

MOVING BEYOND THE POC

TOWARDS AN EFFICIENT AND HARMLESS COLLABORATION
BETWEEN STARTUPS AND LARGE COMPANIES

DIDIER MORET

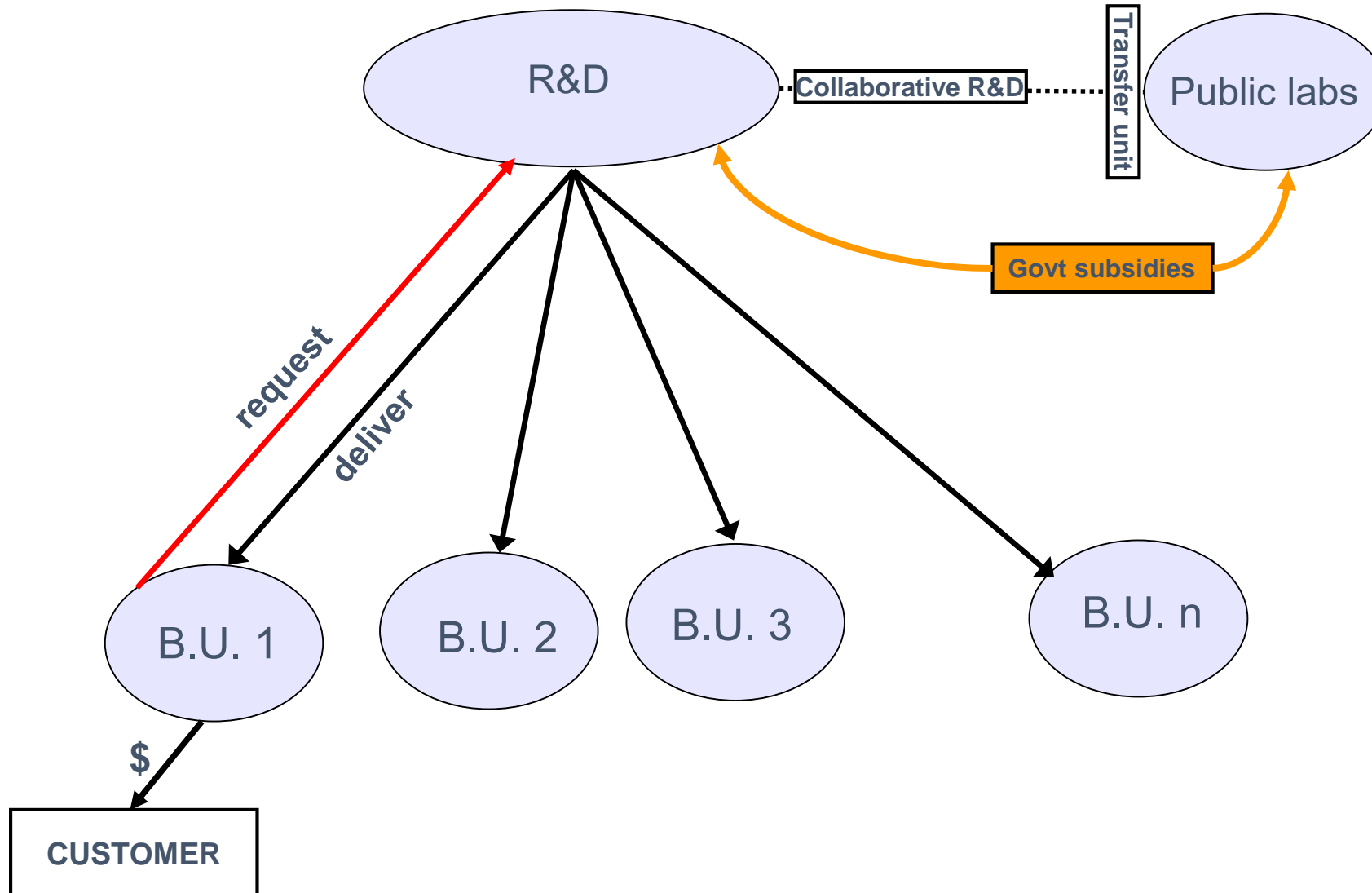
FRANCE

SPEAKER: DIDIER MORET

- Graduate Engineer (Ecole Centrale Paris)
- Patent engineer
- Venture Investor, Renewable Energies, Crédit Agricole Group
- Regional Economic Development (Le Mans, France)
- Cofounder, i-Source (IT early stage VC) , 1999-2015

- Steering Committee, SYSTEMATIC IT Cluster , Paris-Saclay
 - Working Group « acceleration »
 - Working Group « Digital cities »
- Member of the Investment Committee, Acceleration & Tech Transfer Office SATT PARIS-SACLAY
- **Consultancy: Investment Readiness, Corporate Venture, Open Innovation**

INDUSTRIAL INNOVATION: when life was simple



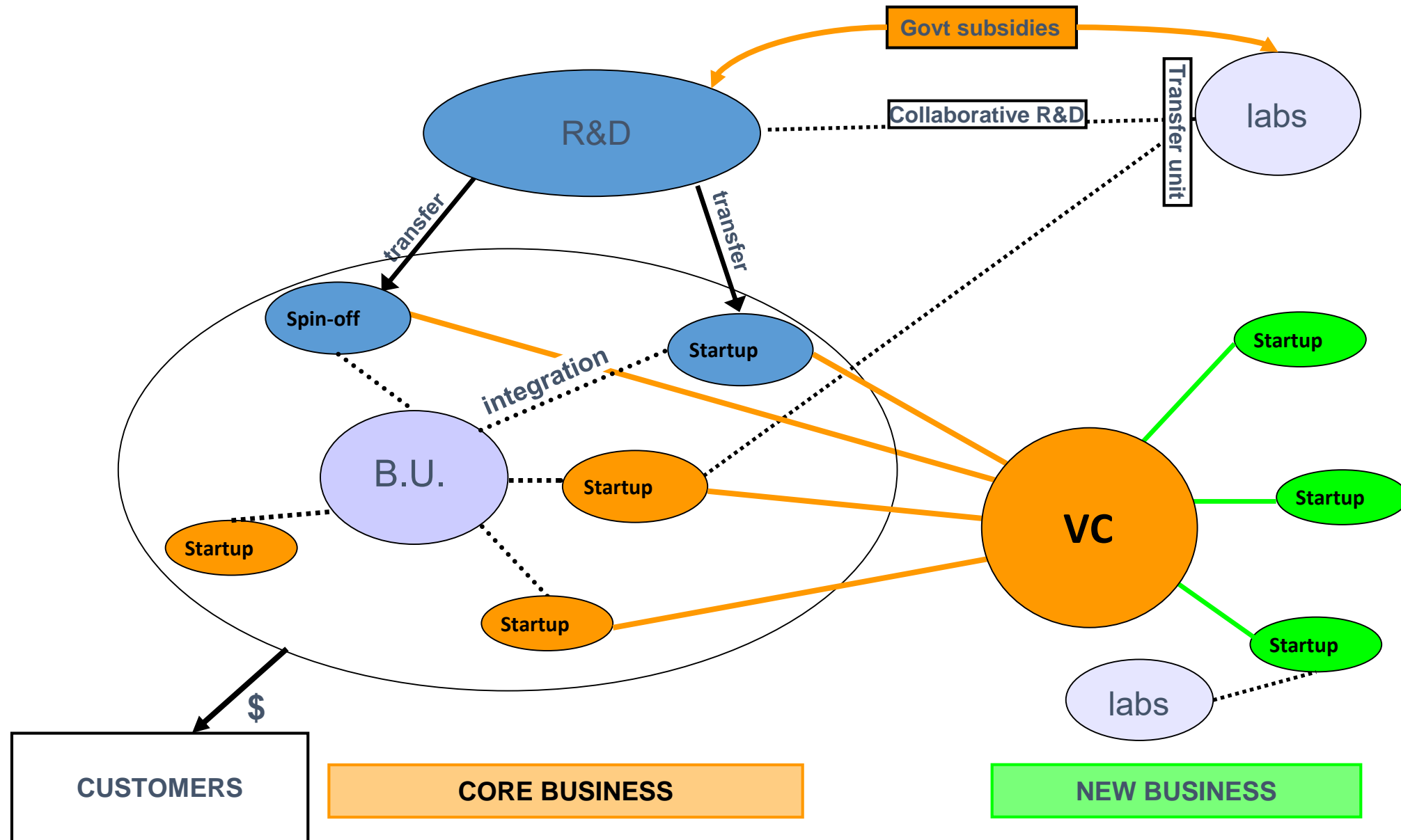
INNOVATION HAPPENS ELSEWHERE !

