Eureka Park provides a space for investors, media and corporations to discover new stories, partnerships and business opportunities.

Report Summary

This report synthesizes the KITE team’s research around the biggest trends at CES 2020’s Eureka Park, ground-zero for startups, and the general show. The trends are derived from our research team digesting over 300 reports and blog posts, along with our team’s firsthand experience at the event.

The team initially looked at the biggest products that surfaced during the show and mapped them out by impact and time to market. Using this information, along with understanding how business decisions underlying these products were made, KITE identified 6 key trends in how products are being built.

See all the companies mentioned in this report, along with their data, on KITE.

As a precursor to this report, the KITE team initially analyzed the 1,100+ startups exhibiting at Eureka Park at CES and highlighted key characteristics. We examined startups’ industry, technology, maturity and geography.

Over 80 percent of the startups at CES 2020 were founded within the past 5 years. Nearly three-fourths came from Europe, Asia or Middle East/Africa.

The CES 2020 startup report (found here), compiled by the analyst team at KITE, also highlights top startups by funding status and general traction.
About KITE

KITE brings you a smarter way to manage startup ecosystems through powerful, simple solutions including:

1. The KITE SRM data and knowledge management platform
2. On-demand expert analysts to map startup opportunities and deliver deep research
3. Managed Open Innovation programs to accelerate engagement with the best startups

If you need a report similar to this one – based on your startup and technology priorities – or need support for your innovation initiatives, reach out to our team: contact@kitesrm.com.
CES 2020 RECAP

At-a-glance view of the biggest trends and takeaways at CES 2020
A GLANCE AT CES TECH ON ITS WAY TO THE MAINSTREAM

Adoption Timeline

**Present**
- Electric cars & trucks
- HD portable gaming
- White-labeled wrist devices (bands, watches, rings)
- Alexa in every electronic device (100k devices available)
- AI prosthetic hand
- Smart locks/bulbs/alarms
- Heart rate, sleep apnea sensors
- Blood-pressure sensors (earbuds)
- Accurate calorie intake
- 5G devices (phones, laptops, etc.)
- Digital AR lenses
- Transparent TV screen
- Smart beauty products
- Adult toys
- 8k screens, large screens
- Appliances turning smart

**Future**
- Electric cars & trucks
- HD portable gaming
- White-labeled wrist devices (bands, watches, rings)
- Alexa in every electronic device (100k devices available)
- AI prosthetic hand
- Smart locks/bulbs/alarms
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## Startups at CES 2020 Shaping the Next Wave of Innovation

### Technology Areas of Focus

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artificial Intelligence</td>
<td>22%</td>
</tr>
<tr>
<td>Software</td>
<td>15%</td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td>13%</td>
</tr>
<tr>
<td>Robotics</td>
<td>5%</td>
</tr>
<tr>
<td>AR/VR</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Target Areas of Focus

<table>
<thead>
<tr>
<th>Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health &amp; Wellness (H&amp;W)</td>
<td>18%</td>
</tr>
<tr>
<td>Transportation</td>
<td>8%</td>
</tr>
<tr>
<td>Security</td>
<td>6%</td>
</tr>
<tr>
<td>Sustainability</td>
<td>4%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Startup Locations

CES Eureka Park companies span the globe, with over 70% coming from outside North America. How are you prepared to access global innovation?

![World Map showing startup locations](world_map.png)

### Age of Companies

85% of startups at CES were under 4 years old. How are you approaching innovation from early-stage companies?

![Age of Companies](age_of_companies.png)

### Questions

- **Ai is no longer an option in products, but an expectation.** How are you implementing AI in your end products and experiences?
- **Health & wellness is top of mind for consumers.** How do your products contribute to the overall H&W of end users?
6 Trends from CES 2020 That Will Affect Every Business

1. Sensors are improving and AI is providing more intelligent feedback.

2. Companies are innovating on conventional form factors due to new possibilities in tech and material.

3. Tech UI and design is becoming more natural and human as it integrates into our natural environment.

4. Emerging technologies are now mature enough to implement, creating a new toolkit for innovators.

5. The next decade of innovation is exploring novel ideas and more ambitions rather than iterating on existing tech.

6. Companies are partnering with other large players and especially with startups to innovate around operations and products.
Sensors are improving and AI is providing more intelligent feedback

