

PLUGANDPLAY APAC

Empowering the Success of Global Corporations through Startup Partnerships

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We Provide Unmatched Access to the Global Innovation Ecosystem

OUR CORE PILLARS

VENTURE CAPITAL



We invest in **250+ companies** on an annual basis and co-invest with the world's best VCs.

We currently have **2,000 startups** in our portfolio, including **35+ Unicorns**.

Co-Invest with Us

CORPORATE & GOVERNMENT INNOVATION



We source top startups globally to solve our partner's business challenges, supercharging the innovation of over **620+ industry-leading corporations**, mostly Fortune 1000, and **50+ government organizations** around the world.

Start your Innovation Journey

ACCELERATOR PROGRAM



We run over **100+ industry-themed programs** - across **20+ verticals**.

We accelerate **2,000+** startups a year globally through these programs.

Work with Like-Minded Partners

20+ INDUSTRY VERTICALS



Supply Chain



Advanced Manufacturing



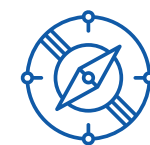
Real Estate



Agtech



Sustainability



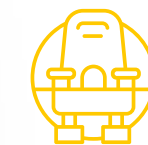
Maritime



Fintech



Food



Travel



Brand & Retail



Health



Enterprise & AI



Aerospace



Mobility



Crypto & Web3



Animal Health



Energy



Insurtech



Media & Ad



Smart Cities



Deeptech

We are the Trusted Partner to Global Corporates for End-to-End Innovation



Plug and Play Partnership

Innovation Framework

Innovation Strategy

Set Innovation ambition and roadmap, select focus areas and increase success ratio of projects to create a balanced Innovation portfolio

- Mission, Vision, & Strategy
- Areas of Focus & Priority
- Portfolio Definition

Innovation Capability

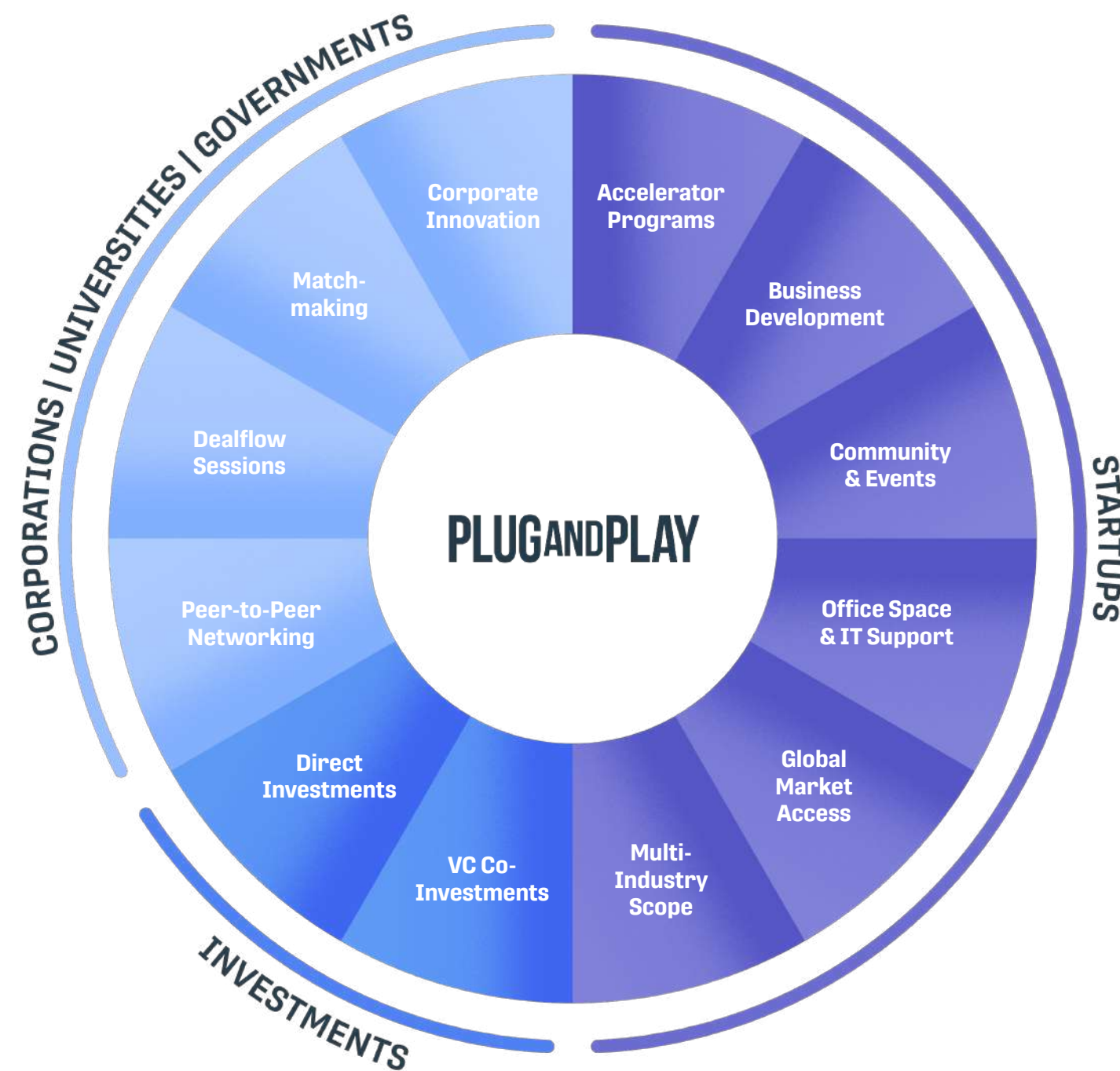
Co-build and improve your governance, resourcing, processes, and measurement systems with the end result of owning this capability internally.

