

WINNING TOGETHER

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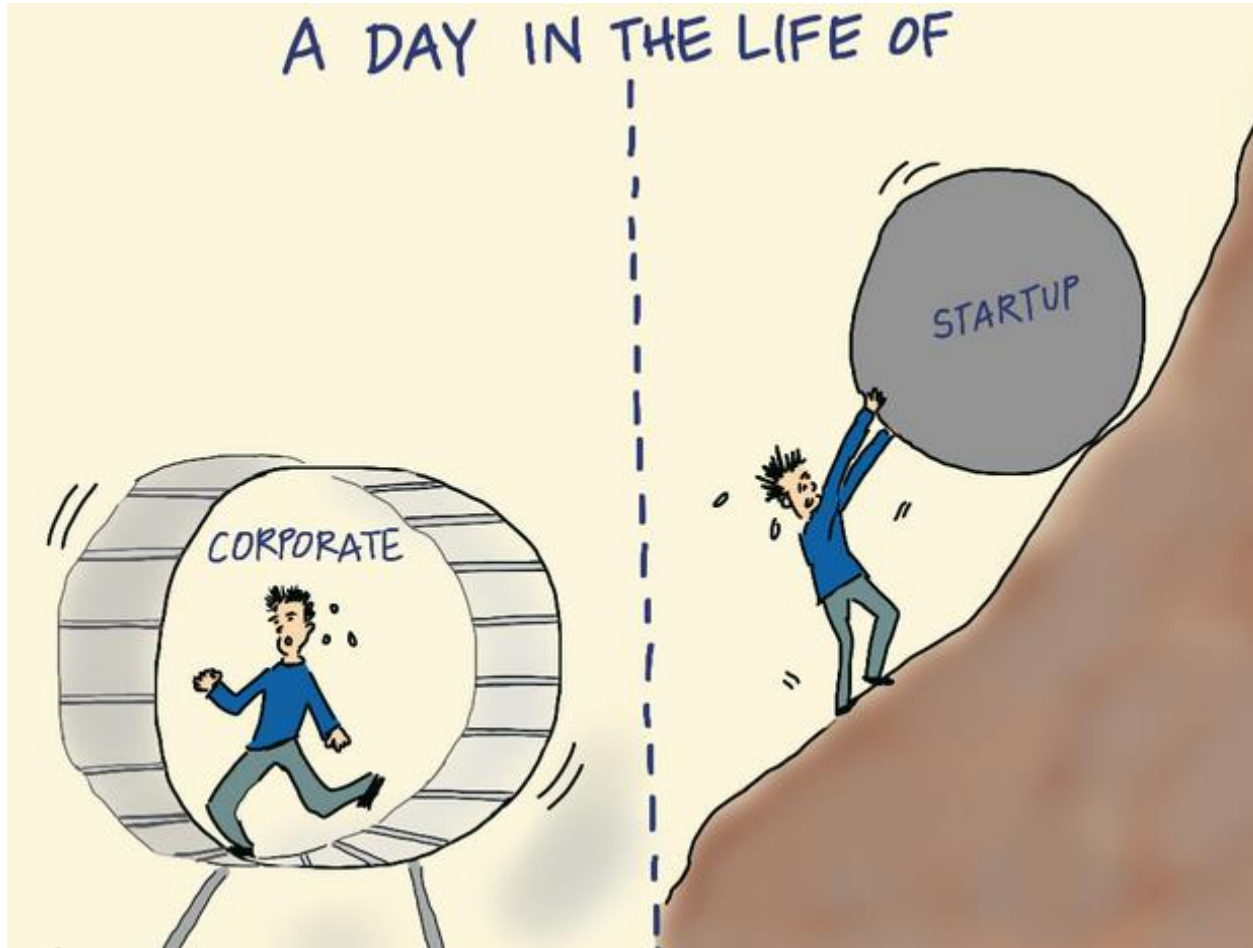
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Nesta...



