

# The Corporate Startup

The Corporate Startup Scaling-Up Corporate Startups Corporate Collaboration: When Startups and Big Companies Partner Open Innovation and Startups Winning Together Designing the Successful Corporate Accelerator Inter-Organizational Ambidexterity in Resource-Constrained Organizations 9th International Conference on Mobility, IoT and Smart Cities Business Startup Made Easy Startup Program Design: A Practical Guide for Creating Accelerators and Incubators at Any Organization Corporate Venturing 84 Tips to a Successful Business Startup Designing New Business Startups Death by Innovation Theater: 10 Corporate Innovation Lessons Learned by a Startup Startup 500 Business Ideas Corporate Accelerator Programs Corporate Management Tax Conference Business Startup 101 The Internet Business Startup Kit The Startup Checklist *Tendayi Viki Ralph-Christian Ohr Ahmed musa Michał Bańska Valerie Mocker Jules Miller Johannes Busold Lucia Knapcikova Carol Adams Paolo Lombardi Dado Van Peteghem Khalid Suleimani Andrew H. Van de Ven Soren Nielsen Prabhu TL Sandra-Luisa Moschner Chris Gattis David S. Rose*

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this book focuses on one question how can large companies generate business impact from non incremental innovation the situation seems paradox winning in non incremental innovation should be the domain of large corporates not of greenfield startups yet 7 out of 8 corporate startups do not generate business impact and the media is full of stories that greenfield startups are attacking and even disrupting incumbents to stack the odds for success large corporates have tried to emulate the methods and approaches of greenfield startups they set up explorative innovation units called innovation centers incubators accelerators digital labs innovation outposts fab labs maker spaces etc around the globe there are more than 600 of these but returns on innovation are decreasing despite increasing investments into innovation so apparently there is a problem we think that the root cause and hence the archimedean point for solving the problem lies in one part of the end to end innovation process corporates need to think one step further beyond their explorative innovation units they need to actively shape the phase that comes after a promising innovation concept has been found and validated we call this phase scaling up in this phase business impact is generated success in this phase requires an orchestrated interplay between the corporate startup and the core organization built on a solid methodology the book is written for top managers and members of the board who are concerned about the business impact that their innovation investments create it is also written for corporate practitioners working in explorative innovation units in corporate innovation management corporate research group technology corporate strategy corporate in house consulting or in comparable functions and we also had senior management from business units bus in mind when we wrote this book with excellence in scaling up a corporate startup has the entrepreneurial momentum of a small company and by leveraging the assets of its parent company an unfair advantage in the innovation race with every successful corporate scaleup the company not only increases growth ebit and market cap it also actively reshapes its core business for tomorrow without excellence in scaling up validated innovation concepts will not generate business impact in other words if a company is not good in scaling up all work done in the ideation and validation phases is just a costly hobby this book draws on our extensive consulting experience in this space and is co written with our clients we assembled a cross industry peer group of well known large european companies all of them widely seen as good innovators or even innovation leaders in the process the group members analyzed relevant research shared their good practices developed and validated methodological frameworks and helped each other in peer coaching the reader of this book can benefit from the peer group s work

and findings some readers might be more interested in how to methods others more in practical experiences this book contains both it is organized in four parts part 1 understand provides the thinking framework for excellence in scaling up part 2 prepare takes a closer look into the phase that precedes scaling up part 3 scaling up presents the framework for effective scaling up that the peer group has co created part 4 building the organizational capability features real life cases on how bp robert bosch orange six telefonica trum pf and tÜv rheinland are aiming for excellence in scaling up

corporate collaboration explores the growing trend of partnerships between startups and established corporations while the corporate world often moves slowly and operates with a different set of priorities startups bring agility innovation and disruptive potential the book examines the benefits of such collaborations such as access to resources expertise and distribution networks and how both parties can mutually benefit entrepreneurs will learn how to pitch their startups to large corporations negotiate contracts and ensure that both sides remain aligned on goals by examining successful partnerships and common pitfalls this book offers crucial guidance for startups that want to work with big companies to accelerate their growth and innovation