- Co-building Capabilities
- Operational Handbooks
- Communication & Training

Innovation Culture

Establish a company wide innovation mindset that supports innovation & creativity for continuous improvement. Empower employees for risk-taking & adaptability for growth.

- Leadership Engagement
- Idea Generation & Sharing
- Inspiration & Incentives



Innovation Execution

Venture Clienting

Streamline the scouting, selection, & onboarding process of the best startups for collaboration and PoC implementation. Access to proprietary tools that accelerate implementation and shorten pilot time-to-insight.

- Best Practices & Tools
- PoC Scoping & Negotiation
- Increased Pilot Efficiency

Venture Building

Building, supporting and executing programs and capabilities to efficiently launch and scale new ventures, leveraging existing assets and IP, or external ideas.

- Validation & Prioritization
- Market & Tech expertise
- Setup, Accelerate, Scale

Venture Capital

Facilitating corporate investments in Innovation, including CVC as a service, co-investments, funds and due diligence

- VC/CVCaaS
- Co-investment / Funds
- Sourcing/Diligence Support

We have the Largest Proactive Global Sourcing Innovation Funnel, Finding Startups for our Partners from all Stages and Tailored to their Strategic Needs

15,000 - 20,000 Stage-agnostic startups sourced per year

- 1 **Venture Capital Partners**
- 2 **Universities & Research Centers**
- 3 **"Always On" Active Sourcing**
- 4 **Inbound Applications**
- 5 **Government Partners & Ecosystems**
- 6 **Events & International EXPOs**

SELECTION CRITERIA

- Company-Specific Strategic Criteria
- Strength & Background Of Founding Team
- Target Market / Market Potential
- IP Rights & Technology
- Product / Solution Fit For Corporate Partner
- Funding Stage / Financing
- Existing Customer Traction