(Jonathan Ian Schwartz, Sun Micro, 2008)

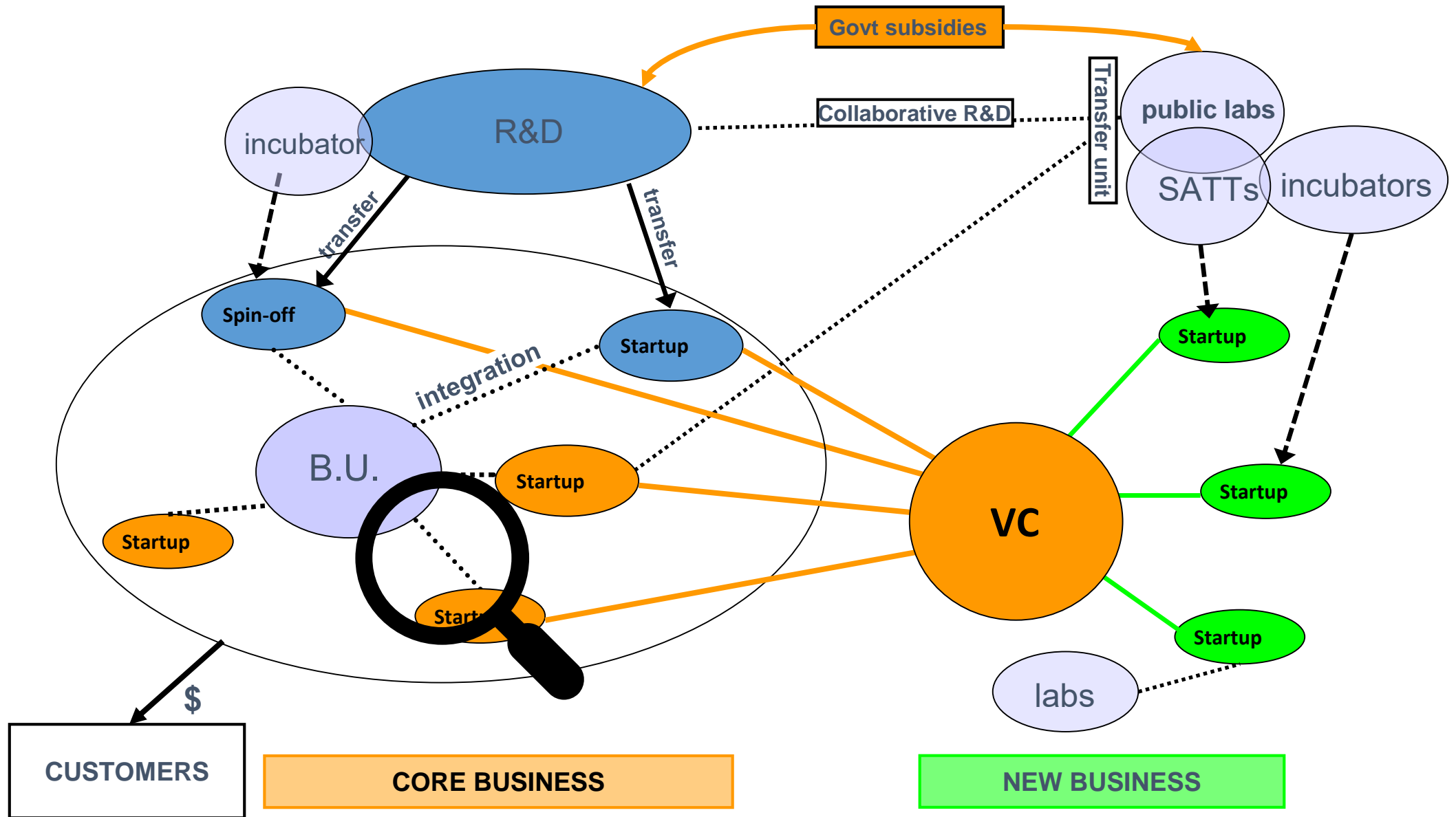


COURTESY: SUN MICROSYSTEMS

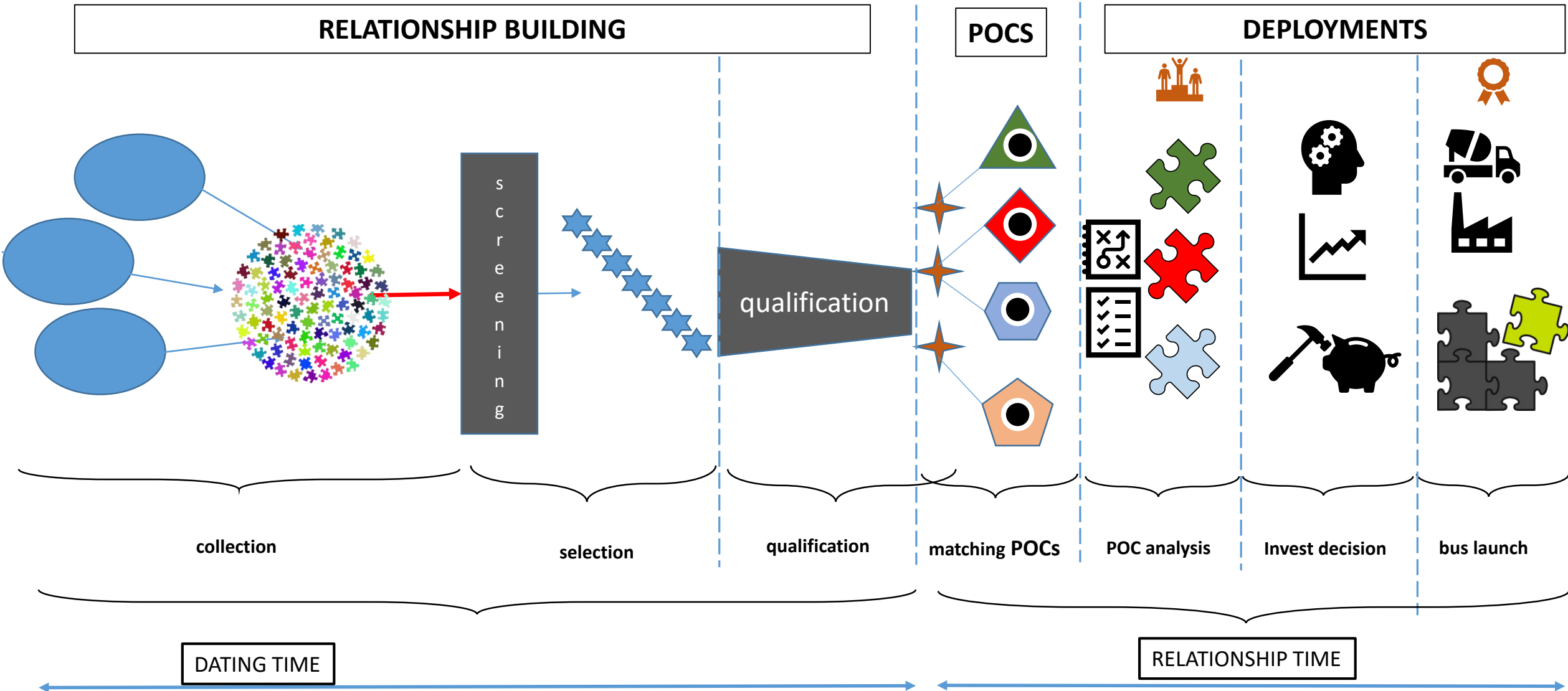
INDUSTRIAL INNOVATION : the other way



