



Faster big companies, bigger small companies!

*create your
innovation powerhouse*



Get The Startup Spirit

We get inside your company, to get you OUT there!

We believe the world can be a better place with faster human centric innovation. Startup Spirit is an international agency of experts that supports organizations in how to improve innovation. We're inspired by startups, they have lower costs, faster and better execution, and are willing to take risks. From our combined background in both corporates and startups we help you to innovate better.

In every big company there are hundreds of great ideas, and when big businesses gets behind a great new idea the impact can be huge. Why does this occur so sparsely? Established organizations make it notoriously tricky to get innovation right. Startup Spirit helps organizations to build the right strategy, processes and culture to disrupt, instead of being disrupted. We both support large organizations and startups.

Establishing a **Startup Spirit** inside a company needs the following components:

- **Skills** and training for the employees
- **Program** for creating innovations, rewarding progress, governance and manage the teams.
- **Culture** forming activities to encourage entrepreneurial behavior and innovation.
- The shaping of a **physical space** to host the innovation teams.
- A set of **tools and methods** to work with experiment driven innovation.

We work with:

- Lean Startup
- Innovation Management
- Design Thinking
- Startup Tools
- Intervention Design

We run innovation programs across industry sectors, encouraging innovation, coaching startups and connecting startups with corporates. We believe in a startup mindset, tailored approach and big corporate chances.

Why innovate faster?

Slow movers, fast losers

Disrupt or be disrupted? Large enterprises face more and more competition from agile startups. Large companies have the resources to be the best place for entrepreneurs and innovation, but they are not. Innovating in another setting has proven to do a 1 year project in 3 months. Today's winners are not the big fishes, but the fast and agile ones. There is a huge untapped potential in many enterprises. Another way of innovating gets you a way to:

- » Find the next big business opportunity!
- » Create a great culture for talent
- » Save time and money by failing fast and cheap
- » Manage innovation better and be more agile

Steve Blank (serial-entrepreneur, associate professor of entrepreneurship Stanford) wrote in an article for Harvard: *"To ensure their survival and growth, corporations need to keep inventing new business models. This challenge requires entirely new organizational structures and skills."* We see innovation as a parallel process to execution, not instead of.

As Eric Schmidt (CEO Google) puts it like this: *"The problem is, most companies today are run to minimize risk, not to maximize freedom and speed. In other words, most companies are slow by design. They risk killing great ideas and losing talented people. Corporations need an entrepreneurial mind & skill set."*

By encouraging and systematizing an entrepreneurial environment, large corporations will be more able to unleash the creativity and innovative spirit of their entire work force.

We work a lot with the Lean Startup, a methodology to manage innovation in uncertainty. The Lean Startup is a way for faster and more efficient innovation of new business. As Eric Ries (Stanford) defines: *"The Lean Startup provides a scientific approach to creating and managing startups and get a desired product to customers' hands faster."* Lean Startup is a method for creating and sustaining innovation in all kinds of organizations. It helps you get good at answering two critical questions: Should we build this new product or service? And how can we increase our odds of success in this new thing?

Lean startup principles

1. Entrepreneurs are everywhere
2. Entrepreneurship is management
3. Validated Learning
4. Innovation Accounting
5. Build Measure Learn Cycle

Corporate Innovation Needs

Start, Structure, Succeed!

Most corporate organizations have needs in these three fields:

1. New innovation strategy

The vision and strategy are the foundation for a thriving business and company culture. We have developed effective Design Thinking methods to tackle these strategic challenges.

2. New product and Service Development Process

A methodology that drives growth and innovation by surfacing unmet needs. We offer consultancy, corporate entrepreneur training and create tailor-made processes based on Lean Startup and Design Thinking methods.

3. Innovation culture and ecosystem

The inner and outer mechanics and mindset that enable companies to create new value for customers. We offer workshops, seminars, events, coaching, mentoring and matchmaking support to build relationships in- and outside your own (comfort) zone.

We provide corporates with these needs by creating a new process and culture based on proven and successful methodologies used at corporates in the US and Europe. Each organization has a different strategy, culture, targets and communication, that's why we believe in tailor made solutions.