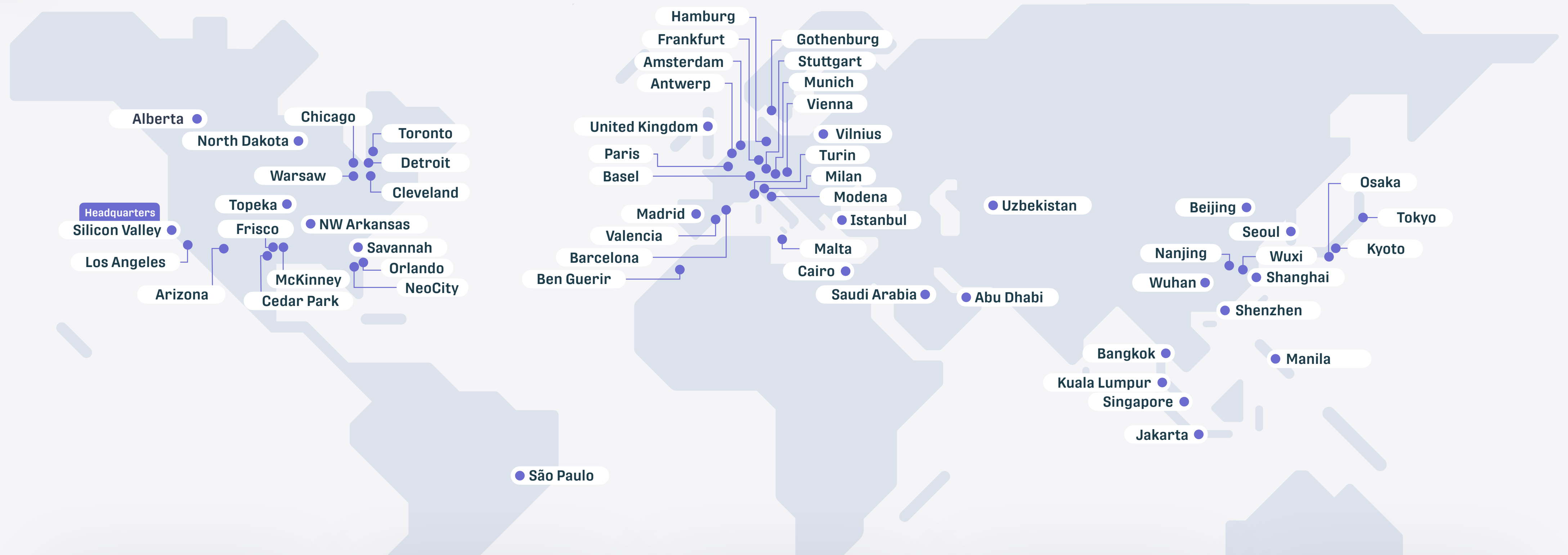
⇩ ONLY QUALIFIED STARTUPS ENTER GLOBAL DATABASE ⇩

80,000+ PRE-QUALIFIED STARTUPS IN OUR TECH DATABASE

- Late-Stage Startups
Funding greater than \$50M
- Mid-Stage Startups
Funding greater than \$5M
- Early-Stage Startups
Funding less than \$5M
- Seed-Stage Startups
Funding less than \$1M



With our Global Presence, we Connect our Corporate Partners to 60+ Startup Hotspots for Enhanced Reach and Local Impact



GLOBAL LOCATIONS
60+

GLOBAL STAFF
700+

STARTUP ECOSYSTEM
80,000+

CORPORATE PARTNERS
620+

INDUSTRY VERTICALS
20+

Join the the Largest Network of Corporate Partners in the World

620+ CORPORATE PARTNERS



Charles Vaillant
Chief Technology Officer



"Our venture activities with Plug and Play have been successful from day one. The setup, the location, and for sure the team make our discovery of new startups very efficient and convenient. Who would have thought we could engage over 50 startups, run 10 POCs, and invest into 3 in just our first year. Plug and Play Silicon Valley is the place to be!"

Tarun Mehrota
Chief Strategy Officer



"When you're thinking about solving really hard problems like decarbonization there are no silver bullets. You cannot be looking for solutions within the industry, but must have a portfolio approach where you're working with partners from the industry, from other industries (for inspiration), academia, and startups. Specifically on startups, they bring the agility, drive, and solutions that can scale and move the needle - Plug and Play offers this opportunity for us."

Jochen Hurlebaus
Head of Digital Health Innovation



"The two most important aspects why we have selected Plug and Play as our strategic partner are their global leadership in startup accelerators and their customer centricity, which allowed us to jointly design Startup Creasphere as a leading innovation program in digital health."