We are seeing consumer companies implement new data-gathering sensors, existing technologies to better manage data intake and transfer, and smart feedback from devices with new applications. New devices at CES 2020 made better use of data by providing smart recommendations, like Core’s meditating assistant to help you meditate. Other innovators, like Withings, deployed new sensors to measure blood pressure and sleep apnea. Pax is using mature NFC technology to help users quickly gain data on the cannabis they are purchasing.
Companies are innovating on conventional form factors due to new possibilities in tech and material

Companies continue to innovate on the form factors of their products. At CES 2020, Dell’s Alienware took high-quality gaming portable, Lenovo showcased a folding tablet, Fasteesh debuted a proven Y Brush (mouthguard-like device) for brushing teeth in 10 seconds, and Samsung’s Ballie delivered a personal assistant that rolls around like a tennis ball. Companies are seeking novelty that’s also practical by designing for different use cases with technologies ready for consumer adoption. Every few years new form factors are introduced, and 2020 presents another major inflection point where new form factors are emerging.
Tech UI and design is becoming more natural and human as it integrates into our natural environment

One tech trend that stood out at CES 2020 was the subtle blending of technology into our everyday, natural environment. Companies like UltraSense and Senton are creating touch interfaces on plain surfaces. Mui Lab’s smart display on a wooden surface looks simply like digital text layered on a piece of wood. Mercedes-Benz released a concept “Avatar” car whose controller “breathes” (vibrates) in sync with your breathing and heart rate. Tombot showed an almost-real puppy robot, powered by AI, that’s designed to keep seniors company. As technology advances, products like these are beginning to feel more natural and fit into our surroundings, versus users learning to adjust to an unnatural environment.
Emerging technologies are now mature enough to implement, creating a new toolkit for innovators

Technologies like voice recognition, AR, robotics and IoT, which blend earlier tech advances, are now at a mature place for consumers and mass implementation. Some products highlighting this trend included P&G’s OPTE, which uses machine vision and AI to correct flaws on the skin’s surface, and Colgate’s Plaqless toothbrush, which uses a tiny sensor and AI to detect plaque buildup. Valerann’s IoT sensors, once embedded in roads and city streets, generate data that algorithms use to provide insights and predictions. As technologies are integrated at a faster rate, we will see more complete and natural-to-use products and services for both consumers and enterprises.
The next decade of innovation is exploring novel ideas and more ambitions rather than iterating on existing tech. Established companies and startups are looking to make major leaps with products that were once considered science fiction. Samsung revealed Neon, human-looking avatars that will chat with you. Uber and Hyundai are building their versions of a flying taxi. HYPERVSN showed off realistic 3D holographic visuals that are controllable with only your hands. Hydraloop’s CES-award-winning water recycling system for the home uses UV light (among other tech) to reduce water consumption. SHARP showcased transparent TV screens and Mojo their AR lenses. As technologies and systems to support them develop, companies are looking towards aspirational products of the near future.
Companies are partnering with other large players and especially with startups to innovate around operations and products

Although technology companies are becoming increasingly vertical (think Uber, Amazon, Tesla, etc.), partnerships between leaders in their respective spaces remain important — especially at CES. Across the board there were partnerships between companies working in different areas, sharing synergies. Intel announced partnerships with Netflix, Habana, 3dat, Google, and many others. FedEx shared on stage how it has piloted last-mile delivery with robotics company Roxo, while Walgreens opened up about its pilot with drone delivery service Wing. As companies are becoming more specialized in their respective areas, they are more easily able to collaborate across industries, or up and down the value chain. Unlocking these partnerships, not only with other prominent companies but also with startups, will help organizations continue innovating.
Extend your team and expertise to source the best partners.

Solve pain-points to optimize innovation workflow.

Define opportunity areas and centralize all innovation activity.

Map and recruit startups in each opportunity area.

Stay informed via curated startup news & data feeds.

Effectively push partners and reports to the rest of the organization.