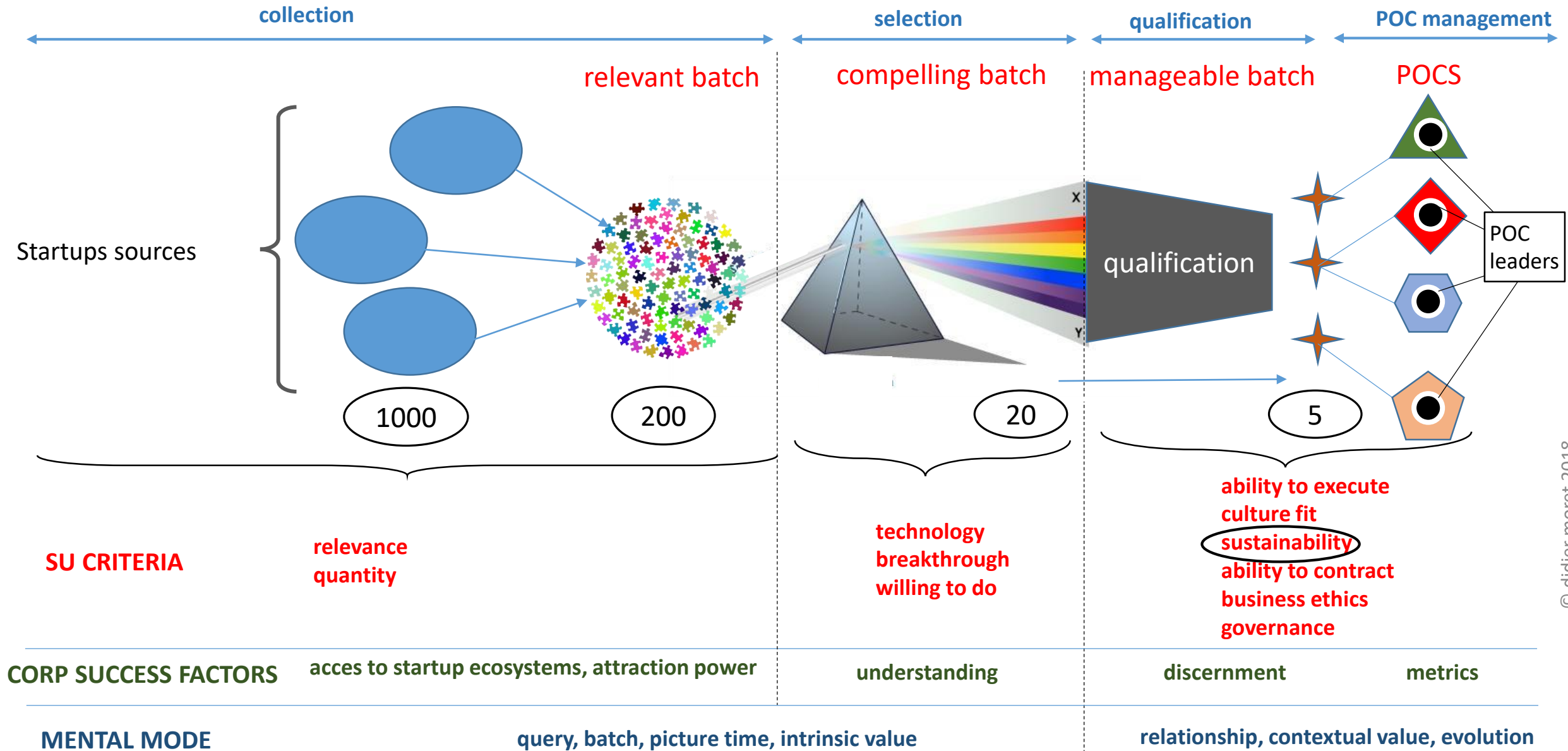
INDUSTRIAL INNOVATION : the other way



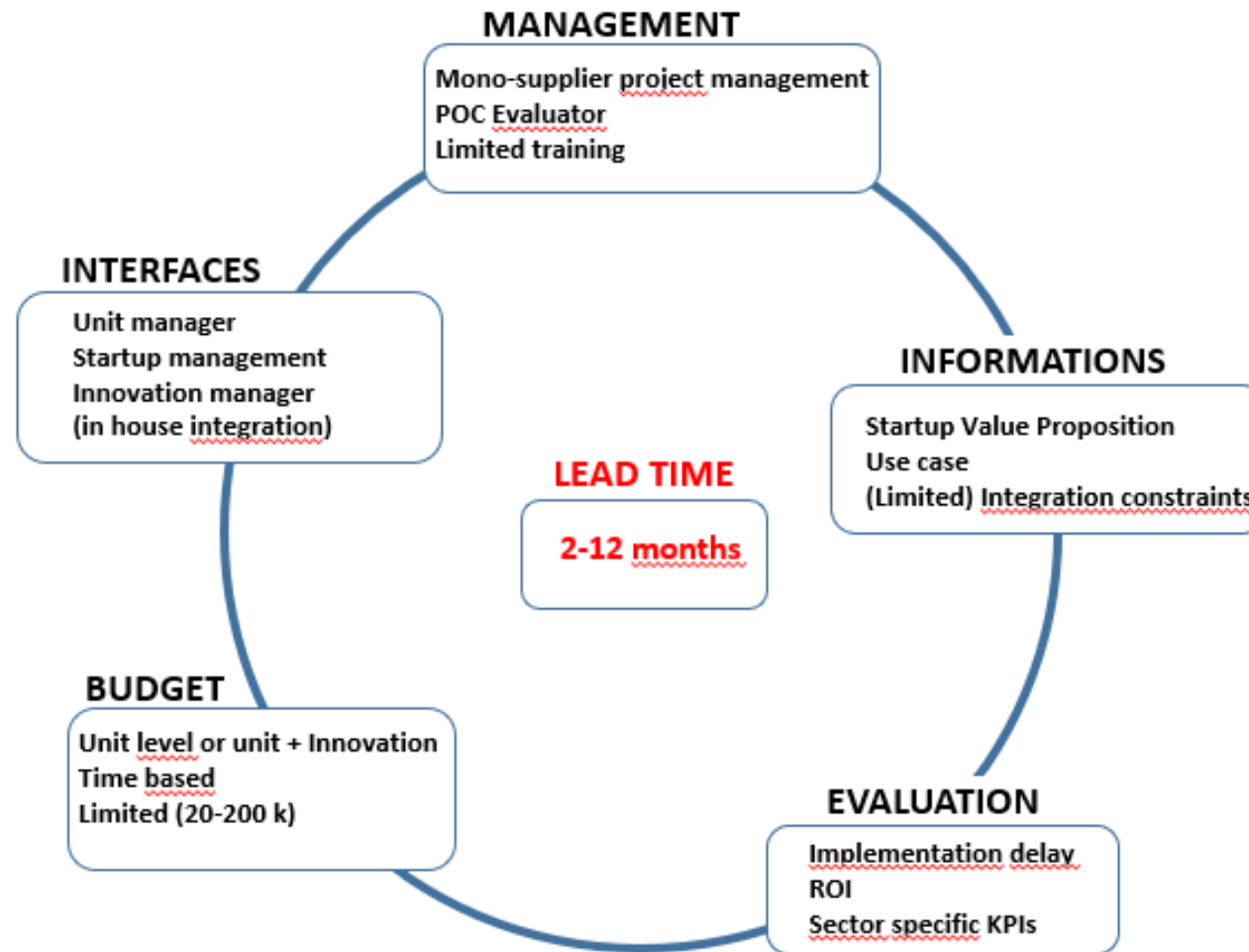
CORP vs STARTUPS: THE VALUE CHAIN



MANAGING POCS: MAIN STEPS & TIMELINE



THE POC « PROCESS »

