

# FOR CORPORATES / INVESTORS

## STARTUP SCOUTING



- Partnership Scouting
- Investment Scouting
- Commercial due diligence
- Match due diligence

## CORPORATE VENTURE DEVELOPMENT



- Ideation
- Design
- Build
- Launch
- Scale

## STARTUP ENGAGEMENT



- Engagement planning
- Onboarding
- Pilot support
- Post-acquisition integration

## INNOVATION STRATEGY & TRANSFORMATION



- Innovation strategy
- Innovation infrastructure
- Talent development (training)

# STARTUP SCOUTING



Helping Corporates and Investors find the best maritime Startups in the world and evaluate the implications of a potential collaboration/investment

## NEEDS / SOLUTIONS

### **PARTNERSHIP & INVESTMENT SCOUTING**

We help corporates and investors to find suitable startups for partnerships/pilots or investments. We do this by leveraging our existing database and network of startups, facilitating startup and corporate interactions (e.g. pitches) and developing custom detailed profiles.

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### **COMMERCIAL DUE DILIGENCE – FOR INVESTORS**

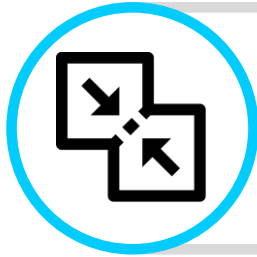
We help you understand the startup's commercial attractiveness. Analysis includes: Competitive Landscape and Market Position, Market trends, Industry Growth / Addressable Market, Customers segmentation, Revenue drivers, Growth strategy & Projections, Management team.

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### **MATCH DUE DILIGENCE – FOR CORPORATES**

Corporate and startup collaboration is a bit like a marriage. So before going ahead with a pilot or partnership both the startup and the corporate need to understand whether they are "made for each other". We help both parties identify and quantify financial, product, organisational, and operational gaps.

# STARTUP ENGAGEMENT



Facilitating how Corporates/Investors engage with startups so that all parties can work effectively towards a common target

## NEEDS / SOLUTIONS

### ENGAGEMENT (ONBOARDING + PILOT) PLANNING

Before Corporates start engaging with a Startup there are a number of steps that need to happen to make sure that interaction can be as smooth as possible. This is what we call Onboarding. You can then jump in a Pilot or another form of collaboration.

We help you plan both phases (the Engagement): understanding what the different steps/workstreams should be and who could be responsible, identifying risks, estimating how long activities will take, etc.

### ONBOARDING

Both Corporates and Startups need to make sure you are ready to work well together – from clarifying expectations to finding a common way to share documents. We support this matching process by, for example, developing a project management charter and facilitating customer sharing or IT integration.

Secondly both Corporate and Startups might need some coaching and development before the Pilot/collaboration can start. For a Coporate this could mean gaining a deeper understanding of how startups work (e.g. understanding Agile or Lean methodologies) while Startups might need help with their product roadmap and development.

### PILOT SUPPORT

We can continue support both Coporates and the Startups after Onboarding. This usually focuses on product development, testing feasibility, and developing operational capabilities.

### POST-ACQUISITION INTEGRATION

After a successful round of funding VC or PE firms sometimes need our help defining how they will interact with the Startup (e.g. roles, communication channels and frequency). They might also ask us to coach/develop the startup to accelerate their growth or scan the market to identify other 'bolt-on', synergetic opportunities for further investment.

# CORPORATE VENTURE DEVELOPMENT



Guiding the Corporate venture across its development life-cycle so that it can achieve scaleup status as quickly as possible. We do this both for commercial innovation (the venture plans to sell to many customers – potentially even competitors) and internal innovation (the venture will only have 1 customer: the Corporate itself to improve efficiency, cut costs, or develop a competitive advantage)

## NEEDS

### IDEATION

Creating new ideas for either new ventures/products/services to launch to market or new technologies/processes to be implemented internally to improve efficiency or reduce costs.

