

# CORPORATE

# STARTUP

## IMPORTANCE OF COLLABORATION

- short-term: **31%**
- long-term: **83%**

**KNOW-HOW GAP**  
only **28%** consider themselves **very** or **extremely experienced** in startup engagement

### Acting out of opportunities, not threats

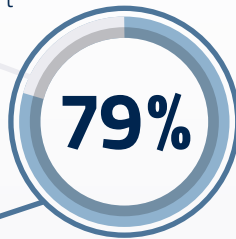
only **20% of corporates** think startups seriously threaten their business  
only **32% of startups** think they seriously threaten a corporate's business

## IMPORTANCE OF COLLABORATION

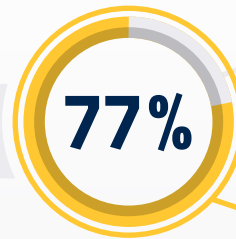
**69%** **very or extremely high**

**MATURITY GAP**  
**68%** want to **collaborate** in **seed/early stage**, which often is too early for corporates

85% of those who haven't are interested



**HAVE ALREADY COLLABORATED**



85% of those who haven't are interested

ø 2.2 different vehicles

ø 1.6 different vehicles

### Objectives

- 30% New technology & products
- 21% Financial return
- 16% Market/ customer access
- 14% Image enhancement



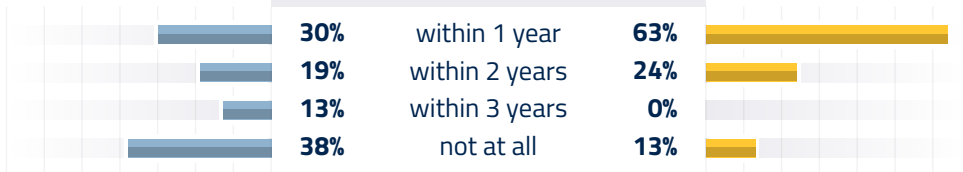
### Objectives: Corporate as...

- 22% ... profitable customer
- 21% ... reference customer
- 21% ... sales channel
- 19% ... access to markets

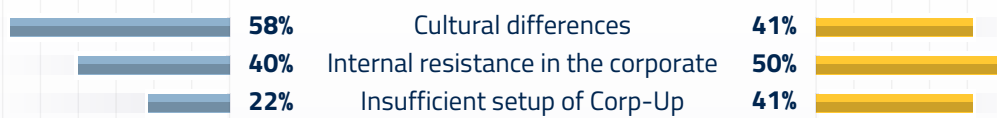
**7-9** months to initiate the collaboration

### CORP-UP PRODUCED THE RESULTS EXPECTED

**17-18** months average duration of the collaboration



### KEY CHALLENGES (2 MENTIONS)



**MATCH  
MAKER**  
VENTURES

**Arthur D Little**

TELECOMCOUNCIL  
SILICON VALLEY