

WHY CORPORATIONS AND STARTUPS NEED TO WORK TOGETHER?



Startups and global corporations are the two opposite poles of economic activity.

Startups are associated with new technologies and innovations that build company structures around an idea. A young, innovative company whose functioning is usually based on new technologies that work in conditions of extreme uncertainty and whose purpose it is create a scalable business model.

Corporations are huge, experienced companies with an international reach. They generate very high profits, and employ a large team of specialists.

CREATING AN IMAGE OF A MODERN COMPANY

Organizations see what value comes from placing the brand as innovative. However, when it comes to cooperation with startups, this goal is declaratively not their main priority. It often turns out to be important for the organization itself. Sometimes enough that it is the main reason for starting building relationships with startups in general. Today, image-building activities become important for another reason. Who stopped cooperating with startups stopped counting, but it started what this cooperation brings real results. On the one hand, teams responsible for cooperation with startups must communicate their successes inside the organization, while on the other, organizations in their communication outside must reach for more details about cooperation and its exact examples.

COMPLETION OF THE COMPANY'S OFFER

Startups are willing to adapt their solution to the needs of a large business partner, which is why they are often a source of new technologies and solutions that are complementary to business run by company or company's offers.

MONITORING THE SITUATION ON THE MARKET

It can take various forms - narrowing down the customers, stagnation, financial failure or other. Searching for innovation gives you the opportunity to capture certain trends that appear in the area of technology. You can also say that it increases vigilance.

OPTIMIZATION OF INTERNAL PROCESSES

We are talking here not only about the internal processes of the organization, but also about the processes in which the company's clients participate. The challenge is that the change in existing processes disrupts the status quo, raises anxiety and can translate into resistance to its introduction. As creating disruptive innovation (i.e. one that completely changes the way the company operates, one that brings significant profits) inside a corporation is extremely difficult, among others because people from an organization often think of its limitations, then the well-established business starts to look for such solutions outside, and more precisely among start-ups.

