



# Open Innovation at Wipro

# Open innovation

Harness innovation energy outside and inside the organization

## Startup Ecosystem

- Global Startups
- NASSCOM
- Microsoft Accelerator
- VCs & Other Investors
- Advisors / Analysts

## Co-Innovation for Customers

- Startup Exchange (StartEx) & Reverse Pitch
- Market Scan and Research
- Innovation Jumpstart Program (IJP)



## Extended Ecosystem

- Academia
- Expert Networks
- Consulates
- Tech Consortia

## Innovation for Wipro

- Coding Competitions / Hacks
- Innovation Platforms
- Innovation Events / Roadshows
- Wipro Ventures
- Corporate VC (H2H3)

# Open Innovation and Wipro Ventures

Open Innovation

Wipro Ventures



**GTM Partnerships**



**Embed into Wipro Solutions**



**Minority Investments**

**Outcome driven partnership** for startups as well as customers. Successfully partnered with startups across the globe and matured many into **proactive proposals and wins**

Create **end-to-end solutions**, that are **differentiated and market leading**, by integrating startup solutions into Wipro's solutions. Examples: Wipro HOLMES Artificial Intelligence Platform™, Wipro Smart i-Connect – Smart Cities Platform, Wipro AssureNXT – Testing Services Platform, Wipro Digital Customer Experience (DXP) platform

Investment in startups of **strategic interest to Wipro**. Invested in **11 startups** in the areas of cybersecurity, IOT, Big Data, AI & Mobile/Chatbots till date. Some of our portfolio startups include Headspin, Tricentis, Altizon, Avaamo, Tradeshift, Intsights, Demisto, Emailage, Vectra, Imanisdata and Vicarious

# Open Innovation for customers

3

## Market Scan and Research

Intelligence to action on **latest trends and research insights (within/outside of industry)** at the intersection of technologies. Available on demand and as periodic content, it will achieve a periscope view of the market and ecosystem

2

## Hackathons & Ideathons

Wipro can organize ideation programs and hackathons to **solve customer problems or to address tech/industry whitespaces**. The ideathons and hackathons can be run within the customer organization, within Wipro or opened to the external community

1

## Startup Exchange (StartEx)

A Startup Exchange program to bring together **curated startups and customers** as part of global events. Designed to provide a front row view of startup disruptions, to customer leadership and enable immediate connects and actions to determine feasibility, impact and partnership potential

4

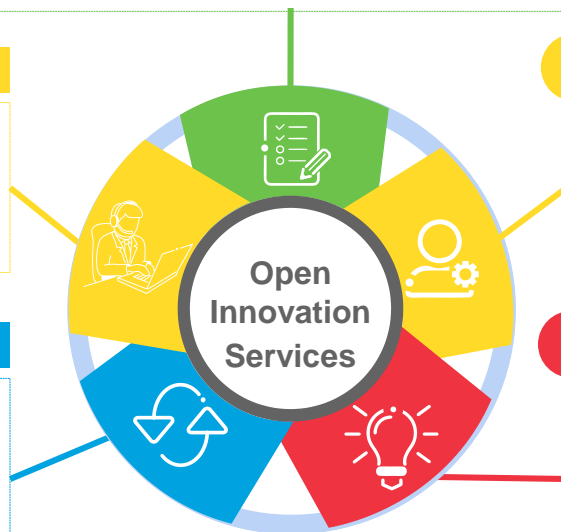
## Expert Services & Crowdsourcing

Connect to open innovation intermediaries to tap into **talent pools and expert networks outside the customer organization** to solve specific problems or to source very niche skills for complex customer programs / projects

5

## Innovation Jumpstart Program (IJP)

A comprehensive and dedicated Open Innovation Lab to **enable rapid experiments, POCs and pilots** for startup solutions that interest customer. It can also engage other startup solutions that customer wants to experiment with, to extract the most impactful use cases



*Quick Time to Market | Access to Emerging Technologies | Participation in the Startup eco-system  
| De-risked Adoption of Innovative Solutions*



Thank you  
for your time

Write to [open.innovation@wipro.com](mailto:open.innovation@wipro.com)