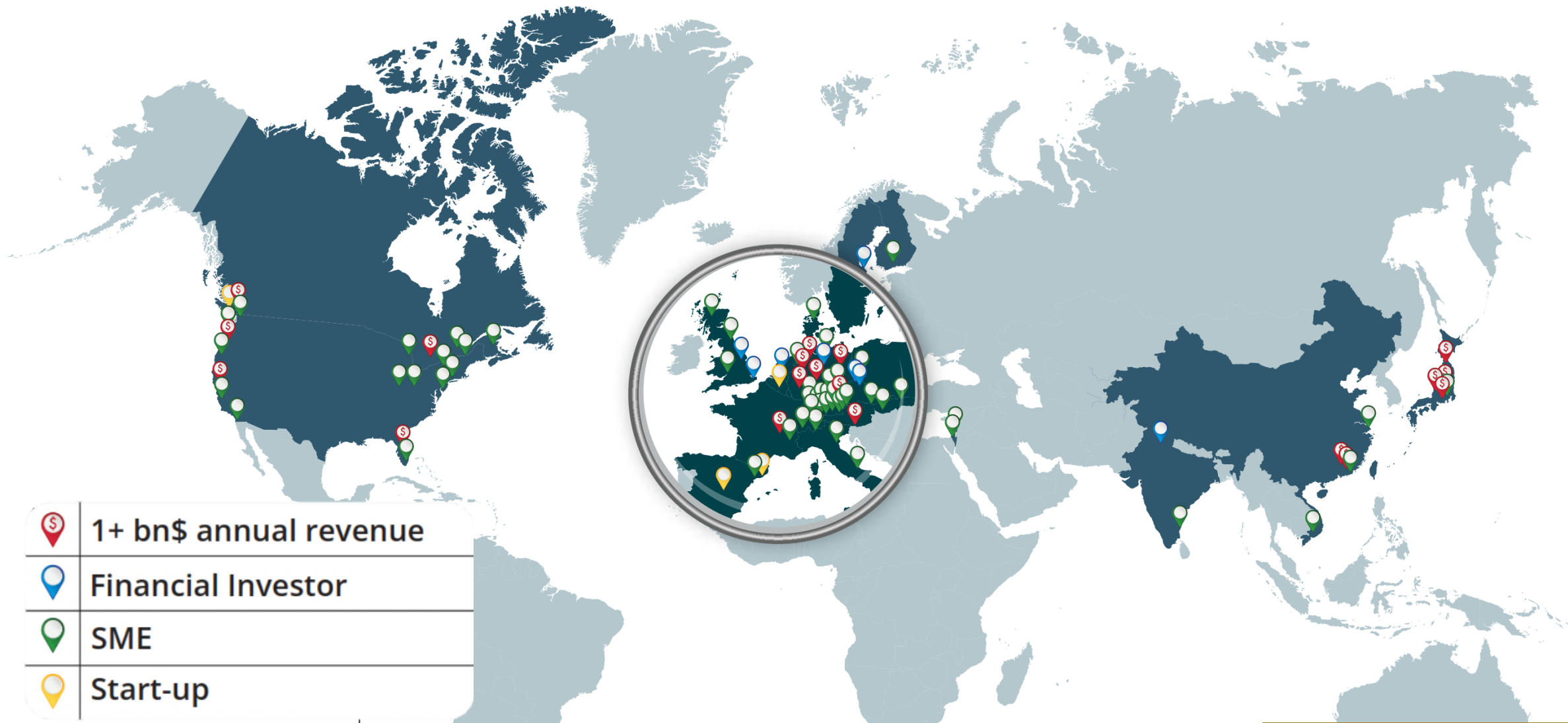
Founded in 2014, Vision Markets is the leading management and marketing consulting firm exclusively dedicated to the global machine vision market. We provide consulting services in four business lines: Strategy, Mergers & Acquisitions, Recruitment, and Marketing.

