

**WE ARE
THE
STARTUP
JOURNEY.**

Start2[®] Group

Corporate Venture Launchpad 3.0

Delivering Winning Corporate-Startup Partnerships

Wilson Lee

Senior Business Development Manager, Asia

wilson.lee@start2.group

www.start2.group/program/edb-cvl-3

With 16 Years of Experience Fulfilling Innovation Demands Across 18 Countries

Trusted by Public & Private Sectors

MERAXIS



LIEBHERR



SIEMENS



Enterprise
Singapore

EDB:
SINGAPORE



MRANTI

mysc



And more...

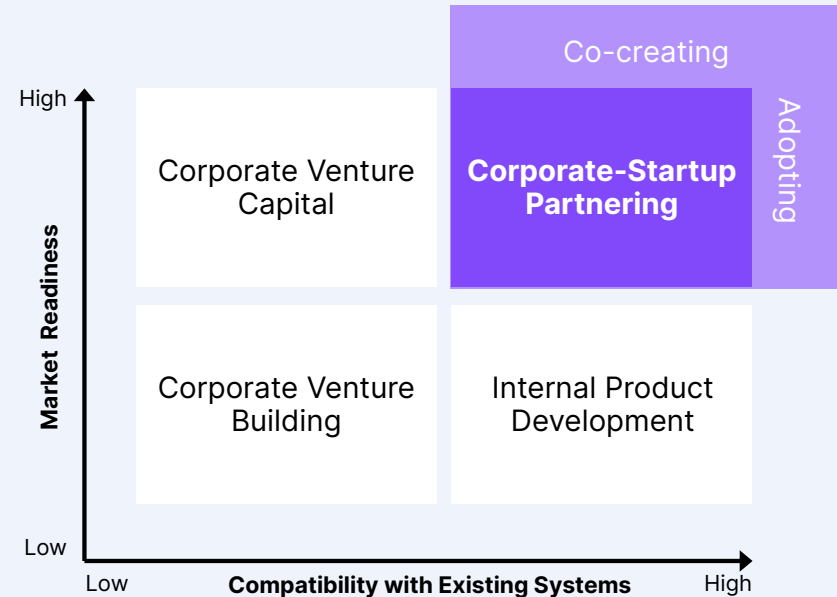
We Empower You to Move Fast With an Open Approach to External Innovation

Start2® Group

! Open Innovation is the fastest and most cost effective among the various innovation methods

Advantages:

- 1. Cost Efficiency:** Tapping on external innovation allows companies to avoid the high costs and long delays that come with prolonged internal R&D.
- 2. Speed to PoC:** A well-tuned Open Innovation (OI) unit can significantly reduce the development cycle by up to 80%, allowing for a quicker feedback & adaptation.
- 3. Risk Mitigation:** Leverage market validated innovations to de-risk failure and optimize resource utilization within the corporation.



Reducing Your Time to PoC from 24 Months to Just 3

Start2[®]Group

Powered by Start2's
AI and Deep Tech Expertise



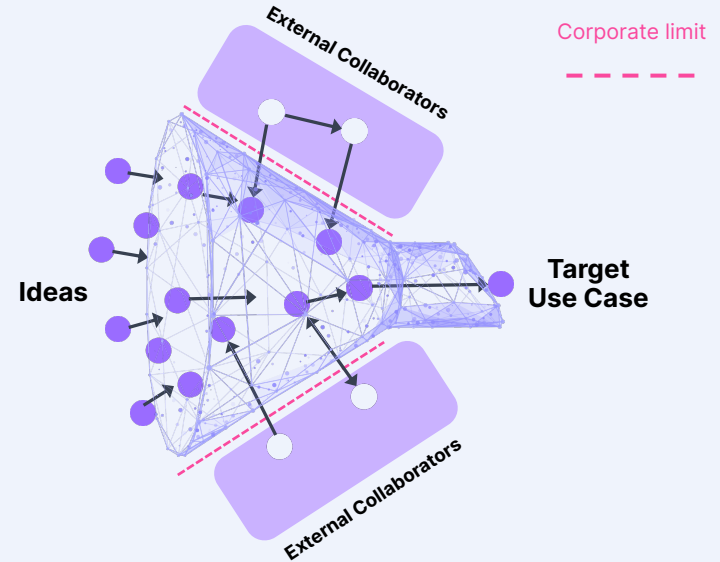
AI-powered Open Innovation management tool to access >3 million startups

Tap into our global network of startups and our AI-powered OI management tool, which allows you to internally track challenges, expand your search, and measure the impact all on one platform.



