

How to encourage cooperation between start-ups and corporates

Toomas Türk
Tallinn Science Park
TEHNOPOL

www.tehnopol.ee



Collaboration

Fig. 2: For what reason(s) does your organization seek to interact with startups?

(Forced ranking from a list of priorities. Percentages indicate proportion of respondents ranking as their #1 or #2 priority.)

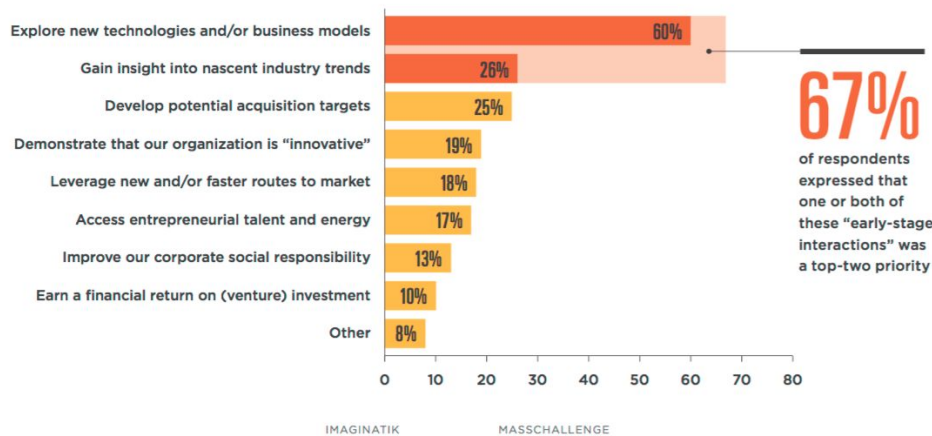
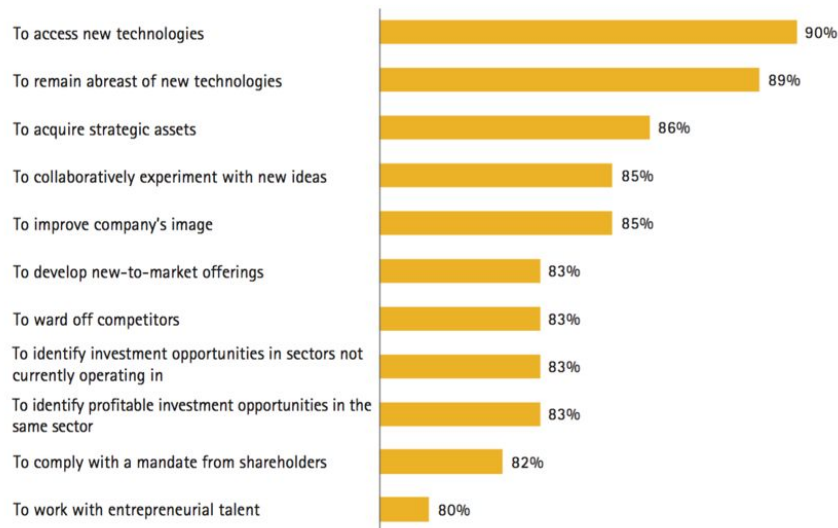


Figure 1. Collaborating with startups: key benefits

Large companies are seeing substantial opportunities from engagements with small high-tech firms in their innovation initiatives.



Source: Accenture Survey, 2015

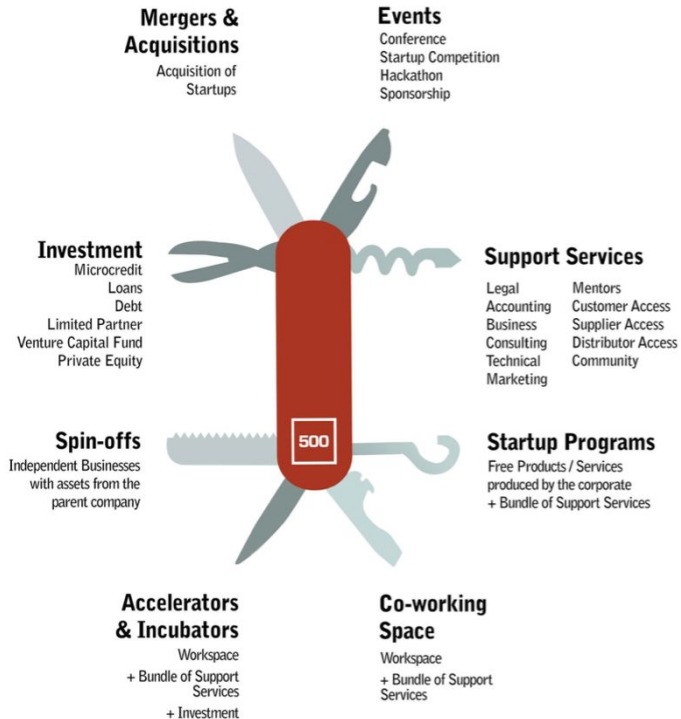
The state of startup/Corporation collaboration
2016. A joint research study by: Imaginatik,
Masschallenge. 2016

www.tehnopol.ee

Open Innovation: Collaborating Successfully with Small High-Tech
Firms. Accenture Institute of High Performance. 2015