We have a Proven Track Record of Delivering Successful Outcomes

GLOBAL



15+

Years of Experience

Proven open innovation & acceleration model



20+

Industry Verticals

Expertise and line-of-sight across industries



80,000+

High-Quality Startups

Carefully curated international startups in our network



2,000+

Startups Accelerated annually

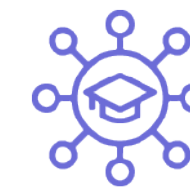
Startups Accelerated through our programs on an annual basis



80+

Accelerator Programs

2,100+ startups accelerated in 2022



100+

University Network

Partnerships with world-class institutions



550+

Corporate Partners

Partnerships with Fortune 1,000 Companies



50+

Government Partners

Supporting Economic Development agenda of several countries



35+

Unicorns

Track record investing in world class startups



\$12B+

Funds Raised

By our portfolio of startups



60+

Locations

Offices Worldwide, and a diverse team plugged into each ecosystem



800+

Events

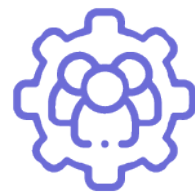
World-class events hosted globally



500+

Mentor Pool

Global network of experts to call on



700+

Employees

Full-time global resources across the globe



5+

Funds

Investing alongside our Partners



2,000+

Portfolio Companies

Plug and Play Ventures Portfolio



200+

Investments per year

Average investment is USD100,000 per investment

[View our 2023 Company Report here](#)

APAC



403

Connections Facilitated for Investment in FY2023 alone



55+

Successful Investment / Commercial Deals resulting from connections created to date, more [here](#)



3,940

Connections Facilitated for Pilots / POCs / Commercial Deals for Enterprise Singapore GIA programs to date



490+

Investors / VCs / CVCs / Angels in our Southeast Asia network



90+

Investments made by Plug and Play into Southeast Asian startups

We Start by Co-Building Innovation Pillars for Your Sustainable Growth...

SEAMLESSLY INTEGRATE INNOVATION INTO DAILY ACTIVITIES



Define innovation initiatives throughout the organization, leaving a lasting impact **without disrupting current operations and overwhelming teams**

BUILD COMMITMENT TO INNOVATION INITIATIVES AND LEVERAGE INTERNAL POTENTIAL



Encourage **employees** to engage, participate, and **actively contribute to innovation initiatives while ensuring a scoped innovation approach**

DELIVER QUICK WINS WHILE BUILDING A GUIDING AMBITION



Leverage the power of immediate results to **ignite enthusiasm**, creating a ripple effect of positivity, **laying a strong foundation** for sustainable growth

1

STRATEGY

Understand strategic ambition and alignment over multiple time horizons.

2

CAPABILITIES

Identify gaps and strengths in your capabilities (resources, process, tools, governance, and KPIs) towards that ambition.



