



## Open Innovation at Wipro



Open Innovation at Wipro discovers, aligns and collaborates with startups, academia, expert networks, venture capitalists (VCs), incubators and technology consortia to deliver unique business value to Wipro, its partners and its customers.

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

Discover and deliver  
new ideas

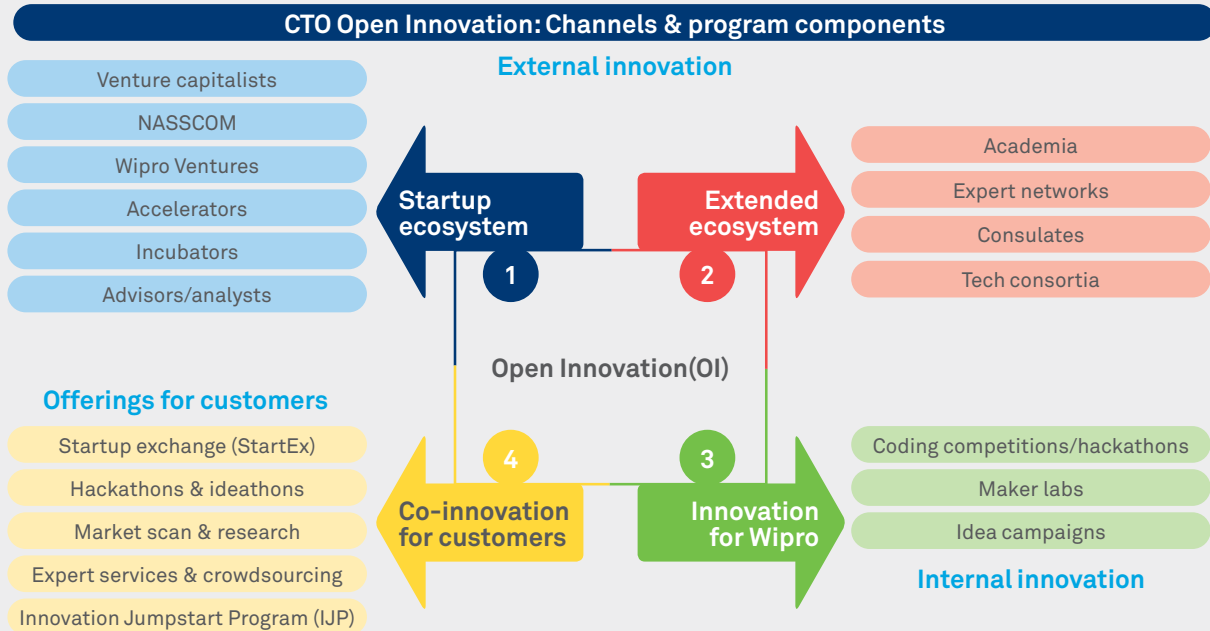
CTO office

- **Expert networks:** Partner with open innovation intermediaries to collaborate with subject matter experts/consultants, students and freelancers to solve our customers' business problems

## Innovative engagements for business needs

### 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:** Crowdfund 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

- **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

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comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have a dedicated workforce of over 170,000, serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

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