

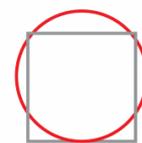


Case Studies

## M&A Support: Semiconductor Packaging

---

Semiconductor manufacturers strive to continually improve density, speed, power performance, and application integration across their product lines.



**RED CHALK**  
GROUP

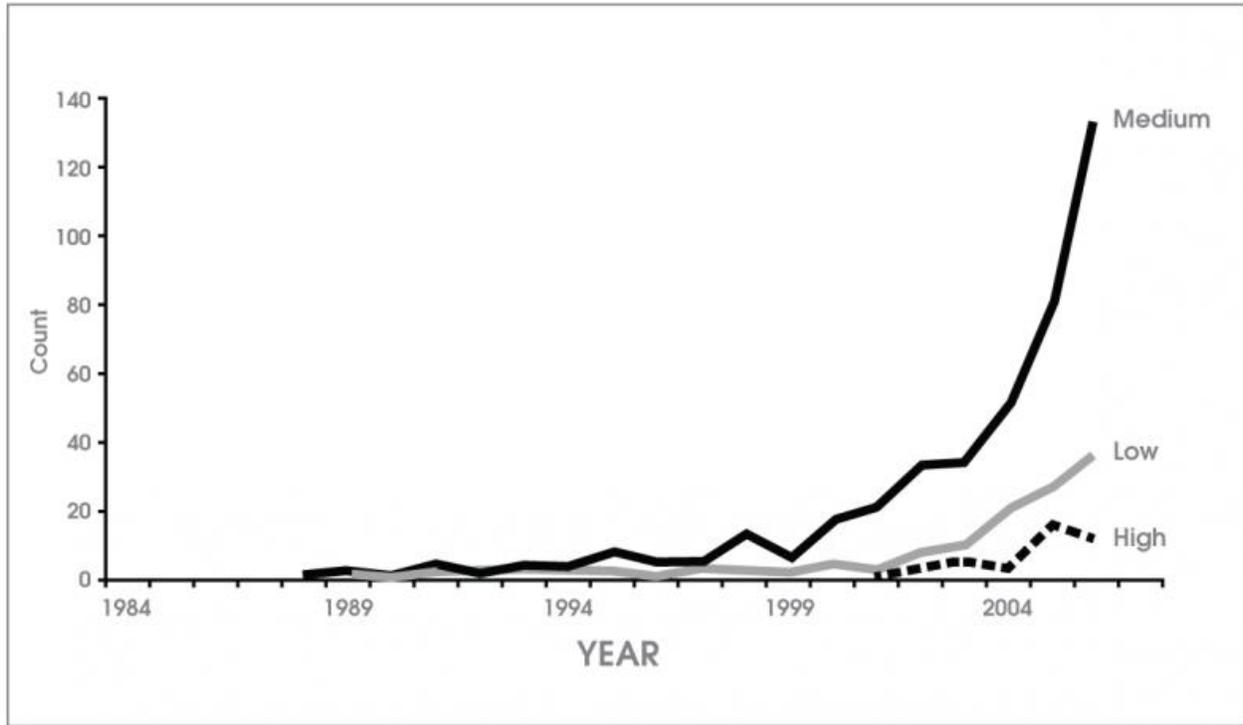
# M&A Support: Semiconductor Packaging

Semiconductor manufacturers strive to continually improve density, speed, power performance, and application integration across their product lines.

Increasingly, packaging breakthroughs are occurring outside of the R&D labs at large established players and are taking place in smaller, more nimble firms.

Recently, a leading semiconductor packaging company engaged Red Chalk Group to create a technology landscape for an emerging packaging technology that allowed greater chip density. Our client was seeking to quickly build its presence in this technology over the next 18 months and wanted to identify the leading companies in this emerging area as a basis for its M&A activity.