3

CULTURE

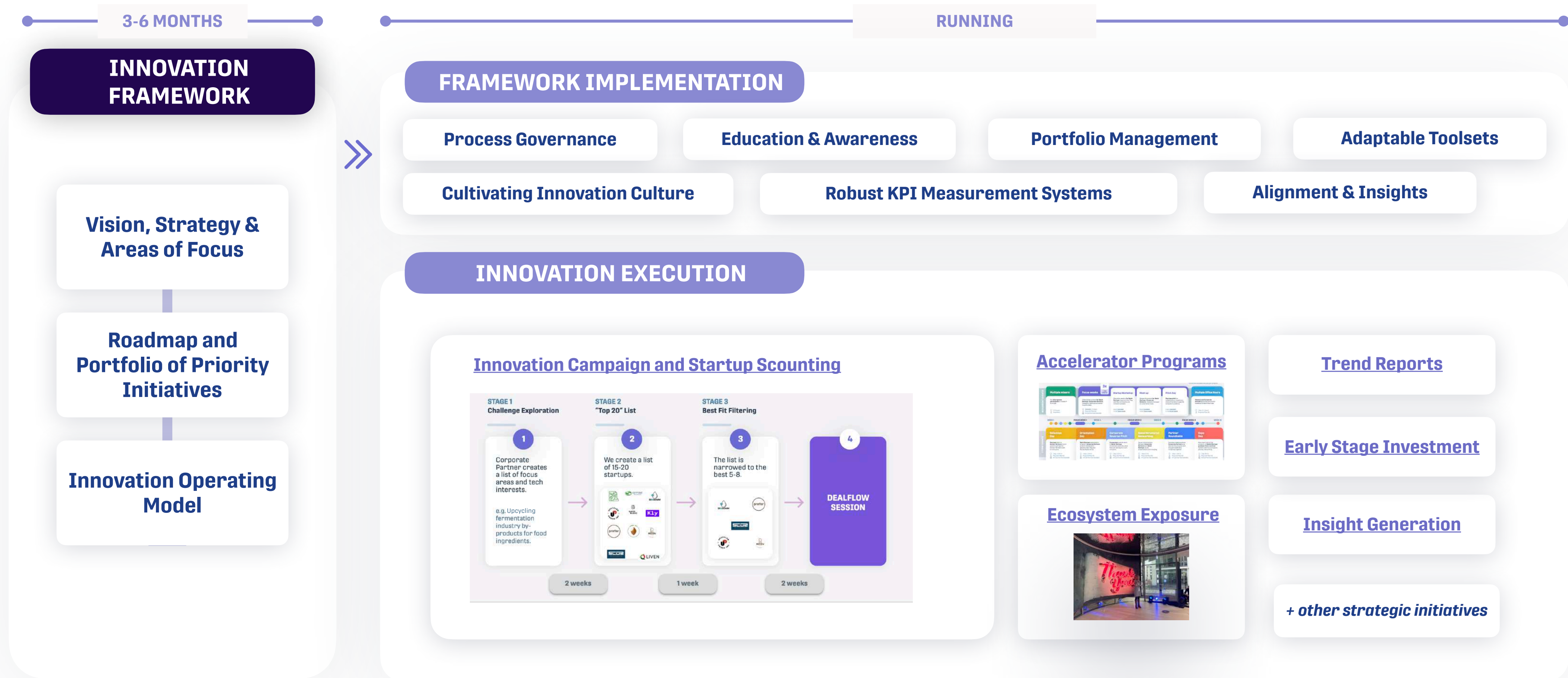
Get insights on current culture and identify factors that are either hindering or fostering Innovation within the company.

