

The Corporate Startup

The Corporate Startup Corporate Collaboration: When Startups and Big Companies Partner Scaling-Up Corporate Startups Designing the Successful Corporate Accelerator Coaching Strategies for Corporate Innovation Open Innovation and Startups Inter-Organizational Ambidexterity in Resource-Constrained Organizations Venture Clienting Software Business Startup Masterclass Tech Startups 9th International Conference on Mobility, IoT and Smart Cities Accounting, Innovation and Inter-Organisational Relationships Creating Innovation Spaces Business Ecosystems Research Challenges in Information Science Design a Better Business Navigating Asean innovation: The Reservoir Principle And Other Essays On Startups And Innovation In Southeast Asia Financing High-Tech Startups Cross-Cultural Management Tendayi Viki Ahmed musa Ralph-Christian Ohr Jules Miller Ivan Yong Michał Bańka Johannes Busold Tobias Gutmann Sami Hyrynsalmi Saurabh Jain Amelia Green Lucia Knapcikova Martin Carlsson-Wall Volker Nestle Markus Kreutzer Renata Guizzardi Patrick van der Pijl Yinglan Tan Robin P. G. Tech Mai Nguyen-Phuong-Mai

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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 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 trumpf and TÜV rheinland are aiming for excellence in scaling up

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.

Drawing upon the authors' own extensive experiences within the field and melding startup dynamics with corporate innovation, the book equips readers to navigate the complexities of this emerging innovation practice. Collaboration between large corporations and innovative startups represents a strategic pillar of corporate innovation and is growing at a rapid pace globally. Such engagements are situated within the broader paradigm of open innovation and are categorised explicitly as corporate venturing when they involve mechanisms such as strategic investments, partnerships, incubators, or co-development initiatives. Leveraging the authors' extensive experience in startup investment, mentorship, and corporate innovation, thought leadership forums, this book addresses the critical need for innovation coaching strategies to succeed in this dynamic corporate startup collaboration. Through a synergy of practical insights, riveting case studies, and authoritative thought leadership, readers will be guided on a transformative journey encompassing innovation culture, symbiotic partnerships with startups, and the coaching strategies pivotal for unlocking innovation advantage. This book is tailored for corporate leaders, innovation teams, corporate venture capitalists, and professional coaches aspiring to transcend conventional wisdom in the current corporate innovation practices.

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 is available at taylorfrancis.com and has been made available under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International license.

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 of 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

venture clienting provides a practical step by step guide to how organizations can drive innovation and unlock value through venture clienting venture clienting enables companies to tap into new technologies business models and ideas and foster a culture of agility and growth this book presents a set of frameworks tools and methodologies designed to help readers master venture clienting in their organizations it takes a deep dive into the fundamental building blocks of venture clienting exploring everything the reader needs to systematically build and run a successful venture client unit from strategy and organization to infrastructure communication process enabling processes governance and control culture and stakeholder management the book delves into the practicalities of each component venture clienting answers key questions such as how can you build effective venture client units what are the secrets to running a venture client unit that is lean agile and cost efficient what are the key challenges in venture clienting and how can they be overcome it is packed with practical insights examples and cases such as the microsoft and openai moonshot partnership bsh startup kitchen and avl empower your business to innovate faster and more efficiently with this essential guide for companies and startups seeking to drive strategic growth through venture clienting

this open access book constitutes the refereed proceedings of the 23rd international conference on software business icsob 2023 which was held in lahti finland during november 27 29 2023 the special theme of icsob 2023 was digital agility mastering change in software business and digital services the 27 full papers and 8 short papers presented in this book were carefully reviewed and selected from 79 submissions they were organized in topical sections as follows requirements software procurement platforms ecosystems and data artificial intelligence software startups software product management software and business co development and emerging digital world

from goals to product to investors key features product management recruiting co founders and core team pitching to investors description this book has been written for budding startup founders startups are complex organizations and it becomes very difficult to succeed without knowing the startup best practices the book teaches startup best practices in a simple and concise manner the book covers best practices related to startup lifecycle product management co founder management core team recruitment startup funding pitch deck creation and much more it also covers the best practices that the author learned while working under the famous entrepreneur vijay shekhar sharma founder of paytm a must read for any budding entrepreneur the book is an easy to understand guide on various best practices an entrepreneur needs to follow across the stages in the startup lifecycle it tries to make every topic interesting and easy to learn using the techniques of visual thinking what you will learn understand startup

best practices understand product management understand issues in human resource management for startups understand startup investors create a good pitch deck who this book is for this book has been written for the budding entrepreneurs who want to learn startup best practices no prior knowledge of any kind is required to understand the book table of contents 1 introduction to startup canvas 2 product 3 people 4 purchasing power 5 conclusion when should i start a startup

tech startups explores the dynamic interplay between technology entrepreneurship venture capital and disruptive innovation which serves as the engine of modern innovation it investigates how this relationship transforms initial concepts into successful enterprises ultimately shaping the economic future and the technological landscape one key insight is the importance of strategic venture capital investment in fostering groundbreaking advancements challenging the conventional wisdom about innovation the book also highlights the need for risk taking and experimentation in this industry the book adopts an integrated approach emphasizing the complex interactions between entrepreneurs investors and technologies rather than treating them as separate entities it begins by defining key concepts and establishing a historical context tracing the evolution from early silicon valley to the globalized landscape of today later chapters delve into technology entrepreneurship venture capital and disruptive innovation using real world case studies to illustrate key principles