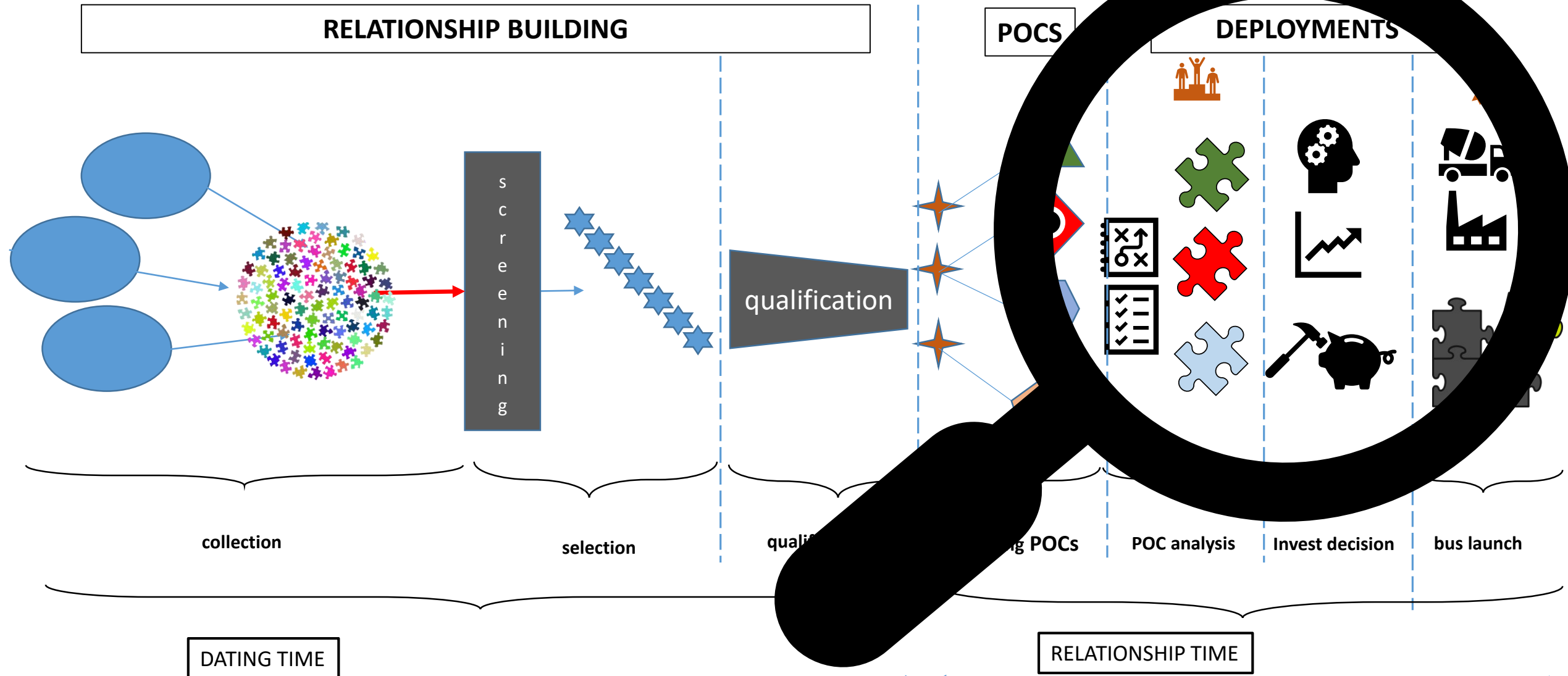


BU vs STARTUPS: THE VALUE CHAIN

RELATIONSHIP BUILDING

POCS

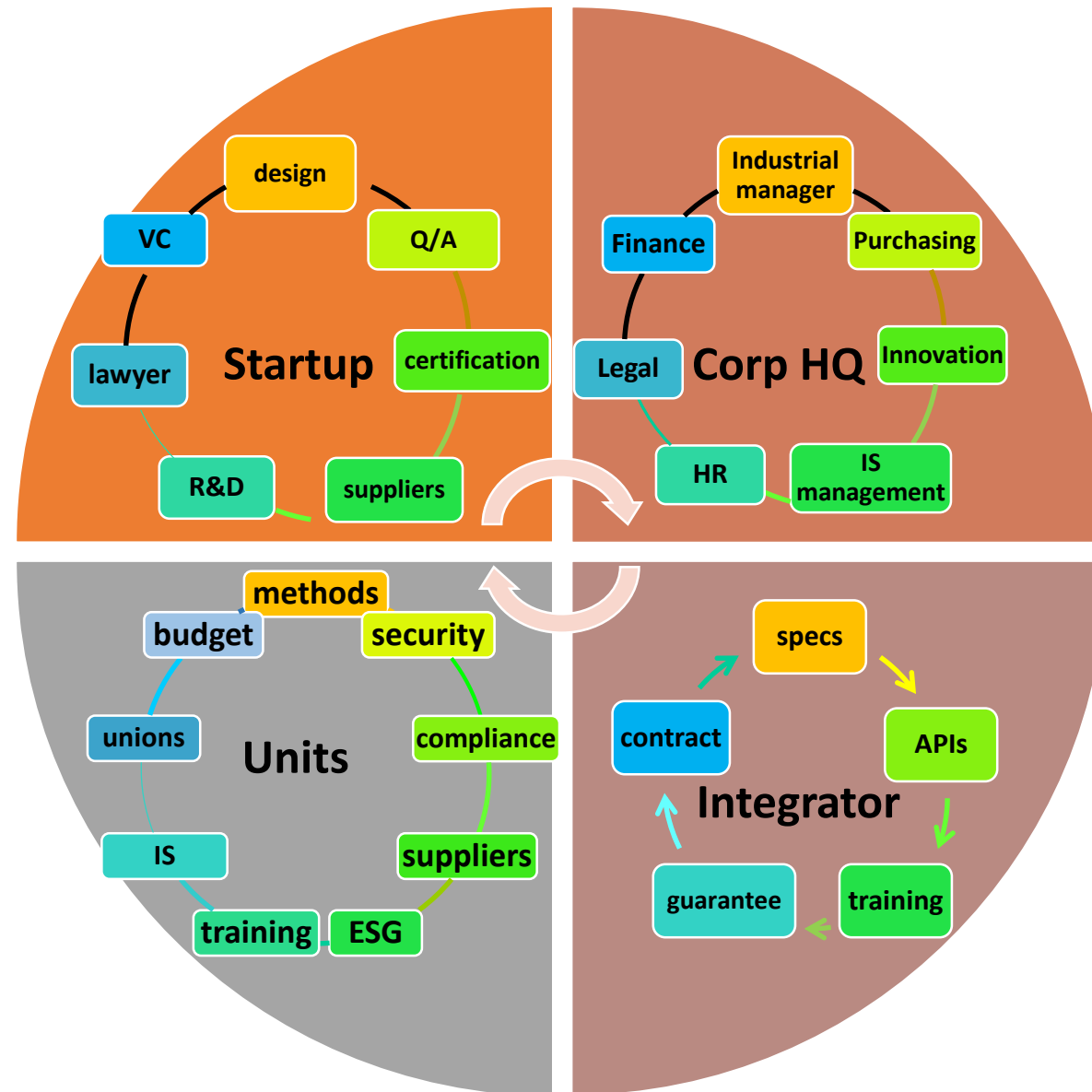