## Our Mission

Growth of the global Machine Vision industry: The Vision Markets team is fascinated by Machine Vision technologies and their benefit to a huge variety of application areas. We use our business experience, market expertise, technical know-how, and industry network to help innovative players grow their business- to the benefit of the entire industry.



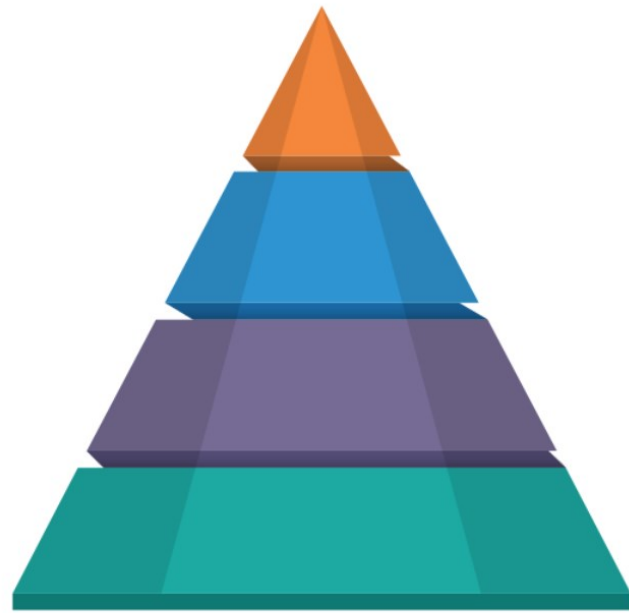
# Vision Players and Investors Trust our Advice, globally







Our services are based on our technological know-how by education and practice, the deep expertise in the global supplier and target markets, competence in management methodologies from various executive positions, and our network in the industry built from 2002.



- Industry Network
- Business Experience
- Market Expertise
- Machine Vision Know How



**5 BOARDS**  
Member of the board of directors EMVA,  
3 innovation award juries,  
1 advisory board of trade conferences

5

## THE BEST PLAYERS IN THE WORLD RELY ON US

- Multi-billion € OEMS
- Top Strategy Consulting Firms
- Private Equity Firms
- Mobile Phone OEM
- Specialized component OEMs
- Certified Body
- System Integrators
- Industry Associations

12

**12 CONSULTANTS**  
in our network of experts for vision technologies,  
Product Mgt., MarCom, AI,  
Software, System design

16

**16 COUNTRIES**  
serviced with customers  
in Europe, North America, Israel,  
Japan, China, India, Vietnam

121

**121 CUSTOMERS**  
served since 2014

387

**387 investors**  
at hand, interested or  
already invested in imaging

# ABOUT THE TEAM

**M.i.M. Jean-Philippe Roman**



**Senior Consultant  
Marketing Communications**

- In Machine Vision since 2008
- 25 years of experience in B2B technology marketing
- International background

**Dr.-Ing. Ronald Müller**



**Senior Consultant  
Strategy and M&A**

- In Imaging since 2002
- Speaks Technology and Business
- EMVA board member
- Jury member, Innovation Awards
- Conference host and invited speaker

**Dipl.-Ing. Bernhard Hofer**



**Senior Consultant  
Recruitment and Career**

- In high-tech industries since 1996
- 3000+ recruitment interviews
- Leadership expertise in industrial high-tech
- Mentoring and personal coaching of talents and C-level