Deep Tech Focus AI, Climate Tech, Life Sciences

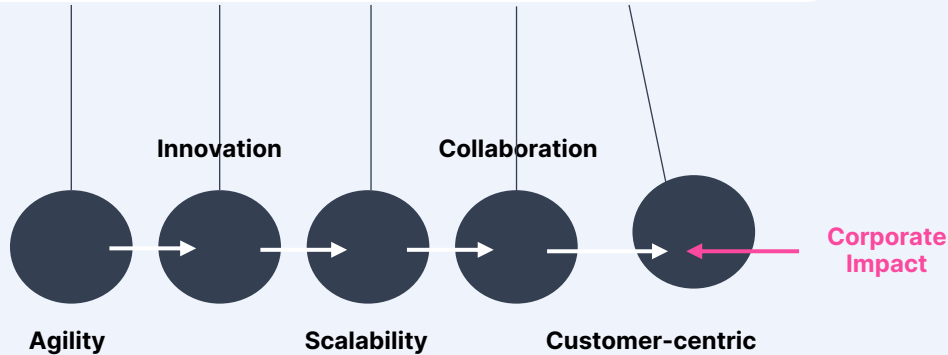
Rely on our expertise in leading deep tech programs for governments and corporations, advancing R&D and product development to stay ahead of the innovation curve.



(Open Innovation Diagram)

Using Our Startup Hustle Culture to Drive Momentum and Corporate Impact

Start2[®]Group



Harnessing the energy and agility of our startup hustle culture, we drive momentum by deeply engaging with stakeholders to understand their needs and create tangible two-sided impact.

Startup DNA

As the driving force behind several leading startup accelerators, we evaluate up to **8,000 startups** per year. Our startup DNA gives us unique insight in curating impactful win-win corporate-startup partnerships.

We Provide a Bespoke, Outcome-Driven Modular Framework To...

Support For:

Phase 1: Scope

Phase 2: Scout

Phase 3: PoC and Scale

Corporate

Kickoff

- Setting up of OI governance, framework, & processes
- Strategic sessions with legal & procurement
- OI Readiness Workshop

- Collecting first challenges from pain owners
- Identifying of use cases
- Internal Engagement Sessions with BUs for challenge collection, unlocking new stakeholders

- Deep dive on problem statements
- Initial assessment of business potential of use cases

- Scouting and sourcing of startups
- Coordination of long-list sourcing, short-list curation/assessment, demo day prep, & virtual demo day for corporate

Evaluation and selection of startups

Outline PoC project scope, negotiation, procurement

Support in creating the rollout plan and stakeholder management

Post-PoC project evaluation by business sponsor

Startup

Go / No-Go Checkpoint

Engagement, assessment, & management with the startup to embark on an open innovation project with the corporate.

Joint

...Outpace Your Competition

- Open Innovation Kickoff Workshop to build rapport and develop PoC structure
- Project management in setting up PoC structure between the startup and corporate. Includes but not limited to weekly check-in's, startup mentoring, compliance interviews, procurement interviews, legal & IP considerations, risk management & mitigation, etc.

PoC / OI Management & Execution of solution development, testing, business impact measurement, and implementation preparation

PoC Implementation monitoring that the business impact is validated

Integration of technology into business processes

Post-PoC scaling support in:

- capacity
- divisions / departments
- regions / geographies
- functions
- domains
- process standards
- system integration
- partnerships & mentoring

AI-Powered

Open Innovation Management Platform to Track, Search and Measure

Timeline

0-6 weeks

6-12 weeks

12-24 weeks

Dedicated Start2 Team

Open Innovation Lead
Program Manager
Platform Support

+

Subject matter Experts
Industry Experts

Open Innovation Lead
Program Manager
2x Startup Scout
Platform Support

+

Subject matter Experts
Legal Experts
Industry Experts

Open Innovation Lead
Program Manager
Platform Support

+

PoC and Scaling Experts

Utilizing Hyper-Personalized Processes for Maximum Impact

Start2® Group

The Start2 team is highly experienced in open innovation, using hyper-personalized processes to tailor our solutions to the unique needs of each client. Our modular strategy allows us to adapt and customize offerings to meet specific requirements, ensuring maximum impact .

Satisfied Clients Across Multiple Industries and Use Cases



Enhancing travel comfort for millions of passengers using AI-powered individualized technology.



Adapting an event crowd analytics solution to improve planning and operations for property developers and operators.



Deploying the first-of-its-kind harbor craft electrification using a viable long-range wireless power transfer technology.



Transforming the way medicine is practiced, experienced, and learned through a medical mixed reality platform.

You Will Work With Our Rockstar Team to Drive Innovation Excellence

Start2[®]Group



Global Rockstar Team

Work with the best talent in startup acceleration and corporate innovation.