4

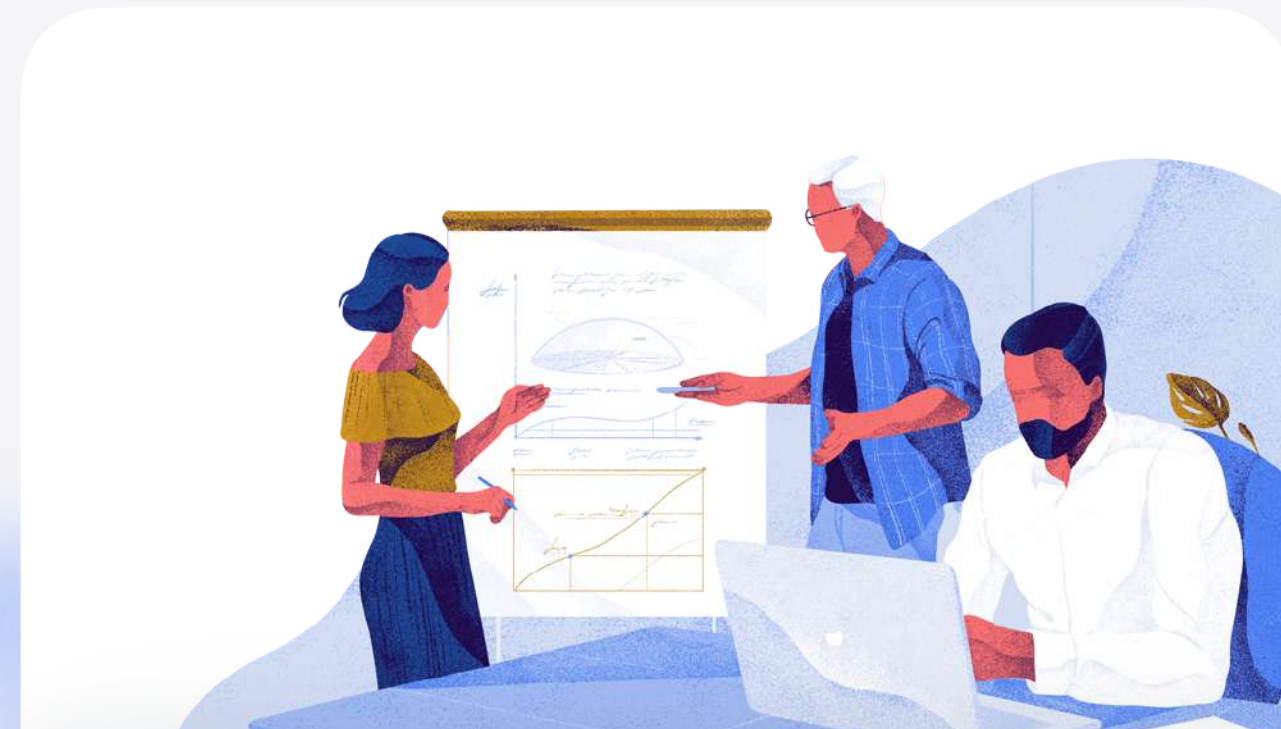
EXECUTION

Improve upon past and existing innovation efforts by optimizing the input, throughput, and output of your innovation funnel.