**M.Sc. Gloria Putnam**

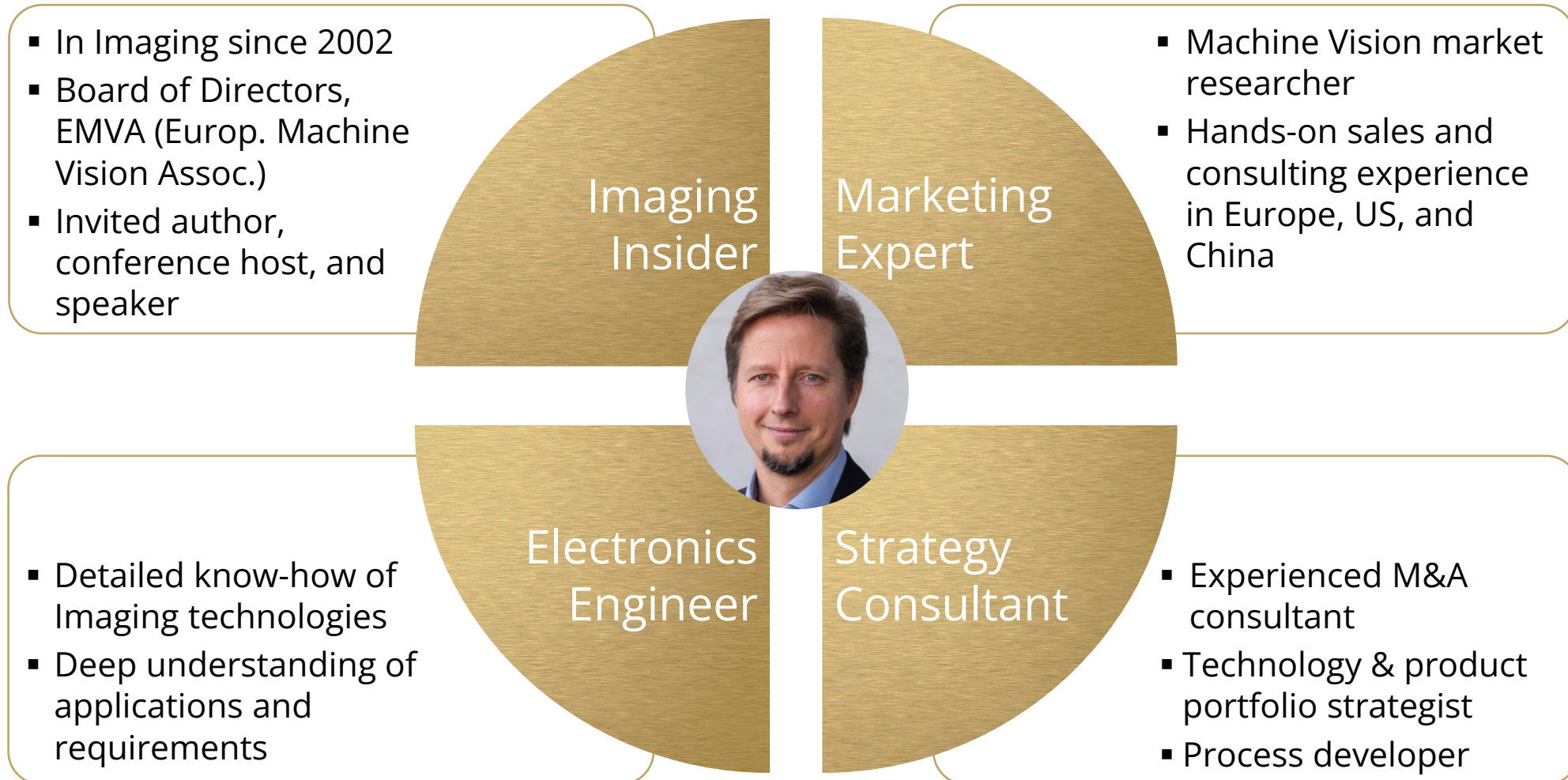


**Senior Consultant (US)  
Recruitment and M&A**

- In Imaging since 1997
- Leadership expertise in enterprise and SME environments as director marketing and sales
- Specialty in image sensors
- Mentor and career coach



