

StartEx - Startup Exchange program

What is StartEx?

A Startup Exchange program that will bring together curated startups and customer 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 actionables to determine feasibility, impact and partnership potential.

How does it work?



Identify the right teams

Determine which customer businesses and leaders are most receptive to working with startups. customer to enable this.



Focus areas for Innovation (customer)

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 process to identify startups from across the globe that cater to the selected focus areas



Curation of discovered startups

Wipro and Startup team will work together with the startups to curate and select the top ones who will participate in the customer StartEx



customer StartEx

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

A typical StartEx

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

Outcomes & Next Steps

- **Select Startups** – customer can select the most promising startups from the event to take to the next stage
- **Engage in customer Open Innovation Lab** – The selected startups can be engaged by Wipro to start the process of POCs and Pilots to determine feasibility and impact on agreed upon Use Cases

Startup connects for a bank to connect Fintech startups to accelerate pace of innovation



Customer Need

June 2015 Wipro Visit by one of the global CIOs of the customer, as a result of CEO TK Kurien's meeting with top customer execs.

One differentiator proposed was the inaugural StartEx event for the customer which would involve bringing some innovative and relevant startups and expose them directly to the customer

What we did

- The CTO team **curated a list of 15 startups from which 5 were shortlisted to showcased**
- The startups ranged from areas like NLP, AI, Cloud Services, Text Mining & Analytics, Banking Fraud Detection, and Advance Big Data Visualizations.

Impact

- **Customer interested in 4 of the 5 startups** and expressed their desire to get into further discussion with them on specific use cases
- Wipro showcased their strong ecosystem presence and eagerness to go beyond the org boundaries and ability to bring startups as partners into the equation to address customer's problems

Connecting Startups to a global FMCG brand

Connecting startups to a global FMCG brand in areas of IT Ops, Future Workplace, PC Management etc



Customer Need

Next Generation Services (NGS) of the customer want to **disrupt their existing IT processes by 10x times** and were looking for innovative solutions in the following exploratory 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

Wipro's **CTO Open Innovation team narrowed 13 Bay area start-ups** perfectly fitting to their requirements and out of this 13, the customer team shortlisted three start-ups: Coseer, ContractRoom and Clef. In mid-July 2016, these 3 start-ups were showcased to the customer team as a part of our flagship event StartEx (Start-up Exchange) in Wipro's Mountain View campus..

Impact

Open Innovation as a service for customers was well received by P&G. They have **selected 2 of the startups** for further discussion and are discussions for next steps as part of the Innovation Kickstart Program (IKP) are ongoing.

Connecting India based startups in the areas of Artificial Intelligence & Data Driven Modelling



Customer Need

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

What we did

- Wipro's CTO 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 narrowed down to 2 startups and had face to face discussion with them - AI based Predictive analytics & forecasting platform and AI based product quality management platform

Impact

They have **selected both the startups** for further discussion and evaluation for POC. If selected for POC/Pilot they would be part of the Innovation Kickstart Program (IKP).