... With the Goal of Laying an Innovation Foundation for Lasting Innovation

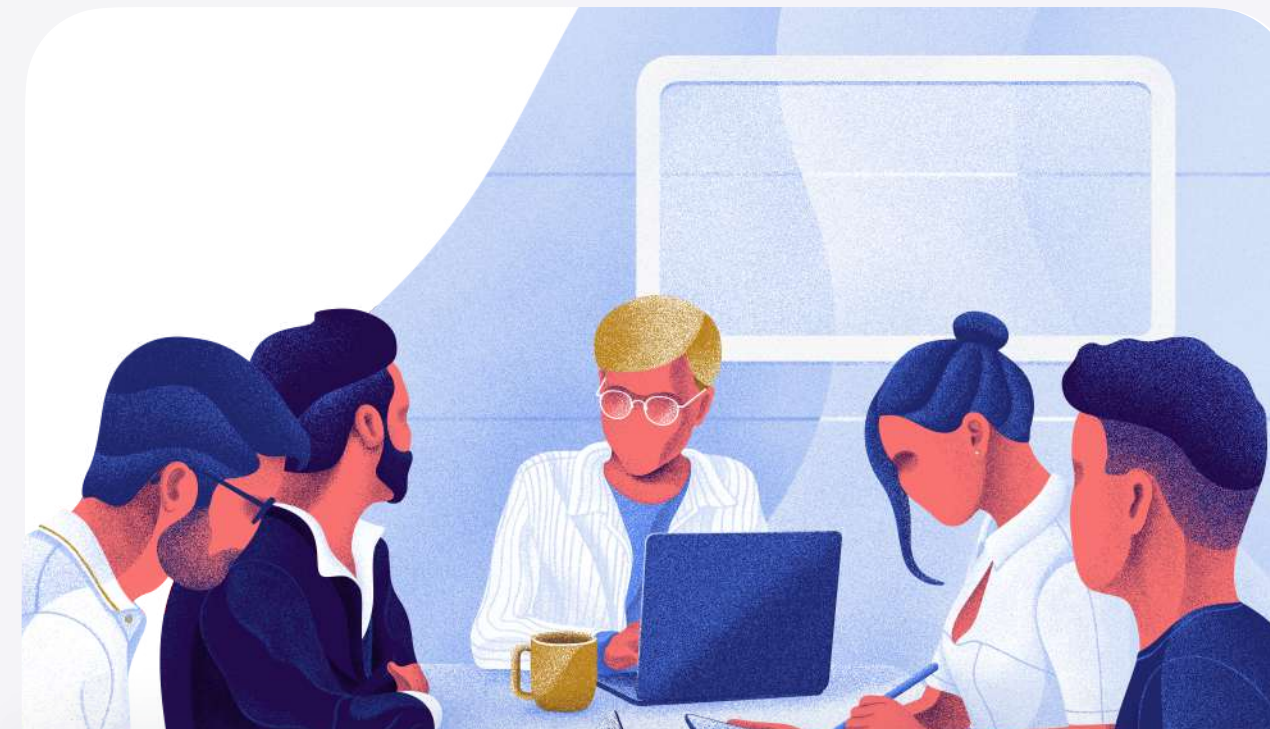


We Use a Three-Step Approach to Building Your Innovation Framework



#1 Assess

- Understand the **current innovation state**, regardless of where you stand in your innovation journey.
- Leverage our proven methodology to gather input, benchmark comprehensively, and evaluate existing initiatives to **improve the impact of your innovation efforts**.
- Receive a Status Quo Report **(a data-driven and visual assessment unique to you)**. Identify gaps between the perception and reality of your innovation status, and **make informed decisions** for the Define phase.



#2 Define

- Define **ambition and goals** in alignment with corporate strategy and organizational desires.
- Leverage **PNP Market Intelligence** to proactively identify relevant **market trends** and prioritize **areas of focus** to evolve and reinforce your business.
- Roadmap **strategic pillars, initiatives to be run, and resources to be allocated** to ensure continuous growth, adaptability, and long-term success.



#3 Build

- Create an **Operating Model Handbook** (resources, governance, processes, ...) to **structure and streamline execution** on a day-to-day basis.
- Create an innovation performance measurement system to **evaluate value creation from innovation efforts**.
- **Enhance innovation capabilities**, raise awareness, and foster a culture that engages and aligns stakeholders across business units to **drive sustainable innovation**.

Assess: Uncover Your Current Status and Ambitions by Analyzing Resources, Capabilities, Projects, and Market

UNDERSTAND INNOVATION SET-UP AND STATUS QUO

ASSESS YOUR INNOVATION MATURITY



Conduct a thorough assessment of **current resources and capabilities**, including human capital, technologies, and assets

GATHER INPUT ON ONGOING INITIATIVES



Listen to **internal stakeholders** and evaluate **ongoing projects** to determine their alignment with strategic goals and identify areas for optimization

BENCHMARK WITH PEERS AND COMPETITORS



Benchmark against **industry leaders and best practices** to gain insights into potential opportunities for improvement and Innovation

HOW WE DO IT

PROVEN ASSESSMENT METHODOLOGY

Leverage our **proprietary approach**, tested and proven, to conduct a **thorough assessment** of your current state

INTERNAL STAKEHOLDERS ENGAGEMENT

Engage key **innovation stakeholders** to collect an internal point of view on Innovation; understand strengths and weaknesses

GLOBAL BENCHMARKING INSIGHTS

Tap into our **worldwide insights to benchmark against peers and competitors**, gaining a comparative advantage that goes beyond internal perspectives.

WHAT WE DELIVER

1.1 Innovation Assessment

1.2 Benchmark Analysis

1.3 Current Innovation Portfolio

#1 ASSESS

#2 DEFINE

#3 BUILD

Define: Craft a Clear Roadmap for Transformative and Sustainable Innovation

DEFINE INNOVATION AMBITION AND GOALS

DEFINE VISION AND STRATEGY PILLARS



Define a compelling **vision for innovation** that aligns with organizational objectives, values, and mission and sets clear direction for short and long term innovation

PRIORITIZE ACTIONS AND AREAS OF FOCUS



Identify **key focus areas** and **innovation priorities** based on the assessment findings and market trends to align with the current state in terms of feasibility and impact

COMMIT RESOURCES TO REACH AMBITION



Develop a **strategic roadmap** outlining actionable steps and milestones to realize the defined vision, putting the right **resources at service** of building sustainable innovation

HOW WE DO IT

INNOVATION STRATEGY KNOWLEDGE

Harness the knowledge of our **620+ global partners** to inform and enrich the Innovation strategy