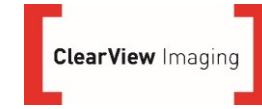
# ABOUT THE CEO, Dr.-Ing. Ronald Müller





# HAPPY CUSTOMERS FROM A TO Z (excerpt)

VISION  
MARKETS



# OUR FOOTPRINT IN THE VISION COMMUNITY (1/2)

## ▪ Voluntary Contributions

- Member of the Board of Directors, European Machine Vision Association ([EMVA](#)), leader of the taskforce “New Benefits for EMVA Members”
- Innovation award jury member: [Vison Award](#), [inVision Award](#), [inspect Award](#)
- Advisory board member of the annual [London Imaging Meeting](#)
- Advisory board member of all annual [Image Sensors Conferences](#) Europe, Auto Europe, Auto Asia, Americas, Auto Americas
- Lead advisor of the annual [Sensor Solutions International conference \(SSI\)](#)
- Corporate Member of: Association for Advancing Automation ([A3 Vision & Imaging](#)), European Photonics Industry Consortium ([EPIC](#))



## ▪ Speaker and Chair

- Keynote speaker [Machine Vision Forum, LogiMAT 2024](#)
- Invited opening keynote speaker [Vision Systems Design Tech Summit, 2024, Fall 2021](#) (online)
- Keynote speaker SPS expert seminar on “Smart Vision”
- Invited speaker and conference chair of the [Image Sensors Conferences](#) each year since 2017 (London, Munich, Shenzhen, San Jose, San Francisco)
- Invited speaker and conference chair at the [SSI Conference](#) 2020, 2021, 2022 (Brussels)
- Panel moderator “Non-Visible Imaging” at the EMVA Business Conference [2022](#) (Brussels)
- Invited speaker at the [A3 Business Forum](#) 2020 (Orlando)
- Invited speaker at the EMVA Business Conferences [2015](#) (Athens) and [2018](#) (Dubrovnik)
- Honorific speaker of the [Vison Award](#) 2016 (Stuttgart)

# OUR FOOTPRINT IN THE VISION COMMUNITY (2/2)



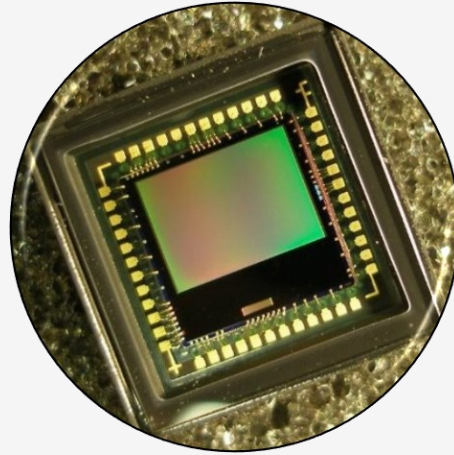
- Quantitative Market Study  
[The Future of Image Sensors for Machine Vision to 2022](#)
- Qualitative Market Study  
[Autonomous Vehicle Image Sensors to 2023 – a State of the Art Report](#)
- Recent Trade Media Coverage
  - Inspect: [Licht und Schatten](#), 23-08; [Searching the light \(p. 12\)](#), 23-11
  - Vision Spectra: [AI Streamlines Inspection in the Pharmaceutical Industry](#), 2023-06
  - Electro Optics: [Interview, Entrepreneurship with Ronald Müller](#), 2022-05
  - Vision Systems Design [TechSummit Fall 2021](#), opening keynote presentation
  - Vision Systems Design:  
[Webcast, Understand the latest in image sensors for machine vision](#), 2020-09
  - Vision Spectra: [A Turning Point for Embedded Vision](#), 2020-03
  - Vision Spectra: [Forecast 2020: Tariff Wars, Sluggish Auto Market Point to Contraction](#), 2019-11
  - Inspect (German): [Robot Bin Picking – on the way to a billion market](#) (PDF, p. 15), 2019-10
  - Vision Spectra: [The Vision Association Landscape](#), 2019-10
  - Vision Spectra: [Finding the Sweet Spot in the Machine Vision Value Chain](#), 2019-06
  - Vision Spectra: [A Shakeout of Machine Vision OEMs?](#), 2019-03