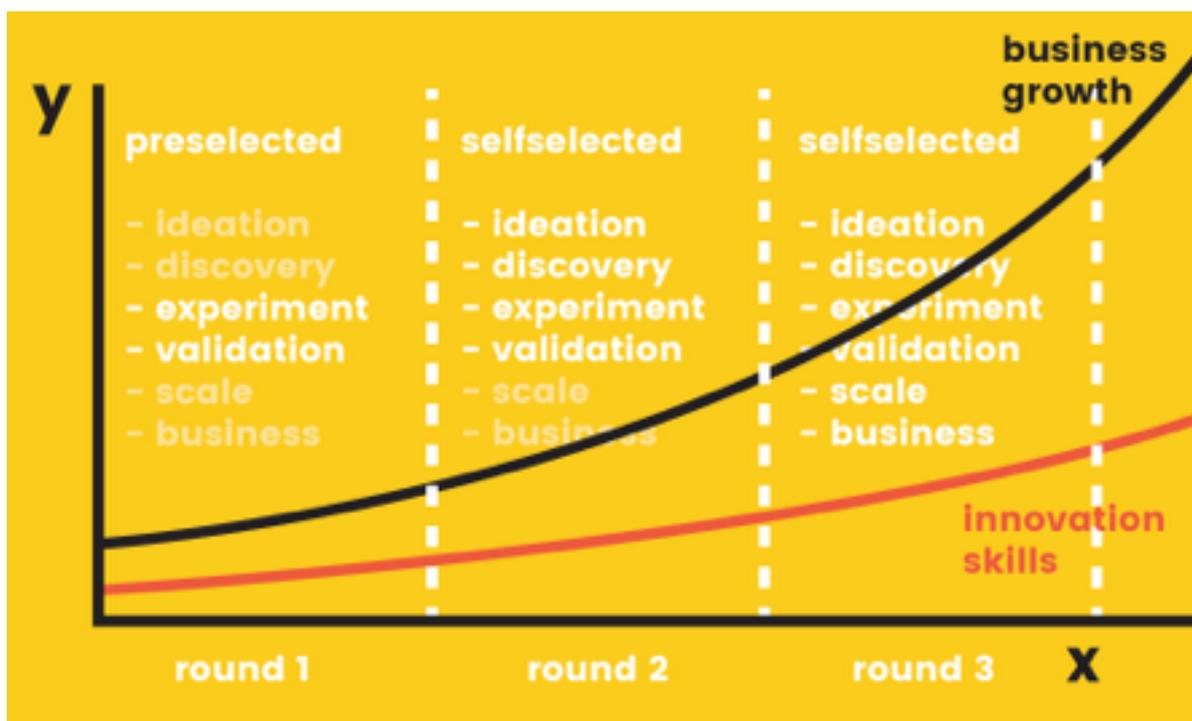
Tailored Programs

Think Big, Act Small

How can we create an environment and organization that allows innovation to emerge? How do you fund and measure innovation? How do you organize for entrepreneurial behavior? What are the working agreements between the team and leadership?

We support you to create a customized program to fundamentally implement innovation as a process. We support in creating successful innovation programs and incubation zones. Building ecosystems by connecting resources inside and outside the organization. The programs we deliver support you in identifying winning ideas, structuring effective teams, incubating new lines of business, aligning leadership behind your initiatives, acquiring customers in a fast-moving competitive market and navigating the corporate antibodies in a large organization. The programs can have elements such as enabling employees to spend 20% of their time on innovation, or to set up innovation events, create innovation spaces and innovation processes.

Innovation skills + Entrepreneurial Context = New Business Growth



Startup Spirit Services!

Corporate innovation and startup ecosystem

We help large companies be fast and small companies grow big. How? We help established companies and entrepreneurs think and act like a startup, and we help startups build their business. We inspire, advice, educate, and connect corporates and startup communities.

Faster and Cheaper innovation through the processes, culture and structures startups use. We help you create the right mind- and skillset. Supporting others to innovate and grow their business, that's what we at Startup Spirit love to do. Startup Spirit offers in-house services, tailored for your organization and challenges.

