

Jump-starting SUCCESS



The ANSYS Startup Program gives entrepreneurs access to a world-class product development tool — positioning them to compete with much larger companies.

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Every startup company begins with a great idea — an innovative new product that represents a dramatic improvement over existing offerings. The new product might be more user-friendly, smarter, more energy-efficient or less expensive. It might answer customer requirements, or anticipate needs that customers did not know they had.

While every startup company and its product focus are different, all share a common characteristic: their product's performance must be robustly designed, tested and verified in order to attract investors, pass any regulatory hurdles and ultimately win in the marketplace.

Of course, product design and testing require significant financial and human resources, which is a challenge for most startups. Already strapped for cash — and typically lacking any revenues — entrepreneurs cannot afford to build multiple prototypes or use advanced testing facilities, such as wind tunnels or test rigs, to verify performance. In addition, physical prototyping and testing are notoriously time-consuming. And time is of the essence when entrepreneurs are driving a product to market that could be anticipated or copied by competitors.



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Helping Startups Deliver on Their Product Promise

Recognizing the challenges faced by entrepreneurs in designing and testing new products, ANSYS has created the ANSYS Startup Program to get engineering simulation tools into the hands of the smallest companies. Tens of thousands of startups around the world now have affordable access to the cutting-edge software solutions leveraged by industry leaders.

Engineering simulation software from ANSYS helps startup companies turn their ideas into viable products by quickly iterating through a number of design options using digital prototypes without investing in physical prototypes or testing facilities. Entrepreneurs can build geometric models of their products in a risk-free virtual environment and digitally explore behavior under real-world physical forces. Not only will these products be verified for robustness and reliability, they will offer proven performance benefits that are important to consumers.

“By identifying design challenges at the earliest possible stage via ANSYS simulation, we can fine-tune our design before prototyping and eliminate most of our structural uncertainty going into the testing stage,” says Glenn Philen, CEO of Carbon Freight, which designs and manufactures lightweight cargo pallets and specialized cargo handling equipment. “That’s saving us prototyping costs while delivering greater design insight and accelerating our market launch. We estimate that our use of simulation software has cut our development cycle in more than half compared to a traditional product development approach.”

“With ANSYS, there are no surprises when we get to the physical testing stage,” says Kyle Doerksen, CEO of Future Motion, which markets Onewheel, a motorized skateboard. “Because prototypes are expensive, we need to be pretty confident that our predictions about performance are correct before we start building a model. ANSYS software has proven very accurate in anticipating the performance of our products when they’re subjected to real-world forces. That enables us to minimize the time and costs we invest in prototypes and physical tests.”

Taking Performance to the Next Level

Most startups are based on product innovation, as entrepreneurs take a current product design and make it significantly better — or come up with a brand-new offering that has never been seen before.

Dramatic innovation means taking design risks. And, because entrepreneurs are breaking new ground, they have no idea what to expect. Simulation offers a tightly controlled yet risk-free development environment in which engineers can push physical boundaries and ask bold “what if” questions. They can reimagine traditional products and create radical innovations quickly and cost-effectively.

While ANSYS software supports innovation, startup companies can also leverage simulation to design for practical considerations such as manufacturability and product cost. They can test different product profiles, configurations and materials to ensure that their products can be manufactured at a price that is appealing to consumers.

A Democratic, Easy-to-Use Solution

At their earliest stages, startup companies are typically lean in terms of engineering staffing. Entrepreneurs must often learn to “do it all” or hire a few versatile, multiskilled employees. Because ANSYS simulation software is easy to learn, it is a democratic engineering tool that can quickly be applied by many employees.

“It was very easy to become comfortable with ANSYS solutions and integrate them into our product development process,” says Robert Lumley, CEO of AirLoom Energy, which develops low-cost, high-efficiency wind-energy technology. “We’re currently applying mechanical, fluids and electromagnetic simulation software, and it’s been straightforward and simple to test the effects of multiple physical forces on our designs. ANSYS is an advanced tool, but it has the features and feel of consumer software, which makes it accessible and easy to master.”

In addition, ANSYS software is built on a flexible technology platform that seamlessly integrates with other engineering solutions and systems. Because early-stage startups lack the resources to manage technology platform extension customization, entrepreneurs need practical solutions that are built for the way engineers actually work — and designed to integrate with the multiple tools their employees are using. ANSYS software solutions answer this need.

**By helping startups succeed,
simulation software from ANSYS
can help change the world.**

Supporting Tomorrow's Success Stories

Engineering simulation software is used by virtually every leading company to design and verify its products. Today, thanks to the ANSYS Startup Program, the smallest and newest companies can also capitalize on this advanced capability. Not only can they apply the technology features of ANSYS software, but they can also benefit from engineering processes and workflows that are based on over 40 years of partnership with the world's leading engineering teams.

"Our access to ANSYS software is helping us take product ideas and assess feasibility in a realistic virtual environment," says Mohammed El-Kurdi, co-founder and CSO at Neograft, a medical device manufacturer. "Although we're a small company, I feel like we are on a level playing field with much bigger competitors. There's no doubt that our use of engineering simulation is positioning us for success. We're grateful that the ANSYS Startup Program has provided us with access to this powerful product development capability."

Startup companies are creating cutting-edge products that can change the way we think and the way we accomplish tasks. They have the power to impact millions of people's lives every day. Entrepreneurs invest their time, energy and passion into their products because they believe they can change the world. ANSYS is excited to play a part by supporting the engineering excellence of startup companies. By helping startups succeed, simulation software from ANSYS can help change the world. 



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