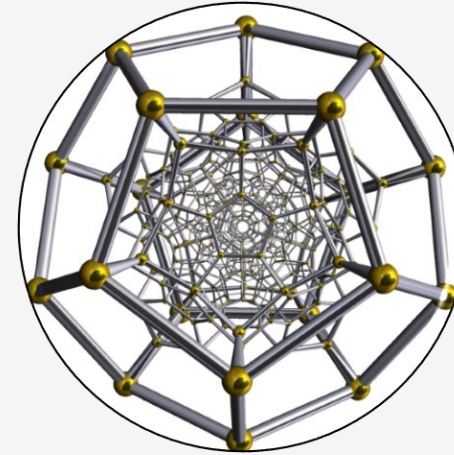


**We are your  
compass and  
your ladder  
in  
Computer Vision**



### Technology

- Scouting
- Assessment
- Roadmaps
- (Future) market needs



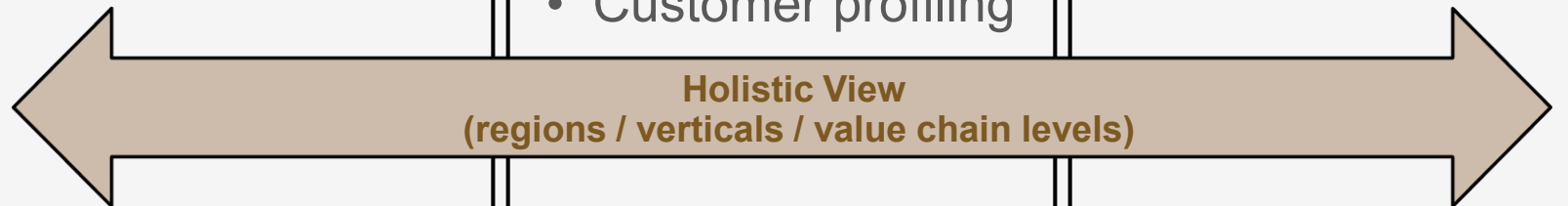
### Product Portfolio

- Prioritizing
- Diversification
- Roadmaps
- Low-hanging fruits
- High-potential seeds
- Customer profiling