DEPLOYMENTS



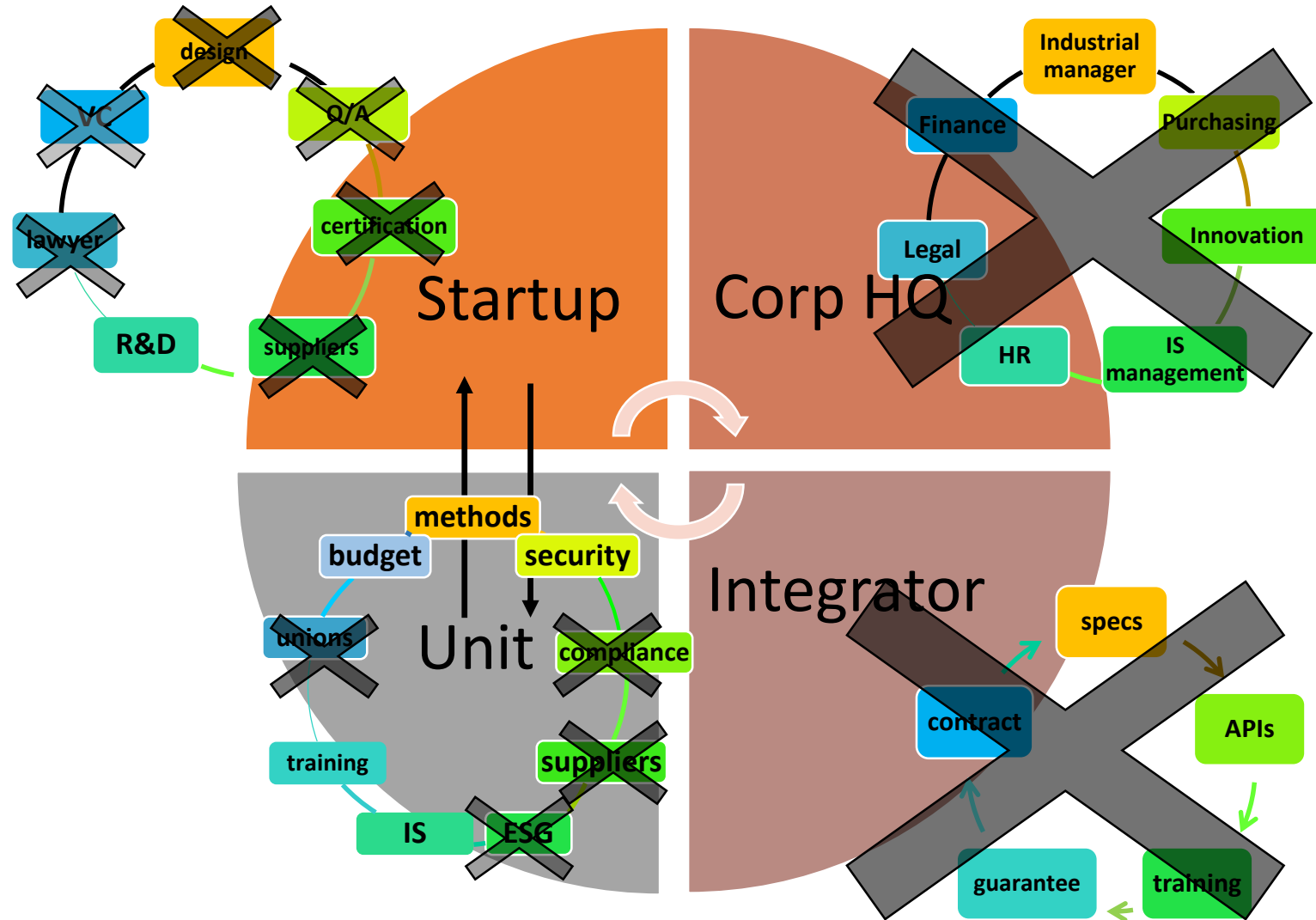
DATING TIME

RELATIONSHIP TIME

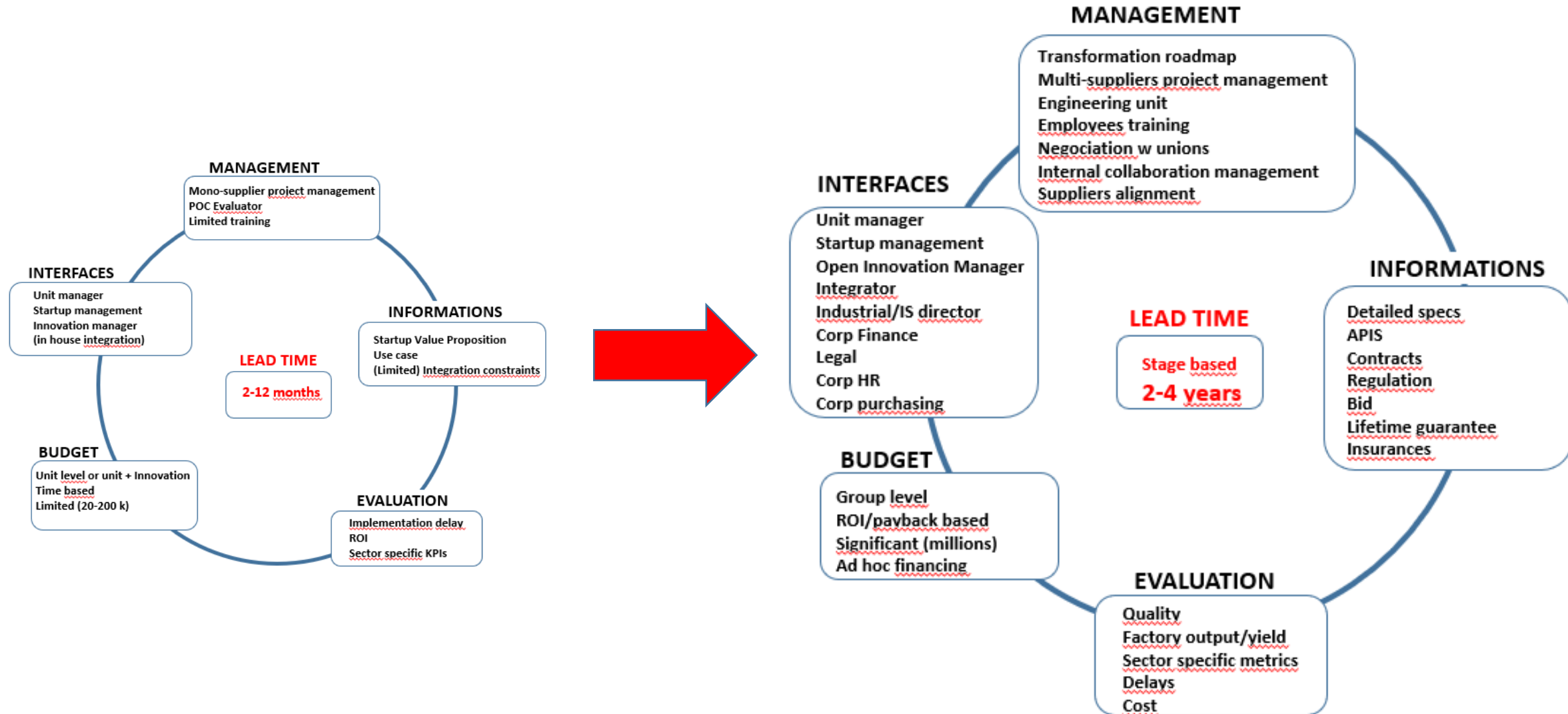
