

Eggtronic Strategic Document 2022

Mission

Innovative Technologies for a better World

Vision

To improve people's life and help the environment with innovative Power Electronics technologies.

Strategy

Develop semiconductors and products based on Eggtronic's proprietary power conversion and wireless power architectures.

Eggtronic's technologies are able to downsize electronic devices, reduce carbon footprint, add cutting-edge features and achieve best-in-class performance - by attracting the most important customers worldwide, the impact of Eggtronic's green technology is potentially massive.

Core Values

Innovation

We believe in innovation as the successful implementation of new ideas.

- We innovate thanks to SCIENCE and TECHNOLOGY, the building blocks for long-term GROWTH.
- We encourage CREATIVITY, as the ability to generate new ideas and combine them with existing things.
- Our creativity is stimulated by CURIOSITY, the desire to continuously learn and have an extensive multidisciplinary knowledge.
- We believe CRITICAL THINKING is crucial to ask ourselves if we are just following a habit, or if there is a better way to think or to do something.
- COURAGE is fundamental to overcome our limits, to get out of our comfort zone, and to change the status quo.
- PASSION and OPTIMISM are our driving forces to turn dreams into reality.

Impact

We aim to have a strong and positive impact on the world, both for society and the environment.

- We develop technologies and products that help the ENVIRONMENT by increasing the SUSTAINABILITY of human activities.
- We know we are PROFITABLE because we play a WIN-WIN game.
- We THINK BIG since the best ideas are useful only when adopted by a large number of people.
- SPEED is fundamental to achieve relevant results so nothing can slow us down.
- WOW! This is what we want to hear when we explain what we do, so a broader audience will quickly adopt our products.
- We want to be PRAGMATIC. We FOCUS on PRIORITIES adopting the 80-20 PARETO RULE and the EISENHOWER MATRIX, in order to be EFFECTIVE AND EFFICIENT.

Exellence

Launching new ideas on the market and building a new company is complicated, outstanding capabilities are key to our success.

- We WORK HARD to continuously improve our HARD SKILLS
 1. DEEP KNOWLEDGE to understand and solve complicated problems
 2. WIDE KNOWLEDGE to be creative and connect the dots
 3. PRACTICE and PERSEVERANCE to achieve great results (approximately 10 years of dedication, or 10.000 hours of effort)
- To be excellent persons, outstanding ETHICS is needed
 1. TEAM is way more powerful than single persons alone.
 2. DIVERSITY is the basis to be a great team, made of people with multiple cultures, capabilities and points of view.
 3. INCLUSIVITY, UNDERSTANDING, EMPATHY and RESPECT are fundamental to let a diverse team cooperate effectively.
 4. Each of us has blind spots and weak points: we recognize this with HUMILITY and we cooperate with COMPLEMENTARY people.
 5. We look for TRANSPARENCY and HONEST FEEDBACK in order to improve ourselves. We use failures and mistakes to learn and improve.
 6. We are challenging always the Status Quo seeking for continuous improvement to reach best practice wherever possible
 7. We search for VALID OPINIONS, coming from SUCCESSFUL people. To be successful means to have several great results in a specific activity, and be able to give a clear explanation of the process.
 8. We always listen to successful inexperienced talents with INTEREST, because they may have great new points of view, not biased by the experience.
 9. We HIRE, SELECT and INVEST only in the BEST PEOPLE, with a MERITOCRATIC approach.
 10. We are DEMANDING with ourselves and with our team, because good is not enough.