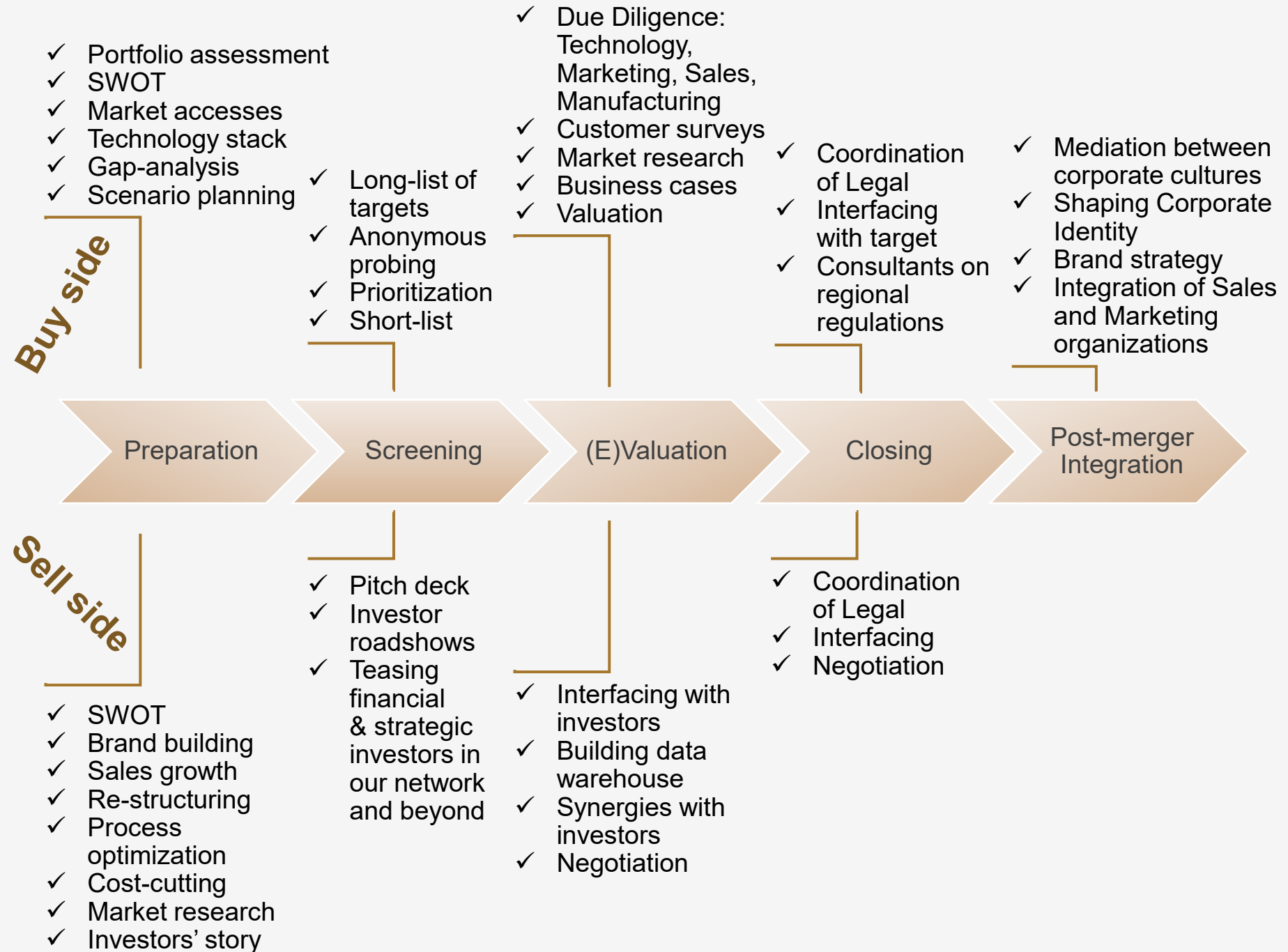
### Business Models

- Scalability
- Defendability
- Pivoting strategy
- Market research
- Business cases