FROM POC TO DEPLOYMENT : A COLLABORATION STORY



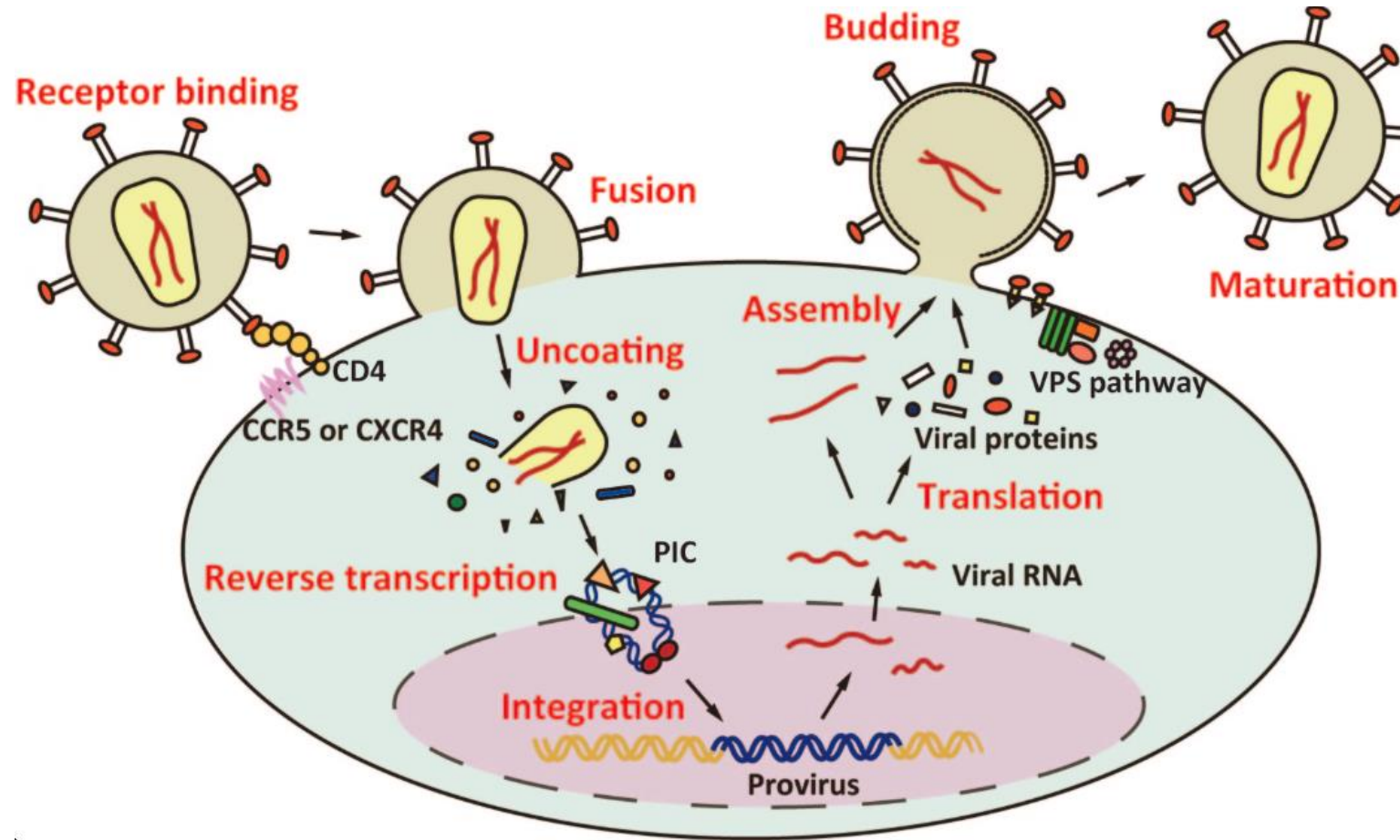
THE POC PROCESS : NO PAIN, NO GAIN?



