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For Immediate Release

Mouser Electronics and DERBI Foundation Announce Creation of Mouser Innovation Lab in Bangalore

March 29, 2021 - [Mouser Electronics](https://www.mouser.com), Inc. announces a partnership with DERBI Foundation, a world-class incubation centre fuelling entrepreneurship dreams of ambitious start-ups working on deep-tech solutions, to create the Mouser Innovation Lab. The Mouser Innovation Lab, hosted by DERBI Foundation, is the beginning of an exciting new initiative created to support entrepreneurs by providing the right tools and the right opportunities to help build innovative technology solutions.

“Often, early-stage start-ups stumble with the costs, procedures and delays associated with ordering components to build a proof of concept,” says Mark Burr-Lonnon, Mouser Senior Vice President of Global Service & EMEA and APAC Business. “DERBI and Mouser are partnering to help solve that problem with the Mouser Innovation Lab, which features an extensive collection of components and equipment to cut short prototyping timelines.”

Mouser, an authorized global distributor with the newest semiconductors and electronic components, and DERBI Foundation will work with the NIDHI Prayas Program, an initiative to support young innovators from idea to proof of concept. The collaboration focuses on identifying and fostering concepts that shorten the ideation-to-market time in the product space, empowering today’s start-ups to grow into tomorrow’s tech giants that will create next-gen solutions.

As part of the collaboration, Mouser Electronics India will provide equipment, components and kits for the Mouser Innovation Lab and provide technical mentoring to members. DERBI Foundation will provide end-to-end support in program management and marketing. It will also support members through grants and funds and provide designated space and infrastructure for the Mouser Innovations Lab.

DERBI Foundation is supported by the National Science & Technology Entrepreneurship Development Board — part of the Department of Science & Technology of the Government of India — and hosted by Dayananda Sagar Institutions in Bangalore. The organization is committed to empowering the next generation of entrepreneurs through their innovation support system, which includes mentoring, prototyping, technology enablement, customer connections and seed funding. They equip and empower members to build robust, sustainable business models that grow into profitable business ventures.

As a global authorised distributor, Mouser offers the world's widest selection of the newest semiconductors and electronic components — in stock and ready to ship. Mouser's customers can expect 100% certified, genuine products that are fully traceable from each of its manufacturer partners. To help speed customers' designs, Mouser's website hosts an extensive library of technical resources, including a [Technical Resource Centre](#), along with product data sheets, supplier-specific reference designs, application notes, technical design information, engineering tools and other helpful information.

About Mouser Electronics

Mouser Electronics, a Berkshire Hathaway company, is an authorised semiconductor and electronic component distributor focused on New Product Introductions from its leading manufacturer partners. Serving the global electronic design engineer and buyer community, the global distributor's website, mouser.com, is available in multiple languages and currencies and features more than 5 million products from over 1,100 manufacturer brands. Mouser offers 27 support locations worldwide to provide best-in-class customer service in local language, currency and time zone. The distributor ships to over 630,000 customers in 223 countries/territories from its 93,000 square-meter, state-of-the-art facilities in the Dallas, Texas, metro area. For more information, visit <https://www.mouser.in/>.

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– 30 –

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