Startup
Europe
Partnership

Why collaboration matters



Three steps to set up startup programmes

STEP 1 **Clarify your objectives**

STEP 2 **Consider the programme options**

STEP 3 **Connect potential resources**

STEP 1 **Clarify your objectives**

Rejuvenate corporate culture
to create an entrepreneurial mindset among employees

Innovate big brands
to attract customers, partners and talent

Solve business problems
quicker and at lower risk

Expand into future markets
by accessing new capabilities or channels

STEP 2 Consider the programme options

- One-off events
- Sharing resources
- Business support
- Partnerships
- Investments
- Acquisitions

STEP 2 Consider the programme options

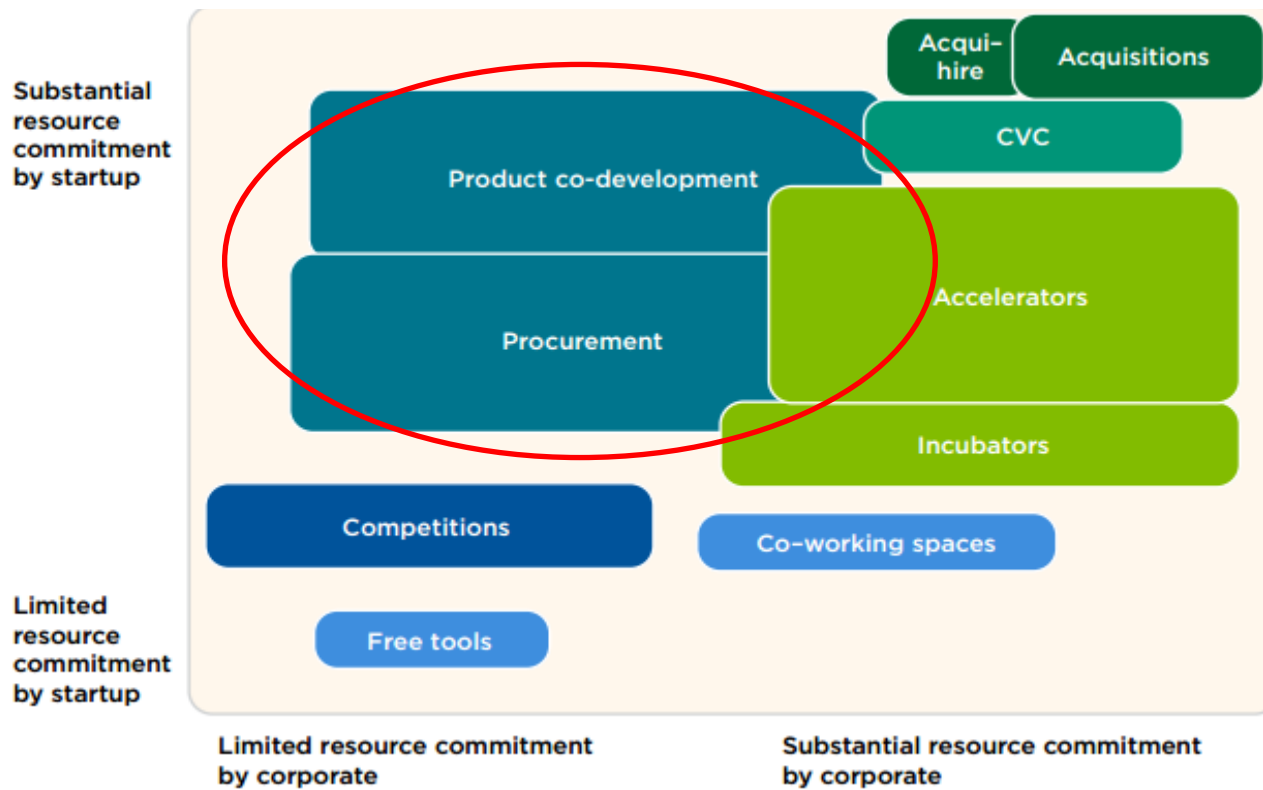
Common programmes to engage with startups

	Objectives			
	Rejuvenate corporate culture to create an entrepreneurial mindset among employees	Innovate big brands to attract customers, partners and talent	Solve business problems quicker and at lower risk	Expand into future markets by accessing new capabilities or channels
One-off events (competitions such as hackathons)				
Partnerships (product co-development; procurement from startups)				
Investments (corporate venturing)				

STEP 3 **Connect potential resources**



STEP 3 Connect potential resources



Key lessons

Designing your programme

- ① Carefully consider your objectives to engage with startups.
- ② Select the programme(s) that best deliver on these objectives.
- ③ Secure board-level sponsorship.

Measuring your programme

- ④ Develop key performance indicators.
- ⑤ Capture data and feedback continuously to iterate the model.

Implementing your programme

- ⑥ Hand startup programmes to people with an entrepreneurial mindset.
- ⑦ Allocate an internal champion with decision and budget power.
- ⑧ Create a publicly visible, single access point for startups.
- ⑨ Scout internationally to attract the best startups and technology.
- ⑩ Make it easier for startups to work with you.