MARKET & DATA DRIVEN AREAS OF FOCUS

Leverage **market expertise** gained through startup scouting to pinpoint the **right areas of focus and ensure strategic alignment** with current market dynamics

RESOURCE EFFICIENT INNOVATION PLANNING

Draw on our experience in understanding resource requirements for Innovation initiatives, ensuring a viable and effective **strategic planning process**

WHAT WE DELIVER

2.1 Mission, Vision and Strategy

2.2 Areas of Focus and Priorities

2.3 Innovation Roadmap

#1 ASSESS

#2 DEFINE

#3 BUILD

Build: Equip Yourself with the Tools, Mindset, and Capabilities to Sustain Innovation and Growth

BUILD FRAMEWORK TO SUCCESS

BUILD GOVERNANCE AND PROCESSES



Institute **robust governance structures and streamlined processes** to guide and manage the innovation execution effectively

CULTIVATE INNOVATION CULTURE



Foster a **culture of innovation** through leadership engagement, communication, and incentivisation

CREATE A SPREAD MEASUREMENT SYSTEM



Set up a comprehensive KPI framework to **track and evaluate the success of innovation initiatives** that applies to all employees engaged across your organization

HOW WE DO IT

CUSTOM INNOVATION FUNCTION BUILDING

Leverage our track record in **building innovation functions from the ground up for various partners**, ensuring a tailored and effective transformation

CULTURE ENRICHMENT AND TRAININGS

Leverage our proficiency in **fostering innovation culture and conducting employee training programs**, cultivating an environment primed for creative problem-solving

STRONG PERFORMANCE MEASUREMENT SYSTEM

Ensure **sustainability and effectiveness by capitalizing on our expertise in crafting robust KPI** and measurement systems

WHAT WE DELIVER

3.1 Operating Model Handbook

3.2 KPI Measurement System

3.3 Communication and Training Plan

#1 ASSESS

#2 DEFINE

#3 BUILD

We Drive Tangible Business Outcomes for our Corporate Partners

15% INCREASE IN SALES



Carrefour

CORPORATE
Carrefour
 French hypermarket chain with revenue of \$100b in revenue in 2019



joko

STARTUP
joko
 Cashback app that rewards users on their spending

OTHER INVESTORS:   **PLUGANDPLAY**

3x INCREASE IN SOURCED ROOM NIGHTS



ACCOR

CORPORATE
Accor
 Largest hospitality company in Europe and sixth largest worldwide with \$4b in revenue in 2019




groups360


STARTUP
groups360
 Cloud-based technology solution company that provides bookings for guest rooms and meeting spaces

OTHER INVESTORS:    

9m INCREASE IN SALES **79%** INCREASE IN DEMAND PLANNING ACCURACY






CORPORATE
CONFIDENTIAL
 American beverage producer with >\$2b revenue in 2020




prevedere

STARTUP
Prevedere
 Intelligent Enterprise Forecasting Solution that provides companies global data and advanced AI/ML to improve their forecasts


OTHER INVESTORS:   

50% DECREASE IN ENERGY CONSUMPTION



Panasonic

CORPORATE
Panasonic
 One of the largest manufacturers worldwide of consumer electronics and \$73b revenue in 2019



LOCBIT

STARTUP
Locbit
 IoT business automation platform that improves energy efficiency, reduces energy costs, and prevents property damage

OTHER INVESTORS: **PLUGANDPLAY**

6% INCREASE IN E-COMMERCE SALES



Galeries Lafayette

CORPORATE
Galeries Lafayette
 Upmarket French department store chain with \$4.5b in revenue in 2019




stockly

STARTUP
Stockly
 Provider of proprietary technology that allows e-merchants to ensure the sale of a product even it is out-of-stock


OTHER INVESTORS:   **PLUGANDPLAY**

39% INCREASE IN CUSTOMER ENGAGEMENT FROM PILOT



Cleveland Clinic

CORPORATE
Cleveland Clinic
 One of the largest hospital operators worldwide with 6m patient visits per year and \$400m revenue in 2019



GYANT

STARTUP
Gyant
 Digital front door solution for health systems that use AI to navigate patients to the right care setting and relevant in-network resources

OTHER INVESTORS: 