Open Innovation at Wipro

It conducts a variety of internal crowdsourcing initiatives which create a bottom-up funnel of ideas and solutions to support innovation at Wipro.

External innovation

Startup ecosystem
Wipro collaborates with startups, venture capitalists, accelerators/incubators, advisors/analysts and Wipro Ventures (Wipro’s $100 million corporate venture capital fund) to accelerate solutions development and enable joint go-to-market.

Startup-focused initiatives
- **StartEx**: Connects curated startups from across the globe with customers onto one platform
- **Reverse pitch**: Specific customers’ business problems addressed by innovative startup solutions

Extended ecosystem
- **Academia/research institutes**: Partner with academia for their technology and research capabilities, and jointly build solutions
- **Expert networks:** Partner with open innovation intermediaries to collaborate with subject matter experts/consultants, students and freelancers to solve our customers’ business problems

**Innovation for Wipro**

Wipro drives innovation and crowdsourcing internally by enabling employees to build expertise in latest technologies and showcase their ideas through a variety of initiatives.

- **Hackathons:** Enable learning and adoption of latest technologies to build innovative solutions
- **Ideathons:** Crowdsources ideas and identify innovative solutions to customers’ business problems
- **Patent carnivals:** Source ideas which can be patented and that help grow the internal inventor network

**Co-innovation with customers**

- **StartEx:** Showcases innovative startup solutions to customers and partnership opportunities

**CTO Open Innovation: Channels & program components**

- **External innovation**
  - Venture capitalists
  - NASSCOM
  - Wipro Ventures
  - Accelerators
  - Incubators
  - Advisors/analysts

- **Startup ecosystem**
  - Open Innovation (OI)
    - 1
    - 2
    - 3
  - Hackathons & ideathons
  - Market scan & research
  - Expert services & crowdsourcing
  - Innovation Jumpstart Program (IJP)

- **Extended ecosystem**
  - 4
  - Co-innovation for customers

- **Internal innovation**
  - Coding competitions/hackathons
  - Maker labs
  - Idea campaigns
  - Academia
  - Expert networks
  - Consulates
  - Tech consortia

- **Market scan & research:** Research reports on the latest trends and actionable insights available on-demand and on custom schedule
- **Expert services/crowdsourcing:** Engaging open innovation intermediaries for talent pools and niche skills outside to solve business problems
- **Hackathons and ideathons:** Solve customer problems or address tech/industry whitespaces
- **Innovation Jumpstart Program (IJP):** A lab for rapid experiments, POCs and pilots with which startup solutions obtain impactful use cases for customers

Write to open.innovation@wipro.com for any additional information.