TRK Group – What we look for : "Soft Criteria"

TEAM

EXCELLENCE

CAPABILITY

VALUES

ORIGIN

TRK ROLE

Possess what it takes to win – attract first rate talent

Global benchmark, curiosity & learning mindset

Documented IP, publications, education – "world class"

Deeply rooted ethical, transparent and collaborative

Originated in lead /testbed country – why started here

Do we/TRK have something to bring to the party

trk

TRK Group – What we look for : "Hard Criteria"

DIGITAL
BLUE OCEAN
MARKET SIZE
AI
BIG DATA
CLOUD &
SCALABLE
TIMING

New, better, cheaper – low cap ex and easy to scale

Meets an unmet demand and creates a new market

Multi billion dollars – company can become 100 MUSD +

Learning algorithms that get better and better with usage

Explicit data strategy to have largest data lake

Fully scalable business model at "zero" marginal cost

Why now – tech and market adoption vs. competition

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