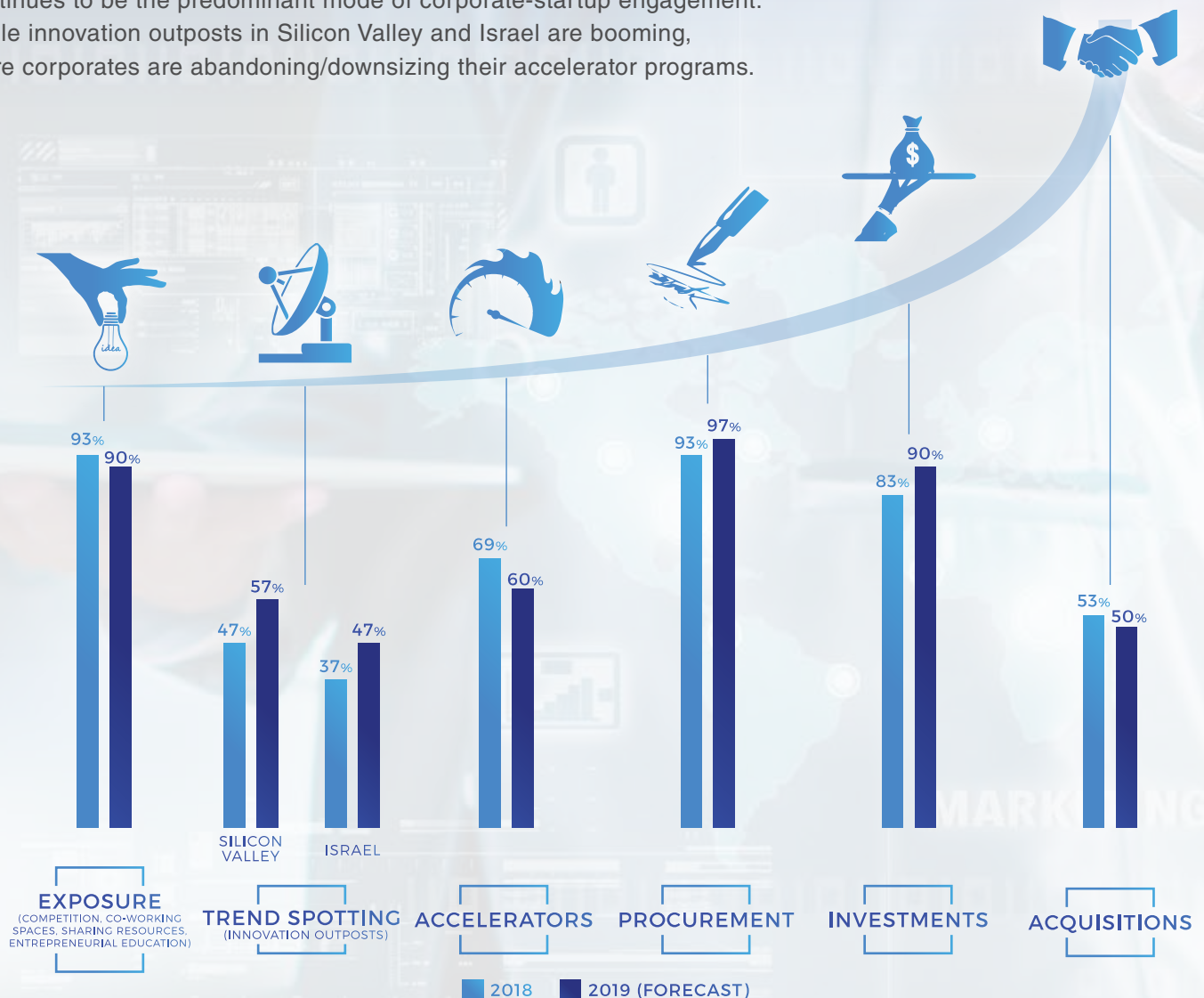


OPEN INNOVATION OUTLOOK 2019

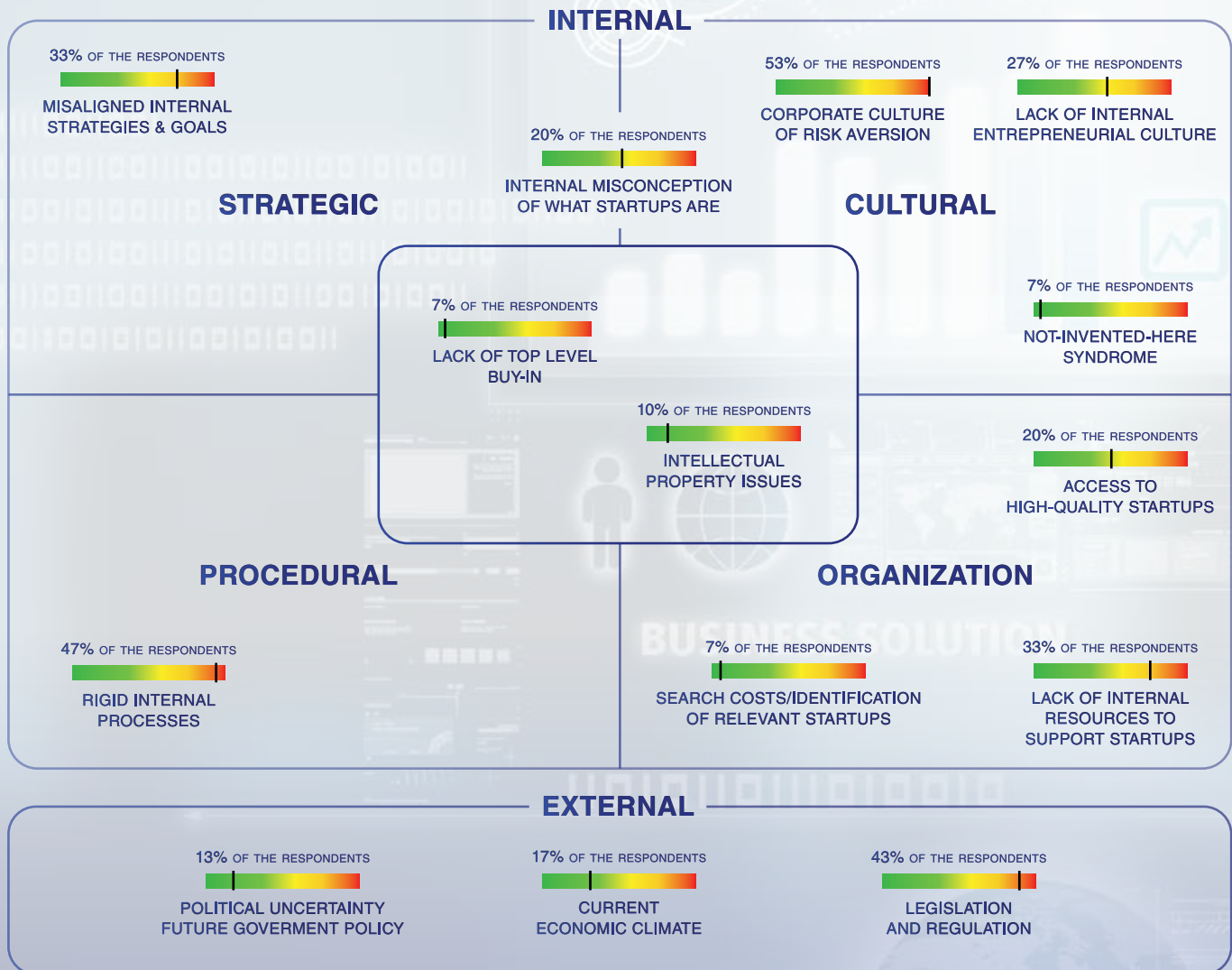
Macro-Trends for 2019 in Corporate-Startup Engagement

Procurement (via funded proof of concepts and co-development programs) continues to be the predominant mode of corporate-startup engagement. While innovation outposts in Silicon Valley and Israel are booming, more corporates are abandoning/downsizing their accelerator programs.



The Future of Open Innovation: Critical Barriers to Overcome

The current economic climate is apparently not going to impact the growth of open innovation. Corporate culture of risk aversion and processes are the main reported obstacles to innovation. Key barrier to implementation is the lack of internal resources to support startups. Innovation leaders are evolving to startup-scouting outsourcing models, while focusing on internal implementation.



This Outlook has been produced based on interviews with the heads of innovation/senior execs participating in the Open Innovation Workshop Mind the Bridge and Nesta organized as part of the 2018 Corporate Startup Stars Award Ceremony in Brussels on November 22nd.

2018 SEP EUROPE'S CORPORATE STARTUP STARS