FASTER CREATING SOLUTIONS

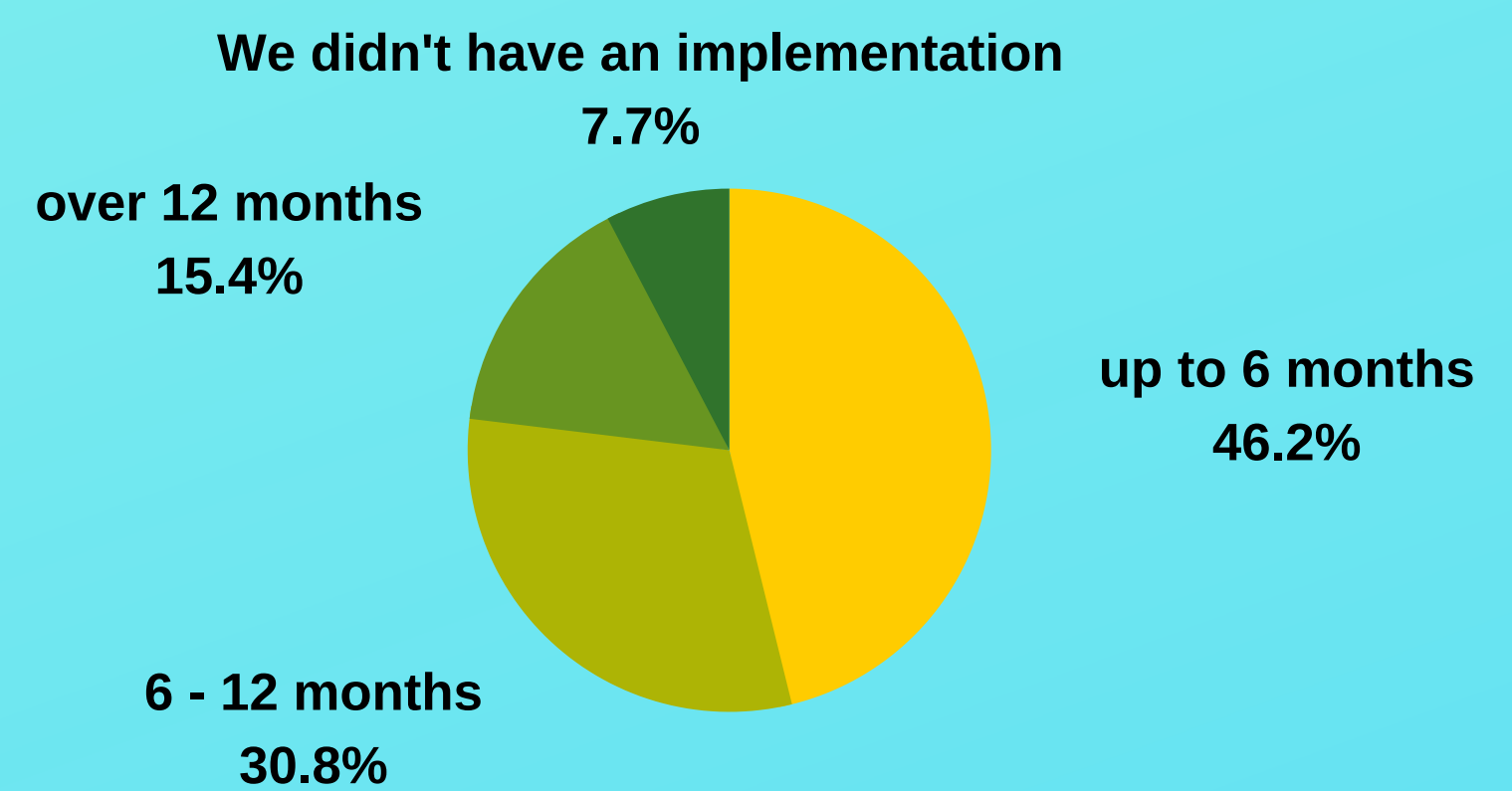
It is known that start-ups are not perfect at the beginning of their development path. They are often not perfect after many years. However, they have such an advantage that their work is not inscribed in complicated procedures - so they work more efficiently. Thanks to this, they make things that would be handled inside the corporation for years to come up much faster - maybe they are not perfect, but they are complete. On the other hand, in the DNA of the large companies there is no big willingness to take risks. At least not at this stage of development. Reprocessing of some ideas with internal channels may take from half a year to even several years, and may still fail. This is enough time to kill the enthusiasm of even the greatest enthusiast. Work with a start-up helps to verify some concepts many times faster beyond procedures binding inside the large organization.

LEARNING

Testing ideas is not only a possibility of avoiding a slip-up, but it is also a chance to get to know the customers better and the needs that should be realistically fulfilled to meet business expectations. Cooperation with start-ups is a great contribution put into making a lot of fast and business-friendly business phrases, and to learn a lot about potential new development paths. Agility and new work methodologies are an added value.



How much time is needed to implement innovations from outside?

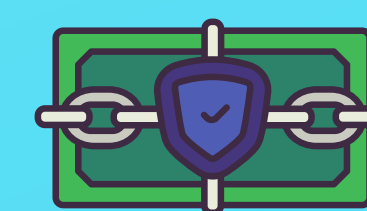


The benefits of cooperation



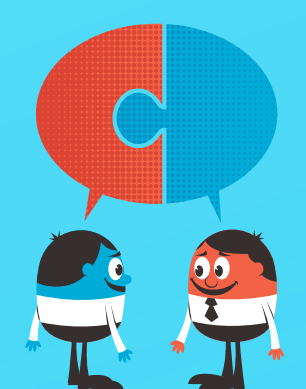
ACCESS TO INNOVATIVE IDEAS, TECHNOLOGIES, AND BUSINESS MODELS.

NEW SOURCES OF REVENUE AND COMPETITIVE ADVANTAGE.



REDUCTION OF FINANCIAL AND IMAGE RISK OF INNOVATIVE PROJECTS.

