



Startup exchange program (StartEx)

Startup exchange program - an overview

What is StartEx?

The Startup Exchange program brings together curated startups and customers as part of global events. It is designed to provide a front row view of startup disruptions to customer leadership and enable immediate connects and actionable insights to determine feasibility, impact and partnership potential

How does it work?



Identify the right teams

Determine which client businesses and leaders are most receptive to working with startups. This has to be initiated by the customers.



Focus areas for innovation (client)

Identify key opportunity / problem areas where innovation is necessary and will have maximum impact. Wipro can host a workshop to enable this



Discovery of Startups

Wipro will initiate the discovery and evaluation processes to identify startups from across the globe which cater to the focus areas



Curation of discovered startups

Wipro and Open Innovation team will work together with the startups to curate and select the top ones who will participate in the client StartEx



Customer StartEx

Wipro will enable the client StartEx where the curated startups will get to meet the customer leadership and discuss their value propositions. Wipro will work with the customer on the next steps

A typical StartEx

- **Focus Areas:** 2-3
- **Startups:** 3-6
- **Duration:** Half day (2-3 hrs.)
- **Format:** Physical or Virtual (WebEx /VCON/ Telepresence)
- **Participants** Startup founders / leadership, customer leadership, Wipro (Open Innovation team & Account leadership)

Outcomes & Next Steps

- **Select Startups** - Customer shortlists the most promising startups from the events for further engagement and evaluation
- **Engage in customer Open Innovation Lab** – Wipro will engage the selected startups to initiate POCs and pilots to determine their impact on the desired use cases

StartEx for a Fortune 500 banking customer



Customer Need

Wipro proposed to conduct a StartEx program during the visit of one of the customers' CIO. The objective was to showcase innovative and relevant startups, and introduce the startup led disruptions



What we did

- The Open Innovation team curated a list of 15 startups from which 5 were shortlisted to showcase to the customer
- The startups ranged from areas such as NLP, AI, Cloud Services, Text Mining & Analytics, Banking Fraud Detection, and Advance Big Data Visualizations



Impact

- **The customer leadership shortlisted 4 of the 5 startups** and for further discussion on specific use cases along with Wipro
- Wipro showcased their strong startup ecosystem presence to go beyond the org boundaries. Our ability to bring startups as partners to address customer's problems was well received.



Connecting startups to a global FMCG brand



Customer Need

Next Generation service (NGS) of the customer wanted to **disrupt their existing IT Process by 10 times** and were looking for innovative solutions in the following areas - Identity and Access management, IT Operational Analytics, Storage Optimization, Future Workplace, PC Hardware Management/Support, Purchasing Contract Management and Customized Manufacturing at scale



What we did

The **Open Innovation team shortlisted 13 Bay area startups**. The customer selected three start-ups. The 3 startups were showcased to the customer team at a StartEx program in Wipro Mountain View campus.



Impact

Open Innovation a service for customers was well received by the customer. They selected 2 startups for further discussion. The discussions on next steps as part of the Innovation Kickstart Program (IKP) are in progress



StartEx for fortune 100 energy company



Customer Need

Identify India-based innovative startups in Artificial Intelligence and Data Driven Modelling for potential collaboration opportunities across different business areas



What we did

- Wipro's Open Innovation team identified 19 India based startups in the areas of AI Development and Data Driven Modelling.
- Jointly shortlisted 5 startups for further evaluation & deep dive.
- Customer shortlisted 2 startups for discussion with them on AI based predictive analytics and forecasting platform and AI based product quality management platform



Impact

The customer selected the two startups for further discussion and evaluation for a proof of concept.



Customer testimonial - Shell



Johan Krebbers,
IT CTO & VP Technical and Competitive IT
(TaCIT) Architecture, Shell IT

I have worked with the Wipro Open Innovation group from the Wipro CTO Office, for a number of years and **always have been impressed** with their **connects to the local market of startups**, and their **ability to discover interesting startups relevant** for us. Keep that up! I am **happy with their Startup Exchange (StartEx)** program, where the group curates innovative startups for Shell by key focus areas for complementing our innovation pipeline.



Thank you
for your time

Write to open.innovation@wipro.com