### DESIGN

This involves clarifying and refining both the need that we want to solve and the solution, proving actual market demand, conducting some light market research and sketching the high level business model (e.g. the revenue model)

### BUILD

The Build phase is focusing mainly on 4 things: building a product/MVP, setting up operations internally, securing approval/funding and gaining market traction (i.e. revenue and/or pilots)

### LAUNCH

Launch starts with the venture's first contract or pilot. In this phase the venture needs to further develop its solution by learning from early customers and invest more aggressively on go-to-market (or rolling it out if it is an "internal" venture).

### SCALE

Once the Venture has proven its business model and it is growing its focus should focus more on profitability, standardising and automatizing internal processes and identifying new markets, customers or services to drive growth.

## SOLUTIONS (SAMPLE)

### IDEATION BRAINSTORM

We use a range of "ideation stimuli" to create a long-list of initial ideas: "jobs to be done", "customer journey", "need/tech triangulation", value chain mapping etc.

### PROOF OF CONCEPT

We recommend proving that there is real market demand as early as possible – this market testing can be done by "no-product-marketing" or "pretotypes"

### HACKATON

A design sprint-like event in which programmers, graphic/UX designers, and project managers collaborate intensively on a software project/challenge.

### GROWTH HACKING

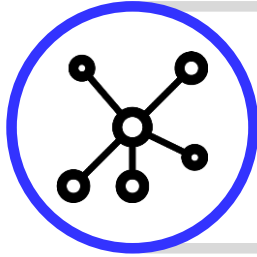
Using and testing digital and non-digital marketing/sale techniques and channels across the sales funnel to rapidly grow customer base

### OPS EFFICIENCY WORKSHOPS

A collaborative session that centres around flow charts design and re-design and cost guesstimates to significantly increase automation and scalability

DESIGN PRINT

# INNOVATION STRATEGY & TRANSFORMATION



Creating the right environment, developing the capabilities and putting a framework in place for Corporates to enable and manage innovation and to develop new services and technologies to grow revenues and improve efficiency

## NEEDS

### INNOVATION STRATEGY

An innovation strategy should define the organisation's growth opportunities (key market segments/clients that should drive future growth), its vision (objectives, targets, innovation appetite, and innovation scope) and resources (budget available and 'modes of engagement' selected – e.g. internal accelerator, open innovation, 'selective vs. mass' participation)

### INNOVATION PROGRAMME

Once an organisation has defined its innovation strategy it can start driving its innovation programme to eventually create new commercial ventures and internal technical innovations. This can include developing the innovation funnel, co-creation channels, governance structures and a cloud innovation platform for idea capturing. It also includes high-level project plan/management and coaching of all major innovation initiative.

### INNOVATION ENABLERS

Innovation only works in environments where it can flourish. Creating such environment might mean developing a wide range of capabilities that, at first, might not be obviously connected to innovation. These can include: innovation culture, incentives and rewards, venture support functions (e.g. HR or digital), internal & external communication on innovation initiatives, and collaboration and knowledge share or market/BI intelligence capabilities

## SOLUTIONS (SAMPLE)

### STRATEGIC (6 - 12 MONTHS) INNOVATION TRANSFORMATION

Programme to build a build an embedded, in-house innovation capability

### CULTURE CHANGE PROGRAMME

Designing and implementing a programme to build an innovation-driven culture

### EXTERNAL ACCELERATOR TURNKEY

Building an accelerator that leverages startups' and customers' collaboration

### MEDIUM-TERM (1 - 6 MONTHS) INTERNAL ACCELERATOR TURNKEY

Developing the infrastructure where to develop new ventures and innovations

### CLOUD INNOVATION PLATFORM

Cloud platform to generate ideas and monitor and measure innovation efforts

### GROWTH AREAS SPOTTING

Analysis to identify the best market segments where to focus innovation efforts

### QUICK-WINS (1DAY - 1 MONTH) TRAINING/TALENT DEVELOPMENT SPRINTS

Design thinking, Lean startup, Business model and 'Intro to Innovation' courses

### INNOVATION BUSINESS CASE

We help you quantify the return on a variety of innovation investment

### INNOVATION BENCHMARKING

Measure how you perform across 28 innovation metrics