this book comprehensively discusses the cooperation of corporations with startups in the context of accelerator programs it focuses on recognizing how open innovation can catalyze startups development and success and benefit corporations through access to new business models innovative products services and technologies developed outside the r d departments of large organizations the book presents a variety of collaboration models motivations barriers and potential for collaboration offering readers a wealth of theoretical and practical knowledge based on the author s research and experience in managing startup acceleration programs for multinational corporations readers will gain insight into the challenges and critical aspects of startup accelerator programs via a detailed analysis of open innovation theory and collaboration strategies based on literature and empirical research the author offers practical guidance on how corporations should prepare and conduct acceleration activities to maximize the potential of innovation from startups and increase the chances of success open innovation and startups will appeal to scholars and researchers in the fields of innovation studies entrepreneurship and organizational studies the open access version of this book available at taylorfrancis com has been made available under a creative commons attribution non commercial no derivative licence cc by nc nd 4 0 international license

accelerators can be powerful tools to build and transform businesses in a short period of time which is why they have spread like wildfire in the corporate world designing the successful corporate accelerator gives readers the tools to design create and manage successful corporate accelerators that achieve results time and time again authors jules miller and jeremy kagan are seasoned professionals in this space and combine global market research interviews with accelerator leaders and their own experience launching and running accelerators to share what works and what doesn't the first half of the book takes a broader look at corporate innovation as a whole and how accelerators fit in then the second half offers practical advice for how to launch run and manage world class accelerator programs perfect for executives employees founders investors intrapreneurs and entrepreneurs designing the successful corporate accelerator is a practical guidebook for anyone with a passion for corporate innovation and entrepreneurship

in today's dynamic business environment resource constrained organizations such as smes and startups must navigate the dual demands of exploration and exploitation to achieve ambidexterity a critical capability for business survival and success this book examines how such organizations can use strategic alliances to benefit from ambidexterity in an empirical study 15 case studies of strategic alliances between established organizations and startups are analyzed based on numerous expert interviews with ceos founders and managers by collaborating corporates can benefit from the innovative strength of startups while startups can benefit from the corporates networks and reputation however these collaborations often prove challenging the author develops an empirical model that identifies key antecedents of alliance success this model sheds light on critical elements such as power imbalances and provides actionable insights for fostering effective and mutually beneficial collaboration this book is essential for entrepreneurs corporate leaders and researchers interested in ambidexterity strategic alliances and corporate startup partnerships

this proceeding features papers from eai mobility iot 2022 the 9th international conference on mobility iot and smart cities which took place december 15 16 2022 bratislava slovakia and online the conference focuses on innovative technologies influencing industry and connectivity sectors in industrial urban social and sustainable development the papers cover many topics in mobility including car manufacturing e mobility smart cities smart factories industry 4 0 smart logistics social mobility technological innovations sustainability multicultural development internet of things sectors etc the papers are applicable to researchers academics students and professionals

this book details the steps to ensure your business startup is as easy as possible with all the necessary steps outlined in an easy format

design and execute a powerful startup program that delivers value for all parties involved startup accelerators business incubators hackathons these are the hallmarks of the innovation ecosystem development practices used to discover launch and scale the most forward looking startups of the last decade if you want to adopt these approaches to your own business but aren't sure how to implement them now's the time to master the practices of today's most successful early stage investors in startup program design two seasoned veterans deeply versed in startup engagement programs provide you with the tools to introduce open innovation practices to your organization while other books on innovation management tend to be conceptual at the expense of hands on experience startup program design is a practical manual vertically focused on preparing the organization identifying the right strategy and designing an attractive and effective offer filled with real world examples interviews with program managers lessons learned and diagrams and canvases that outline a step by step logical sequence startup program design points you toward results that are scalable and repeatable whether you're an innovation manager executive consultant service designer business owner or startup community activist this first of its kind guide offers a radical new framework for true innovation