Lean Startup, how can we apply it? Learn from experts in a in-house workshop or course

Create your nightmare competitor in a one day workshop

Startup Spirit Services

Innovation and Entrepreneurship Programs

We support corporates, governments, and startups in creating programs to make it simpler to growth by innovating fast and cheap. Together with startup founders, corporate employees and civil servants we cocreate entrepreneurship and innovation programs.

Training and workshops

We train employees and management the skills you don't learn in a corporate. We provide you with training the skills successful startups use. The training balances theoretical principles with guided hands-on workshops. We offer a diverse range of trainings like Lean Startup, Business Model Generation, Pitching, Design Thinking etc.

Advice

We support executives, strategy, innovation and HR-managers in how to change the way innovation works in the enterprise. We advice peer-to-peer and team sessions to build successful

Bootcamps

We equip individuals and teams with the practical knowledge needed to build a successful business, the lean startup way. In bootcamps you get to see how good teams and ideas are.

Seminars

In seminars and executive talks we inspire and outline an alternative approach to innovation and how these can fundamentally change the success of your innovation efforts.



**crazy
ideas
can
be big**

Program support services

If you run an innovation program chances are big that you will need outside support. For many corporates it's hard to find the right designers, developers and mentors. Another important factor is to have the right kind of communication and space to work in. We source many of the services from partners that have specialized in that type of activity.

- Team augmentation like designers, developers and entrepreneurs
- High level Mentors
- Ideation sessions
- Enterprise wide program for deal flow generation
- Lean Launchpad software
- Photo & Video for bootcamp
- Worldwide renown Lean Startup and innovation experts
- Lean Startup Communication
- Train-the-trainer expert level
- Innovation colonies / acceleration and incubation spaces
- Support in creating innovation and startup environments
- Support retainer for the following cycles

We strongly recommend team augmentation and mentors in round 1 and 2.



Clients!

Some of the companies our experts have worked with :



BERTELSMANN



NORTEL NETWORKS™



University of Cologne



Partners

We are partner of the Intrapreneurship Conference, the premier global event for corporate entrepreneurs and innovation managers to learn the best practices for implementing and scaling intrapreneurship. We also support events like the EHV Summit.



INTRAPRENEURSHIP
CONFERENCE



STARTUP
COMMUNITY
SUMMIT
2015

The inspiring Startup Spirit Experts



Vidar Andersen

Vidar Andersen is an official Lean Launchpad trainer. Trained by the developer and Stanford lecturer, Steve Blank, himself. Vidar is a renowned figure in the German and European startup scene. Vidar has done several startups in ICT and one of the most experienced Startup Weekend moderators around the globe. He teaches Lean Startup at universities and mentors several startups.



Dave Richards

Dave Richards is a truly inspirational and globally recognized thought and practice leader on the intersection of 'hard stuff' like strategy, innovation and leadership, and 'soft stuff', like people, psychology, culture, communication and engagement. An experienced and successful serial innovator, entrepreneur and master strategist, he is cofounder the MIT Innovation Lab. Previously Dave served as a globally responsible senior executive with multinational leaders such as Oracle Corporation and Nortel Networks, where he led the creation of \$ Billions of shareholder value.



Janko Grassere

Janko is a well-experienced and passionate intrapreneur with >10 years in international I(O)T product development and marketing. With several international Marketing and Intrapreneurship Awards under his belt he's gained great experience at Intel with i.e. Philips, Dell and with several Startups. He mixes interpersonal coaching skills with the oh-so painful questions; all is designed to drive teams as far as possible.



Doug Ward

Doug Ward is co-founder of Tech Britain, Forward Manchester and a serial entrepreneur. He's an advisor to the UK government. Doug is well-known in the UK for his efforts to strengthen startups and technology business. He's experience with both building successful businesses and failure.

For more speakers and trainers please contact us.

About Startup Spirit

Startup Spirit helps established organizations to think and act like a startup and create new business. We inspire and connect people in events we organize and the speakers we offer. Startup Spirit knows innovation is part of the complete organization and that's why we offer programs from employee to top-level management. We love to share our experiences knowledge and lessons learned to anyone interested in entrepreneurship in talks, workshops and advice.



Say hi!

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