OPEN DAYS DELL’INNOVAZIONE
6-7 marzo 2019
It is not the strongest of the species that survives, nor the most intelligent. It is the one that is the most adaptable to change.

- Charles Darwin -
A DIFFERENT APPROACH

"Traditional" R&D

1. Idea generation
2. Idea selection
3. Dev & Test
4. Prod & launch

R&D and Open Innovation

- Internal ideas
- External ideas
- Others’ business
- Our new business
- Our current business
- Acquisition of external inputs
- Internal idea shared with the ecosystem
- Acquisition of external technology
The **type of input that is absorbed** by the ecosystem such as talent, seed start, post-seed start, etc.

The hype of Open Innovation project may vary considering the **time horizon to which the project is dedicated**.
WHERE TO GO

HORIZON 1
- Operators extend the core

HORIZON 2
- Business Builders develop new opportunities

HORIZON 3
- Visionaries create viable options
## WITCH LEVERAGE

<table>
<thead>
<tr>
<th>Description</th>
<th>Talents</th>
<th>Ideas</th>
<th>Startup (Seed)</th>
<th>Startup Post-seed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Talents</strong></td>
<td>Acquisition of startups or hire of new talent to change company culture through people</td>
<td>CallforIdeas on the market engaging with universities, startups, communities</td>
<td>Collaboration, development or acquisition of early stage startups</td>
<td>Engagement with post-seed startups</td>
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<tr>
<td><strong>Scenario</strong></td>
<td>Need to change company culture</td>
<td>Need for a solution not available on the market</td>
<td>Longer time horizon and partnership with accelerator / internal hub</td>
<td>Development of M&amp;A deal, commercial deal, VC investment</td>
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<td>Need to generate innovation in the short-medium term</td>
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**OUR MODEL**

**TALENT DEVELOPMENT**

**PRE-SEED**

**EDUCATION**

- Training courses from Robotics to Coding, from Digital Fashion to Digital Manufacturing

**INCUBATION & ACCELERATION**

- Incubating and accelerating *early stage ideas* and projects in collaboration with industry leading companies and the *network of incubators and accelerators*

**MATCHMAKING PLATFORM**

- Matchmaking with large corporations and a network of technology partners, with the aim to land important deals and investments, to scale at a global level

**INVESTMENT**

**ADVISORY**

- Key advisor of *Indaco VC fund* in the digital / digital transformation area.
- Execution of origination, first screening, assessment and due diligence

**POST - INV.**

**INTERNATIONALIZATION**

- Strategic Partnership with ISP with the aim to help startups in the *internationalization* process
- Coaching and business development support

**INITIATIVES PARTNERS**
SOCIAL OPEN INNOVATION
OUR METHODOLOGY

WORKSHOP

- Prepare the management team and relevant stakeholders to embrace innovation and change
- Readiness for change is a necessary ingredient for successful innovation
- Corporate need to shift in perspective by people to open the mind about innovation, culture, opportunities, and models
- Outcome: Alignment on priorities

OPEN INNOVATION PROCESS

- Scouting for Startups with accelerators and incubators, open calls on the market
- Select most promising Startups based on Corporate needs with support from Solution Partners
- Presentation Day
- Startups get 'matched' with Corporate to work on joint initiatives for a 3 months period
- Startups and Corporation achieve visibility and commercial deals + possible investment by the associated VC Fund

CONTINUUM

- On demand extra support provided to Corporates beyond the 3 months engagement period
- To keep innovation alive corporations must properly set priorities and select a gate keeper
- Continuum with Innovation monitoring and Innovation project management service
- Outcome: Next project
DO NOT KILL IDEAS
THANKS
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