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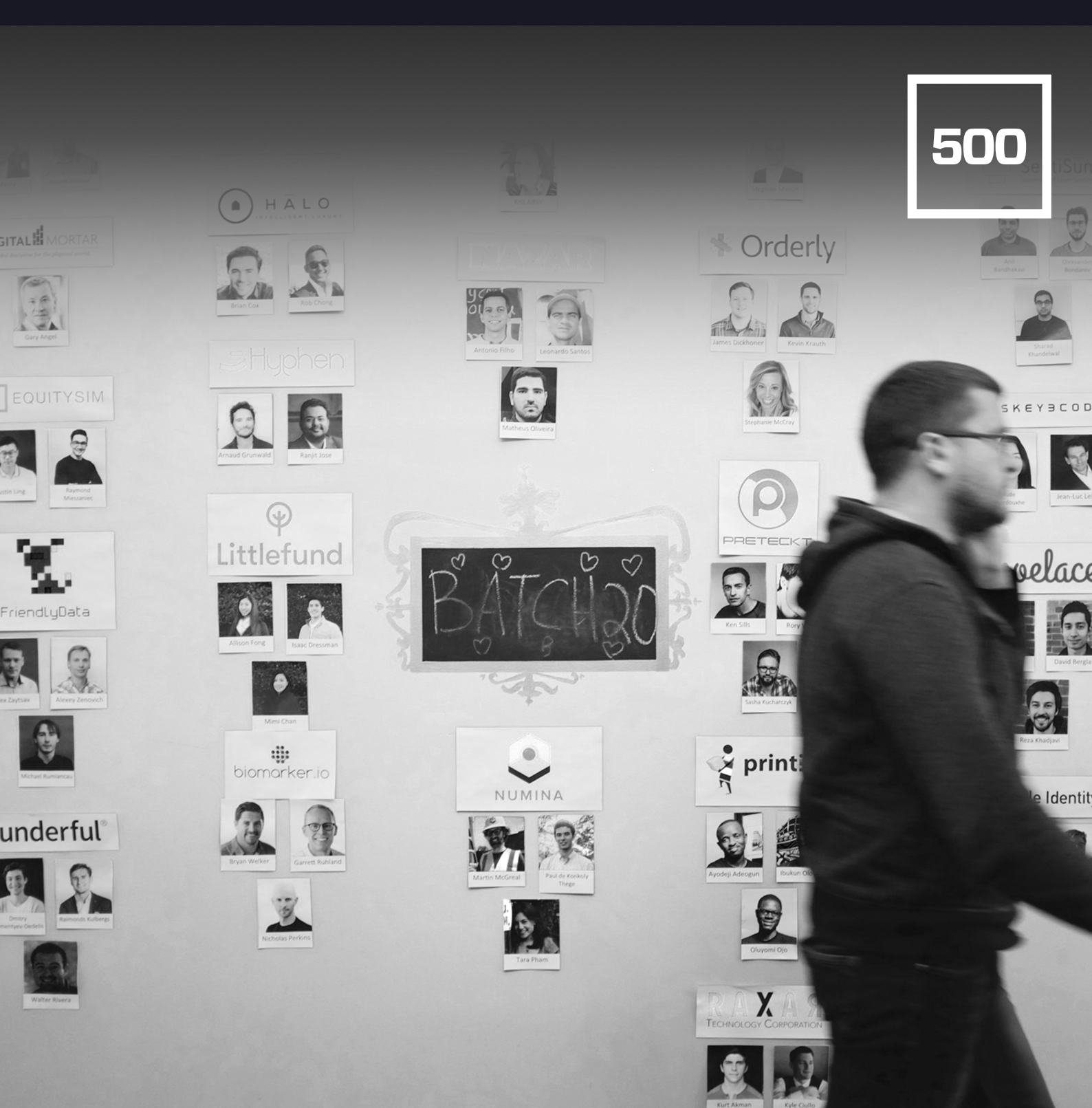
500 STARTUPS

INNOVATION FAST TRACK

Access Cutting-Edge Technology and Talent through Effective Startup Partnerships

Why Work with 500 Startups?

As the pace of disruption grows faster, large enterprises are increasingly active in working with startups to gain access to cutting-edge technology, talent, and business models. Our own research indicates that more than 68% of the Forbes 100 are partnering with startups to find solutions for pressing business challenges.[1]

However, this same research also shows that these efforts suffer from very high failure rates - less than 25% of initial corporate innovation pilots with startups ultimately scale into solutions that can be taken to market.

With over 2,000 startup investments around the world,[2] we believe we uniquely have the scope and expertise to help enterprises effectively engage with startups. We provide access to our startup network and help identify high-growth companies so corporates can quicken the pace of strategic digital transformation.

1. Unlocking Innovation Through Startup Engagement, June 2017 (http://go.500.co/unlockinginnovation)
2. As at December 31, 2017 across all the funds which make up the 500 Startups family of funds. For more information, please go to www.500.co.

Tailored Engagements
We work closely with you to design an approach that meets your unique needs.
A typical engagement includes:

— **Alignment Workshops -** 500 Startups partners and industry experts coach executives on how to collaborate effectively with startups and get buy-in from internal stakeholders such as product teams, procurement, and compliance

— **Innovation Brief Development -** our expert practitioners work with executives to identify a tangible business challenge and formulate parameters for addressing it through collaborations with startups

— **Startup Scouting -** we conduct a global search and vetting of startups (inside and outside our portfolio) before shortlisting 3-5 finalists for selection by enterprise teams for collaboration

— **Pilot Projects -** our experts then facilitate the design, implementation, and monitoring of pilot projects, boosting success rates by ensuring the appropriate structuring of the enterprise-startup partnership

Target Results

- Clearly identify and address potentially disruptive business challenges
- Reduce the cost and increase the success rates of startup partnerships
- Drive tangible business outcomes by harnessing new technologies and business models
- Accelerate internal innovation processes by engaging with a greater range of startups around the world
- Improve alignment of of business units and internal functions with broader innovation strategy

Sample Engagement: General Motors

500 Startups partnered with General Motors to connect executives from the automaker with relevant start-ups that help fuel their innovation and digital transformation. The program helped General Motors actively engage with startups and run proof of concepts for collaboration, while providing startups with mentorship and assistance from one of the world's leading auto brands.

"Working with 500 Startups will help us identify early-stage startups that could have relevance for automotive, but are either services or supporting technologies rather than merely vehicle features. Being able to mentor startup companies and learn from them is important, and 500 Startups has a track record of finding this talent globally."

– Jon Lauckner, CTO, General Motors

About 500 Startups

500 Startups is one of the most active global venture capital firms. Our mission is to discover and back the world's most talented entrepreneurs, help them create successful companies at scale, and build thriving global ecosystems. With more than 160 corporate partners, we also work with some of the largest companies in the world.

Headquartered in Silicon Valley, 500 Startups has invested in 2,000+ startups in 60 countries around the world as at December 31, 2017. Notable portfolio companies include: Twilio (NYSE: TWLO), SendGrid (NASDAQ: SEND), Credit Karma, Grab, Intercom, Canva, Carousell, Udemy, Talkdesk, Makerbot (acquired by SSYS), Wildfire (acquired by GOOG), and Viki (acquired by Rakuten)

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