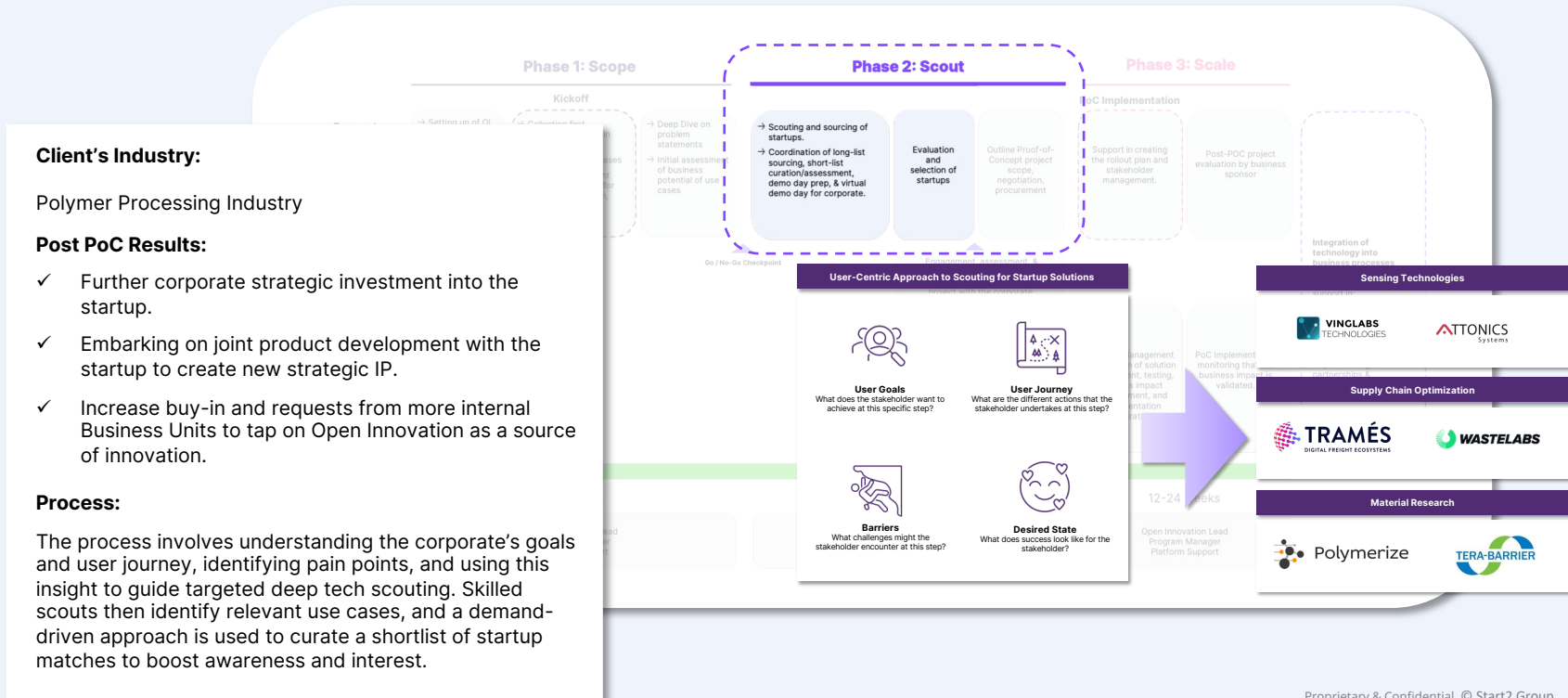
Proven track record of delivering successful, long-term, high-impact projects to large governments and multinational corporations worldwide.



Access to a wide, high-quality expert network (150+ in SEA) offering industry-specific expertise, regulatory support, and IP management at early stages.

And more...

From Concept to Success, We Always Deliver



Client's Industry:

Polymer Processing Industry

Post PoC Results:

- ✓ Further corporate strategic investment into the startup.
- ✓ Embarking on joint product development with the startup to create new strategic IP.
- ✓ Increase buy-in and requests from more internal Business Units to tap on Open Innovation as a source of innovation.

Process:

The process involves understanding the corporate's goals and user journey, identifying pain points, and using this insight to guide targeted deep tech scouting. Skilled scouts then identify relevant use cases, and a demand-driven approach is used to curate a shortlist of startup matches to boost awareness and interest.

Let the startup world be your innovation lab
Let us redefine your success together

www.start2.group/program/edb-cvl-3



Wilson Lee

Senior Business Development Manager, Asia

wilson.lee@start2.group