COMMITMENT TO A STARTUP ECOSYSTEM AND INTENSIVE COOPERATION INSTEAD OF COMPETITION.

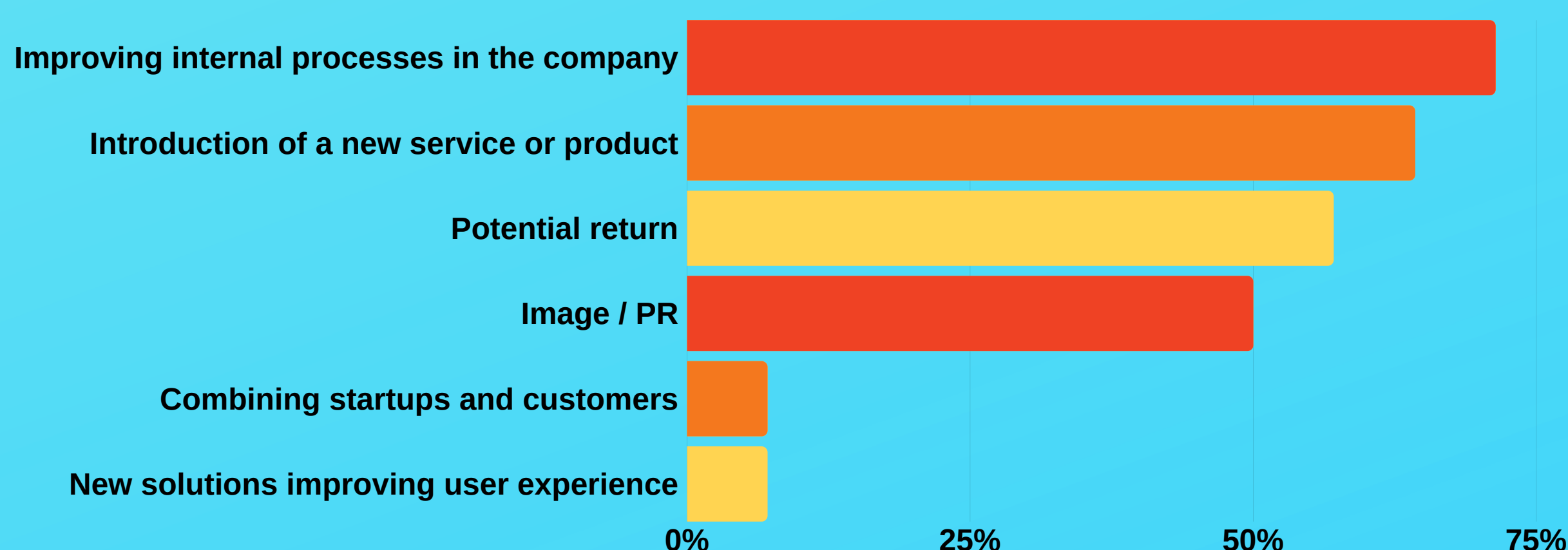


DIVERSIFICATION OF ACTIVITIES AND EXTENSION OF THE OFFER WITH NEW, INNOVATIVE PRODUCTS AND SERVICES.

ACCESS TO TALENT AND KNOW-HOW AS WELL AS BUILDING A CULTURE OF INNOVATION WITHIN THE ORGANIZATION.



What makes your company work with startups?



To sum up, although startups and global corporations are opposite poles of economic activity, cooperation between them can bring mutual benefits. Startups associated with new technologies and innovation can derive from huge, experienced on the international market, corporations that generate very high profits. In turn, startups that operate in uncertainty and need a working business model can benefit from the experience of corporations and their specialists. Successful cooperation between corporations and startups does not have to end with one project. Long-term thinking will allow to fully use the potential of all employees, and cooperation in defining goals that will help formulate a common goal and achieve it with the involvement of both entities. Easy flow of knowledge and experience from teams cooperating within corporations and startups will allow an exchange of skills and learning