different strategies and tactics to accelerate innovation and growth through collaboration this is not the hype story of how cool startups are and why you should invest in them with a fund or setup an accelerator corporate venturing is so much more than cvc corporate venture capital the aim of this book is to provide insights in the different strategies and tactics to accelerate innovation and growth through collaboration as well as plenty of cases as examples where these models are successfully applied this is not a book for people that are looking for complex innovation theories around venturing rather it's a no nonsense ready to apply comprehensive guide for creating and reviewing your corporate venturing strategy as strategic growth the book will provide guidance insights perspective and inspiration for anyone that has interests in corporate venturing as a strategy to accelerate growth whether you are a large corporate or an upcoming player in the market with cases from ricolab bnp paribas fortis roularta media group sncf and cartamundi discover a ready to apply comprehensive guide for creating and reviewing your corporate venturing strategy as strategic growth extract attract a typical ventures for starters you will attract ventures that you may not have found

yourself because you're too focused on specific fields while a company may not fit the profile you're looking for at first sight digging deeper may reveal that they are solving the same problem in a different industry or that they are doing breakthrough work that you hadn't even considered yet it's a more passive approach than scouting but you will need to keep creating content to keep it going so don't underestimate the work about the authors dado van peteghem is one of the leading experts in the digital sector he is a frequent keynote speaker and entrepreneur dado is founding partner at the consulting firm duval union consulting co founder of several startups including social seeder speakersbase and trendbase giving more than 150 speeches per year internationally on topics as digital disruption and transformation corporate innovation and startup thinking omar mohout currently entrepreneurship fellow at sirris is a former technology entrepreneur a widely published technology author c level advisor to high growth startups as well as fortune 500 companies and professor of entrepreneurship at the university of antwerp the antwerp management school ulb and solvay brussels school of economics and management

this book is a guide for startup owners to avoid common mistakes leading to startup failures includes 84 tips real life business cases and cartoons more than one third of the tips and most of the examples are specific to those starting a business in saudi arabia and the mena region in general tips address major startup concerns such as choosing a business for your startup choosing your partners identifying suitable sources of funding getting around local rules and regulations growing and running your business the book covers everything you need to know to create and run a startup each tip comes with a real life example from local or international startups the author throughout his 20 years of entrepreneurship has created 6 successful startups he is president of the first government sponsored angel group in saudi arabia and has worked as a consultant for government public and private companies he has won numerous awards including the saudi fast growth 100 three times and arabia 500

the phrase innovation theater is almost self explanatory almost the two words tell the story about a rapidly growing phenomenon within the startup eco system where millions of euros and dollars are being poured into creating innovation with processes consultants and accelerator programs oftentimes these efforts unfortunately have the direct opposite effect they become more for show than for concrete results innovation theater kills startups it is a patient disease that creeps its way into young companies without the employees even noticing it it is especially dangerous

combined with the ever growing popularity of partnerships between startups and corporates this book tells the story about how innovation theater in the end killed a young startup it is an eyewitness story told by one of the founders who points to 10 different lessons learned and how other startups and corporates can avoid the death by innovation theater

are you an aspiring entrepreneur hungry for the perfect business idea look no further startup 500 business ideas is your treasure trove of innovation housing a collection of 500 handpicked lucrative business ideas that are ready to ignite your entrepreneurial journey unleash your potential embrace the thrill of entrepreneurship as you explore a diverse range of business ideas tailored to fit various industries and niches whether you re a seasoned entrepreneur seeking your next venture or a passionate dreamer ready to make your mark startup 500 offers an array of opportunities to match your vision 500 business ideas at your fingertips inside this book you ll discover innovative tech startups dive into the world of cutting edge technology with ideas that capitalize on ai blockchain ar vr and more profitable e commerce ventures tap into the booming e commerce landscape with niche specific ideas to stand out in the digital marketplace service based solutions uncover service oriented businesses that cater to the needs of modern consumers from personalized coaching to creative freelancing green and sustainable initiatives embrace eco friendly entrepreneurship with ideas focused on sustainability renewable energy and ethical practices unique brick and mortar concepts explore captivating ideas for brick and mortar establishments from themed cafes to boutique stores social impact projects make a difference with businesses designed to address pressing social and environmental challenges find your perfect fit startup 500 goes beyond merely presenting ideas it provides a launchpad for your entrepreneurial spirit you ll find thought provoking insights market research tips and success stories from seasoned entrepreneurs who transformed similar ideas into thriving businesses empower your entrepreneurial journey as you embark on your quest for the ideal business venture startup 500 equips you with the knowledge and inspiration needed to turn your vision into reality every page will fuel your creativity encourage your determination and light the path to success take the first step don t wait for the right opportunity create it join the ranks of successful entrepreneurs with startup 500 business ideas embrace the possibilities embrace innovation and embrace your future as a trailblazing entrepreneur claim your copy today and witness the magic of turning ideas into thriving ventures