Engagement

CORPORATE STARTUP ENGAGEMENT (CSE)



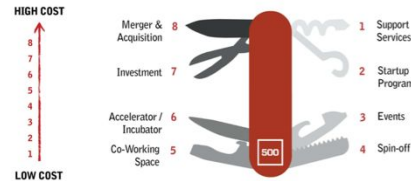
a. From Low to High Involvement

Each way to engage with startups requires a different involvement level in terms of time spent per startup:



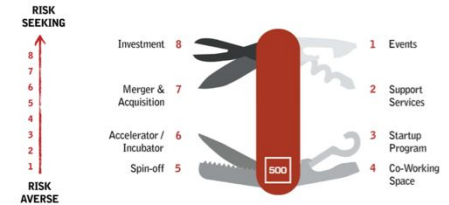
b. Low Cost versus High Cost

Support services are definitely the more scalable way to engage with startups at very low cost as they leverage existing, and sometimes unused assets.



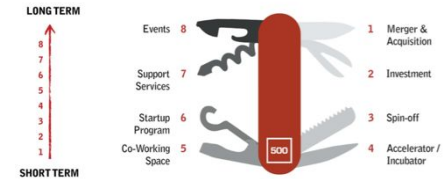
c. Risk Averse versus Risk Seeking

Each solution covers a range of risks which need to match the culture of the corporation and its objectives regarding how it wants to engage with startups and the expected benefits in terms of results.



b. Short Term versus Long Term Strategy

Each strategy will require a different time frame to be successful. There is strong correlation between the stage of the startup, the cost of an investment or acquisition, and the time needed to evaluate the return.

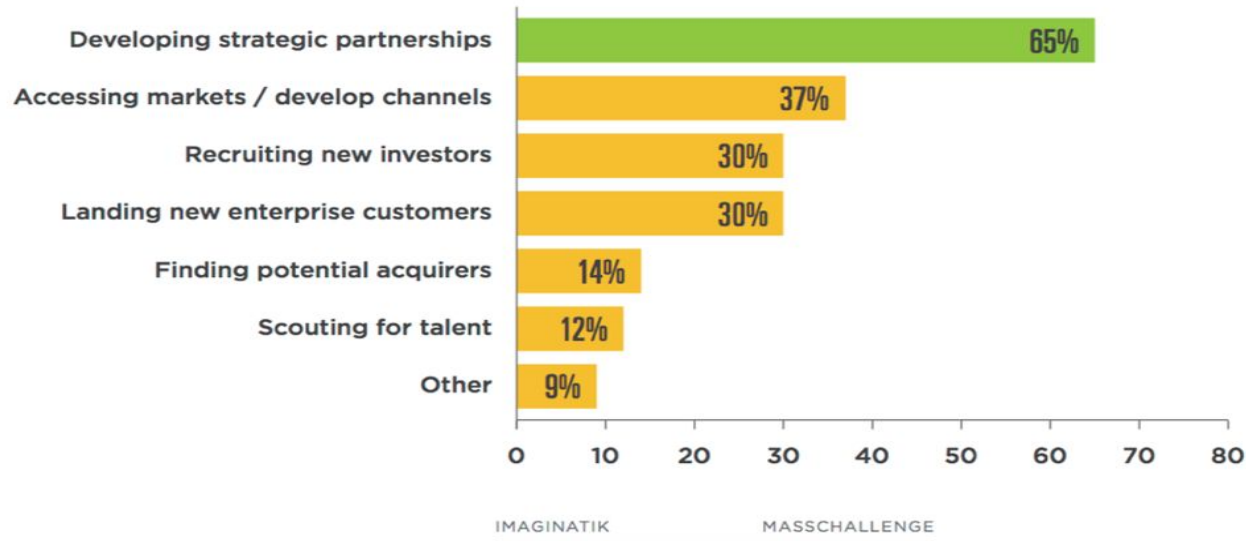








































Source: Insead

Startup trigger

Fig. 11: Please rank your objectives as a startup in interacting with corporations.

(Forced ranking from a list of priorities. Percentages indicate proportion of respondents ranking as their #1 or #2 priority.)



Grants				
Investments	 		  	 
ICT	  	 	  	 
Health-tech	  	 		
Resources				
Other		   		
	Awareness	Validation	Seed-round	Expansion

World's first €400k+ financial fund to support the prototype development.



prototron

Swedbank 

Tehnopol 



TTU

International network



IASP

International Association of Science Parks
and Areas of Innovation



Barcelona
The innovation district



Business Support on Your Doorstep



**Innovation
Warehouse**



ScanBalt



Berlin

Adlershof

FiHTA

Healthtech Finland

Johnson & Johnson INNOVATION



**Cleantech
Scandinavia**

join the future now



HealthStartup

Powered by **w startup**



us•mac

US MARKET ACCESS CENTER



European Connected Health Alliance

*Delivering leadership for the development of Connected
and MHealth markets and practice across Europe and beyond*

Our experience

2014 – Samsung (ICT, Electronics)

2015 – Sony (ICT, Electronics)

2016 – GlaxoSmithKline (HIV Digital, Health Tech), IBM (Smart City), Philips (Health Tech)

2017 – Daimler, ABB...

2018 – CES Unveiled...

Achieving the Future!