Figure 1: Timeline of activity and strength of IP

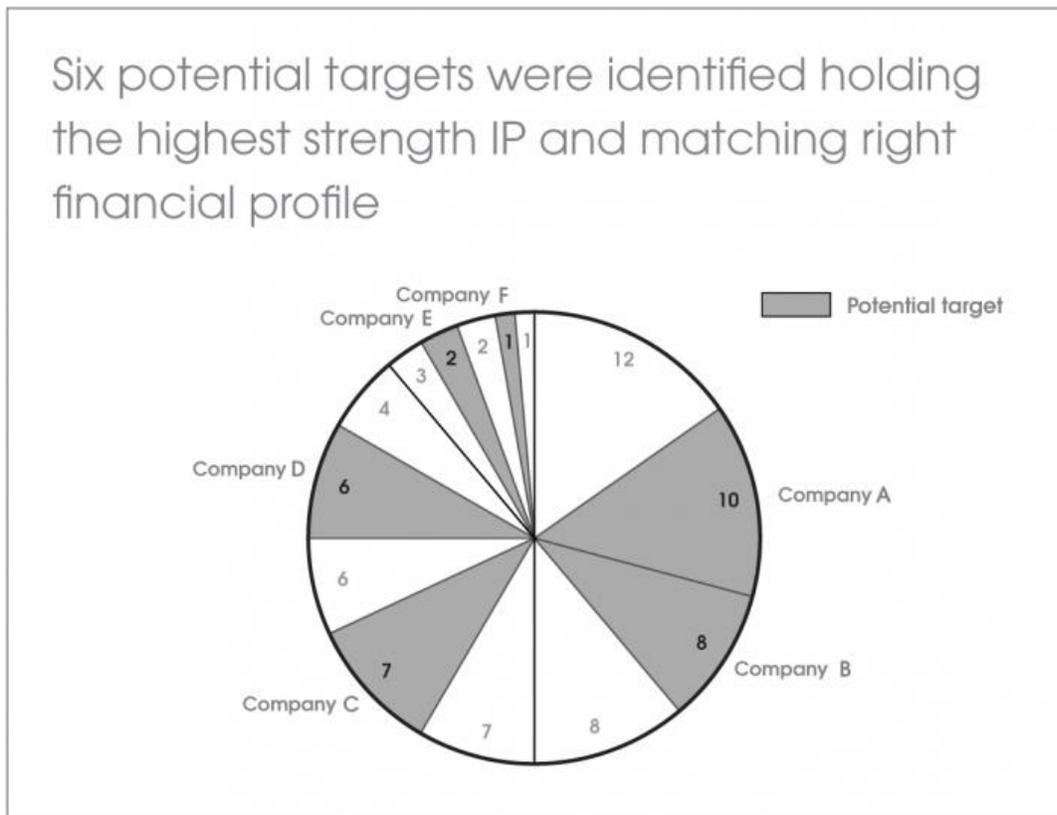


## Approach

While developing the technology landscape it was critical to identify the leaders who were the earliest and had the highest strength patents in this technology.

Red Chalk Group's proven methodology, data, and deep telecom expertise helped filter through several hundred companies and narrow the set down to 6 potential targets.

Figure 2: Company IP holdings



This analysis prepared a solid foundation for the client’s strategy group and M&A team to assess the merits of a potential acquisition:

- Knowledge of strongest players
- Understanding of strengths at a detailed, technology component level
- Perspective on financial profile of potential targets
- Improved level of in-house knowledge regarding the competitive landscape

## Client Impact

This highly focused view of the technology landscape provided senior management with the necessary data and insight to make decisions on who best to acquire as they sought to build their presence in a new technology area.

---

## Contact

For more information, please reach out to an Industry Practice Leader in our Management Consulting Practice:

[consulting@redchalk.com](mailto:consulting@redchalk.com)

+ 1 847 390 0700 Please select option 2

### About Red Chalk Group's Management Consulting Practice

*Red Chalk Group is a premier, boutique strategic advisor to senior executives at leading, global organizations. We are routinely engaged to advise on strategic growth platforms, technology disruption, investment decisions, and business-related intellectual property matters.*

Red Chalk Group, LLC  
1 North Wacker Drive, Suite 3601  
Chicago, IL 60606