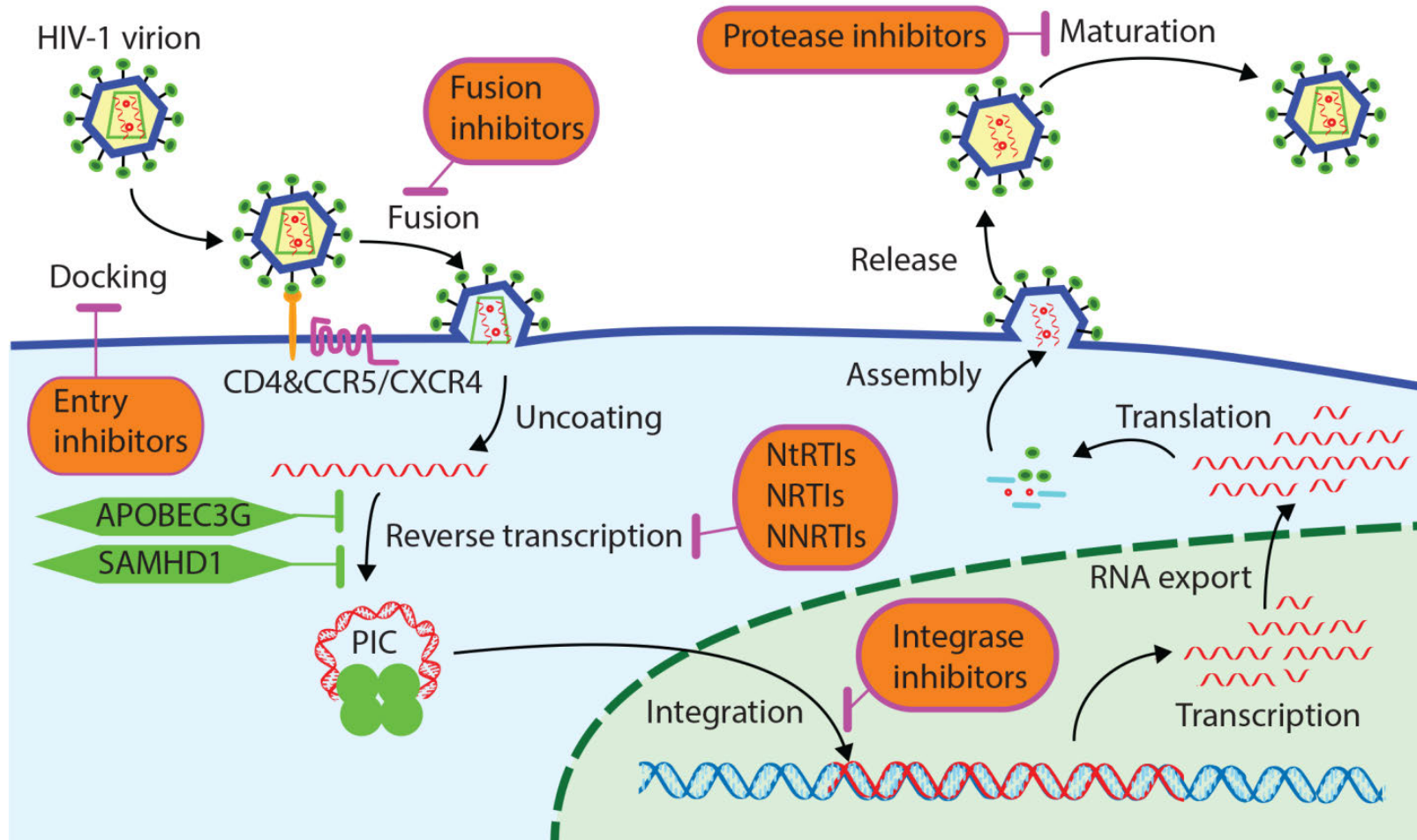
FROM POC TO DEPLOYMENT : THE PROCESS GAP