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

successful innovation is a true challenge and especially when today s companies are intertwined in close inter organisational relationships and networks with e g customers and suppliers research has indicated that accounting can play important roles in such innovation processes but there is little in depth systematic knowledge about this issue accounting innovation and inter organisational relationships gathers leading researchers from all around the world to argue for the importance of more systematic knowledge about accounting innovation and inter organisational relationships accounting innovation and inter organisational relationships thus becomes an important source for researchers and practitioners interested in accounting and inter organisational relationships as well as the related disciplines of management marketing innovation and strategy

this book offers fresh impulses from different industries on how to deal with innovation processes authors from different backgrounds such as artificial intelligence mechanical engineering medical technology and law share their experiences with enabling and managing innovation the ability of companies to innovate functions as a benchmark to attract investors long term while each company has different preconditions and environments to

adapt to the authors give guidance in the fields of digitalization workspaces and business model innovation

this comprehensive book provides decision makers with clarity in navigating business ecosystems it covers the history and drivers of ecosystem emergence and explores key concepts like complementarity and modularity various archetypes including business innovation and platform ecosystems are examined the book details the design set up and growth of successful ecosystems including roles building strategies and growth levers further sections focus on ecosystem orchestration and participation emphasizing the balance between engagement depth and breadth cooperation and competition trust and control and openness and closedness ecosystem management within firms is addressed covering leadership commercial functions communication financial planning risk management legal compliance and it insights into assessing ecosystem performance failure and competition are provided the book concludes with a discussion on the future of ecosystem evolution environmental and social impacts and how ecosystems are transforming work and management practices this book is an essential resource for executives in the ecosystem driven business landscape

this book constitutes the proceedings of the 16th international conference on research challenges in information sciences rcis 2022 which took place in barcelona spain during may 17 20 2022 it focused on the special theme ethics and trustworthiness in information science the scope of rcis is summarized by the thematic areas of information systems and their engineering user oriented approaches data and information management business process management domain specific information systems engineering data science information infrastructures and reflective research and practice the 35 full papers presented in this volume were carefully reviewed and selected from a total 100 submissions the 18 forum papers are based on 11 forum submissions from which 5 were selected and the remaining 13 were transferred from the regular submissions the 6 doctoral consortium papers were selected from 10 submissions to the consortium the contributions were organized in topical sections named data science and data management information search and analysis business process management business process mining digital transformation and smart life conceptual modelling and ontologies requirements engineering model driven engineering machine learning applications in addition two page summaries of the tutorials can be found in the back matter

this book stitches together a complete design journey from beginning to end in a way that you've likely never seen before guiding readers you step by step in a practical way from the initial spark of an idea all the way to scaling it into a better business design a better business includes a comprehensive set of tools over 20 total and skills that will help you harness opportunity from uncertainty by building the right team's and balancing your point of view against new findings from the outside world this book also features over 50 case studies and real life examples from large corporations such as ing bank audi autodesk and toyota financial services to small startups incubators and social impact organizations providing a behind the scenes look at the best practices and pitfalls to avoid also included are personal insights from thought leaders such as steve blank on innovation alex osterwalder on business models nancy duarte on storytelling and rob fitzpatrick on questioning among others

southeast asia has been an emerging frontier for internet technology startups with talent and capital flooding into the region s technology markets in recent years navigating aseannnovation the reservoir principle and other essays on startups and innovation in southeast asia is a collection of essays and interviews with founders and investors on what it takes to thrive and win in the region as a tech startup from topics such as bringing together a founding team to exiting a company the collection covers various aspects of startup growth digging deep into the critical strategies tech founders and business leaders of different countries and industries can adopt while embracing the diversity critical to understanding the region navigating aseannnovation serves as go to compendium providing practical advice and mental frameworks for anyone interested in southeast asia and tech startups highlighting the unique aspects of operating in the region that the world can learn from as well the collection was curated with commentary from yinglan tan founding managing partner of insignia ventures partners an early stage technology venture fund in southeast asia and paulo joquiño editor of insignia business review the official publication of insignia ventures partners

this book examines the adverse effects of complexity information asymmetries transaction costs and uncertainty on investors decision making it suggests mitigating those effects using appropriate and matching signals and analyzes a sample of 903 german startups to quantitatively highlight the distinct financing patterns and characteristics of high tech startups it then investigates the reasons for these patterns on the basis of a qualitative study that includes 34 interviews with investors and entrepreneurs in the us and germany and an international expert panel lastly it presents a framework that matches complexity factors with appropriate productive signals

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