corporate accelerators sind organisationen zur zeitlich begrenzten unterstützung von startups die von etablierten unternehmen betrieben werden sie imitieren das model von unabhängigen accelerators verfolgen jedoch nicht zwangsläufig das ziel finanziellen zugewinns sondern auch strategische ziele die vorliegende arbeit hat das ziel spezifische förderpraktiken dieser programme sowie deren effekt auf den startup erfolg zu untersuchen die studienergebnisse identifizieren corporate accelerator spezifische praktiken die einen positiven einfluss auf den startup erfolg haben die ergebnisse zeigen zudem dass die unterstützung je nach motiv des etablierten unternehmens symbolisch vs substanzell variiert die resultierenden ergebnisse liefern relevante implikationen sind für etablierte unternehmen corporate accelerator manager und startups corporate accelerators are intermediary organizations implemented by incumbent firms to support startups with various resources over a short period of time although they are built upon the model of independent accelerators corporate accelerators do not necessarily aim for financial benefits but for strategic objectives this thesis examines how corporate accelerators support participating startups and how this support impacts subsequent startups success based on qualitative and quantitative data the findings of the study identify corporate accelerator specific practices that positively influence the success of startups further the findings indicate that the extent of support varies as incumbents initiate the programs as a result of substantive and or symbolic motives the findings therefore provide relevant implications for incumbents corporate accelerator managers and startups

a practical real world how to guide for starting your own business by a man who s done it successfully dozens of times chris gattis and the foreword is by michael e gerber small business guru and author of the e myth revisited business start up 101 from great idea to profit quick answers the question how do i start a small business there are many books on the market for business owners but most are for large businesses or those seeking venture capital funding most small business owners are looking for practical easy to understand advice on how to get started without all the management theory business start up 101 walks entrepreneurs through the entire process of starting a business from developing a business model testing viability and writing a business plan to opening the doors whether you need to know how to start a home business or a high tech venture whether you re looking for a california business startup or one in maine this book will show you how because the business startup basics are the same forget the theory and

management jargon if you want to know how to start a small business in the real world this book is for you entrepreneurship is hard and many famous entrepreneurs have tried and failed when their ideas for new businesses didn't work out take your idea develop your business model using chris system and launch your business get in business and get profitable quick

25 steps to found and scale a high growth business the startup checklist is the entrepreneur's essential companion while most entrepreneurship books focus on strategy this invaluable guide provides the concrete steps that will get your new business off to a strong start you'll learn the ins and outs of startup execution management legal issues and practical processes throughout the launch and growth phases and how to avoid the critical missteps that threaten the foundation of your business instead of simply referring you to experts this discussion shows you exactly which experts you need what exactly you need them to do and which tools you will use to support them and you'll gain enough insight to ask smart questions that help you get your money's worth if you're ready to do big things this book has you covered from the first business card to the eventual exit over two thirds of startups are built on creaky foundations and over two thirds of startup costs go directly toward cleaning up legal and practical problems caused by an incomplete or improper start this book helps you sidestep the messy and expensive clean up process by giving you the specific actions you need to take right from the very beginning understand the critical intricacies of legally incorporating and running a startup learn which experts you need and what exactly you need from them make more intelligent decisions independent of your advisors avoid the challenges that threaten to derail great young companies the typical american startup costs over 30 000 and requires working with over two dozen professionals and service providers before it even opens for business and the process is so complex that few founders do it correctly their startups errors often go unnoticed until the founder tries to seek outside capital at which point they can cost thousands of dollars to fix or even completely derail an investment the startup checklist helps you avoid these problems and lay a strong foundation so you can focus on building your business

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