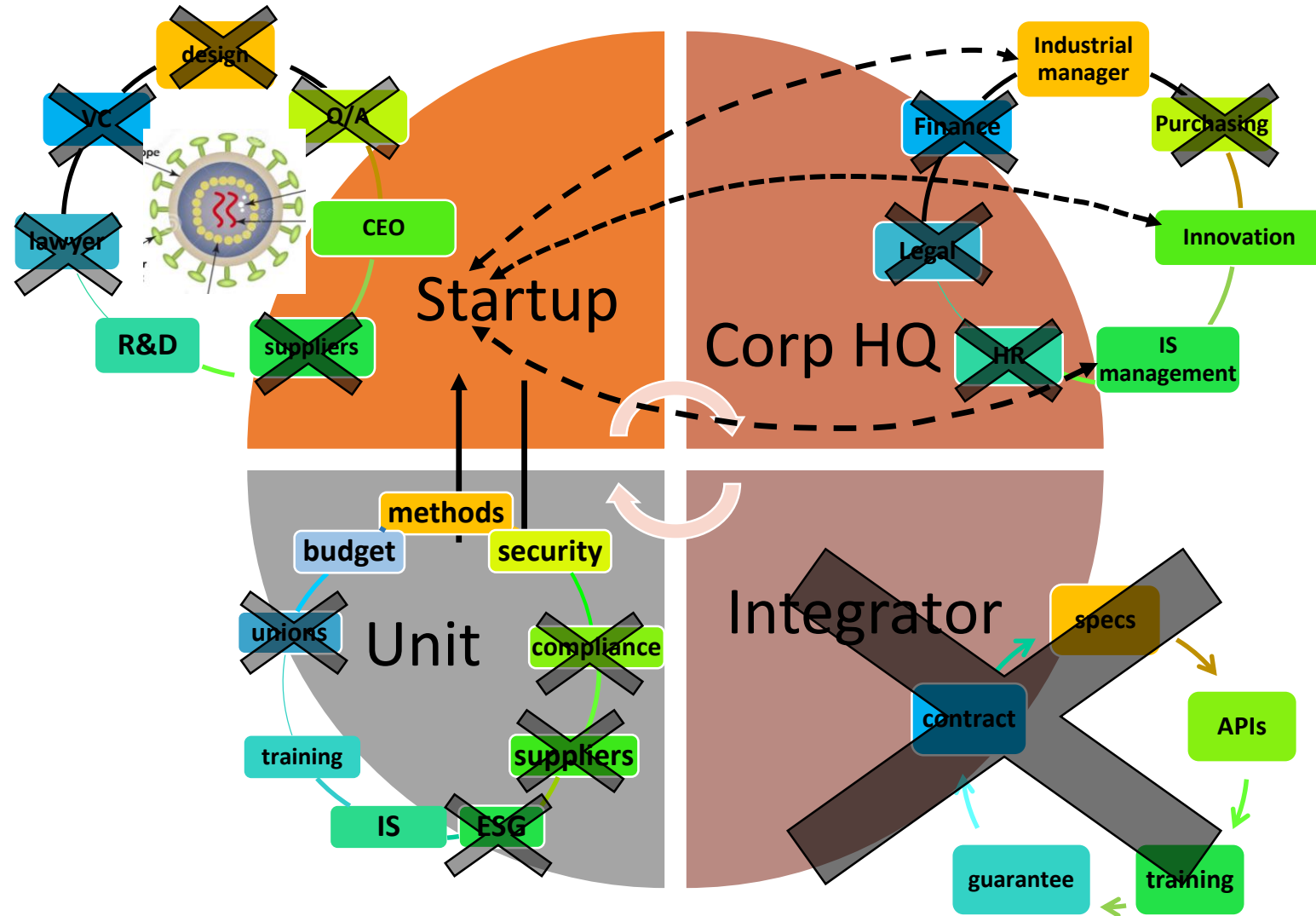
VIRUS ANALOGY : ATTACHMENT, PENETRATION, REPLICATION



VIRUS ANALOGY : BEWARE INHIBITORS AROUND



THE (GOOD) POC PROCESS : THINK INFECTION !



VIRUS ANALOGY : THINK INFECTION (2)

corp

- DNA intrication: the startup DNA must fit the corp DNA
- Expose receptors: no « secret middle management »
- Fight inhibitors (think incentives)
- Replicate
- Every cell concerned: all the corp « social body » must contribute to search/qualif/engage startups

**Start Up/
Inno mgt**

- Uncover the social graph
- Put probes in place to monitor the infection level
- **Help spread the virus to other bodies**

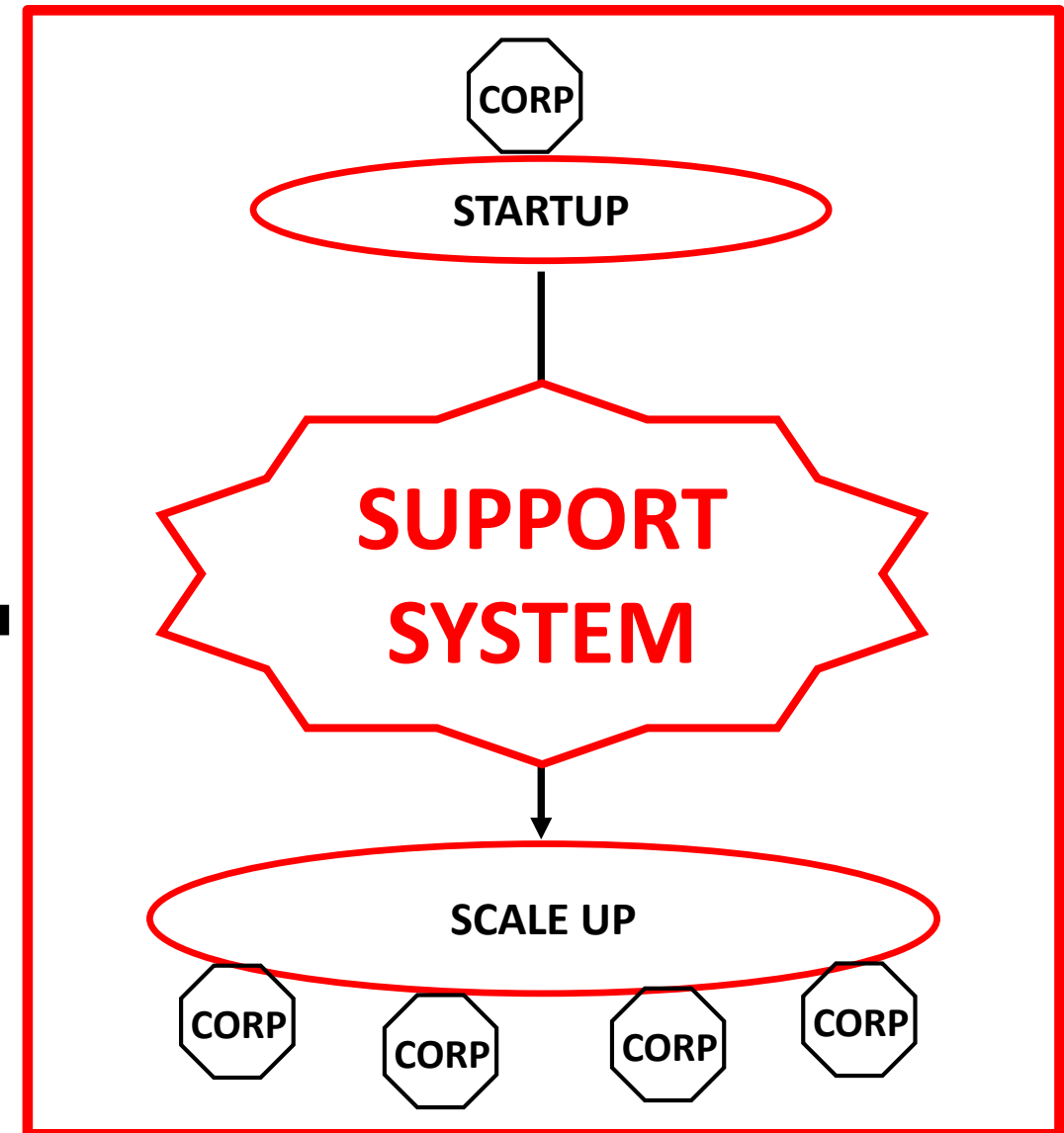
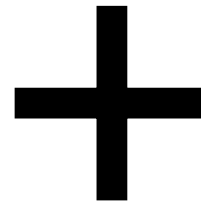
ONE TO ONE EXCELLENCE IS NOT ENOUGH !

- CORP VC
- POCs
- INNOVATION DIRECTOR
- LEARNING EXPEDITIONS
- INCUBATOR
- STARTUP DATABASE

YES, BUT....

- **INNO/BU coupling**
 - Information exchange processes & tooling
 - Events
- **Efficient POCs**
 - Significant evaluation
 - Decent budget
 - Pre-Involvement of deployment stakeholders

- **Deployments Management**
 - Transformation roadmap
 - Collaboration processes & tooling
 - Agility
 - HR processes
 - Incentives
 - Training
 - Time management
 - HQ/ units alignment



TOWARDS AN EFFICIENT SUPPORT SYSTEM

**Must address
Startup->Scale
Up Pains:**

- Networking with relevant corporate interfaces
- Startup Strategy Optimization
- Fund raising
- Market intelligence
- Certification
- Trade shows connections
- Web marketing capabilities
- Experts (Q/A, testing, safety, metrics, grants, etc)

May be pooled (between diferent corporates) in a mature ecosystem

Mesh architecture (monocohort) or « one stop shop » (multicohort)

**REQUIRES A
PROFESSIONAL
SET-UP**

- Processes
- Permanent resources
- Tooling
- Business model (?)

THANK YOU!

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FROM POC TO DEPLOYMENT : THE PROCESS GAP