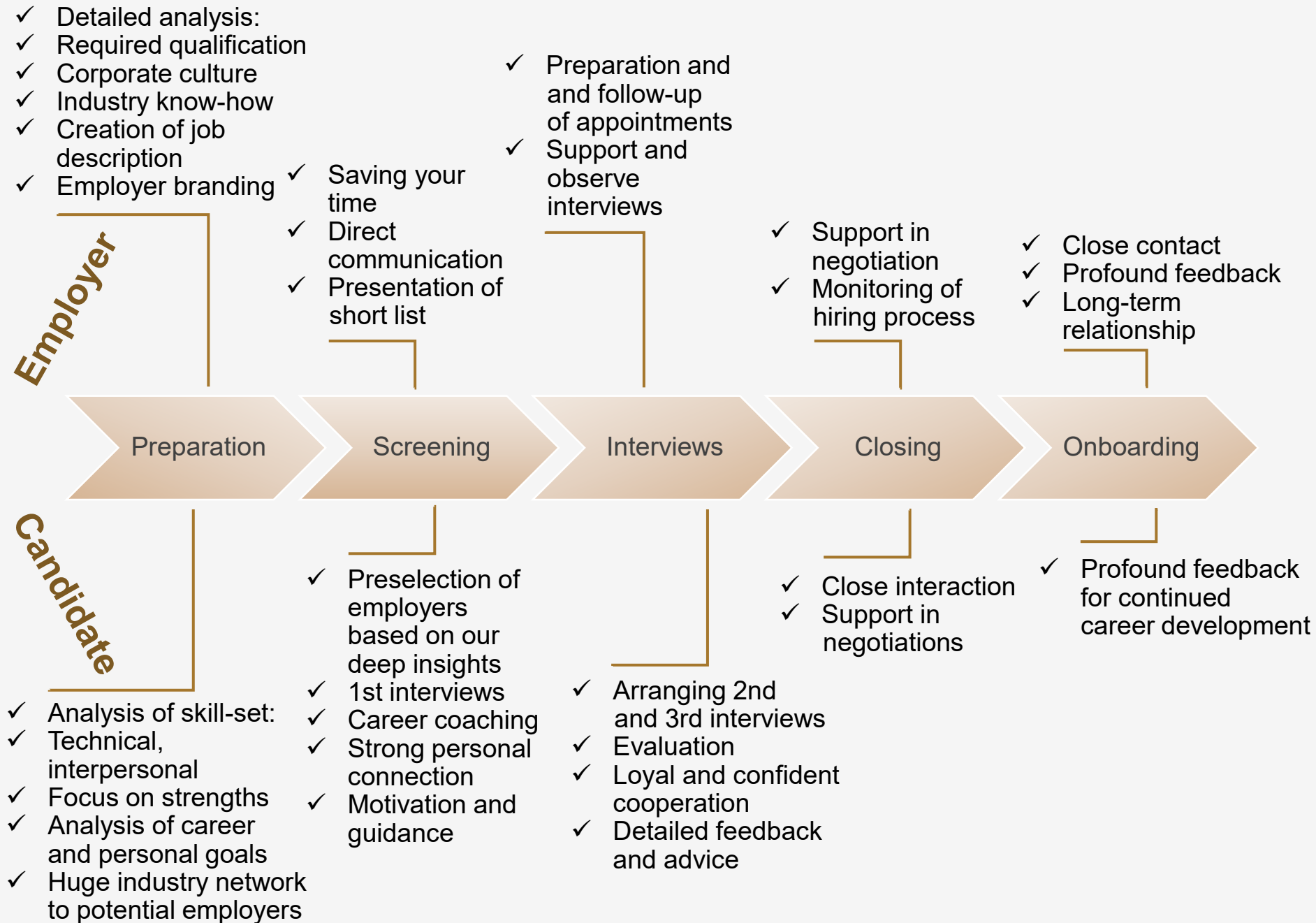
# Let's make sure you place your money / equity wisely !







# Skills, values, personality – holistic matchmaking between employers and candidates





# We build your Marketing Temple

Operational

Strategic

**CHANNELS**

**FORMAT**

**CONTENT**

**GOALS**

**FUNDAMENTALS**

**OWNED**  
website, blog, email newsletter, press releases, social media, Youtube

**EARNED**  
trade media, buyers' guides, 3<sup>rd</sup> party social media

**PAID**  
trade shows, SEM, social media, advertising, conference sponsorships

**FORMAT**

Text      Video      Webinar      Trade show      Conference presentation

**CONTENT CREATION**

Product news    Case Studies    Tutorials    White papers    App notes    Corp. news    Events    Market news    Job offers

**CORPORATE BRANDING**  
Lead Generation, Customer Loyalty

**EMPLOYER BRANDING**  
Talent acquisition

**CORPORATE IDENTITY**  
Credo, Mission, Vision, Values - Crop. Design, Corp. Communication, Corp. Behavior

**MARKET POSITIONING**  
Business Strategy, Target Customers, Value Proposition, Unique Selling Proposition, Brand Claim

**Working with us ensures your global growth while saving time and money.**



✓ Full-service growth support  
→ Strategy, M&A, Marketing, Recruitment



✓ Computer vision expertise  
→ We entirely focus on your business area



✓ Global reach  
→ Strong footprint in EU, North America, China, Japan  
→ Partnerships to deploy targeted marketing campaigns in North America and China



✓ Scalable resources  
→ Large network of experts in Computer Vision as well as in supportive services, e.g. web design, content creation, SEO/SEA, PR, events, etc.



# Thank you

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CEO, Vision Markets

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