

PLUGANDPLAY APAC

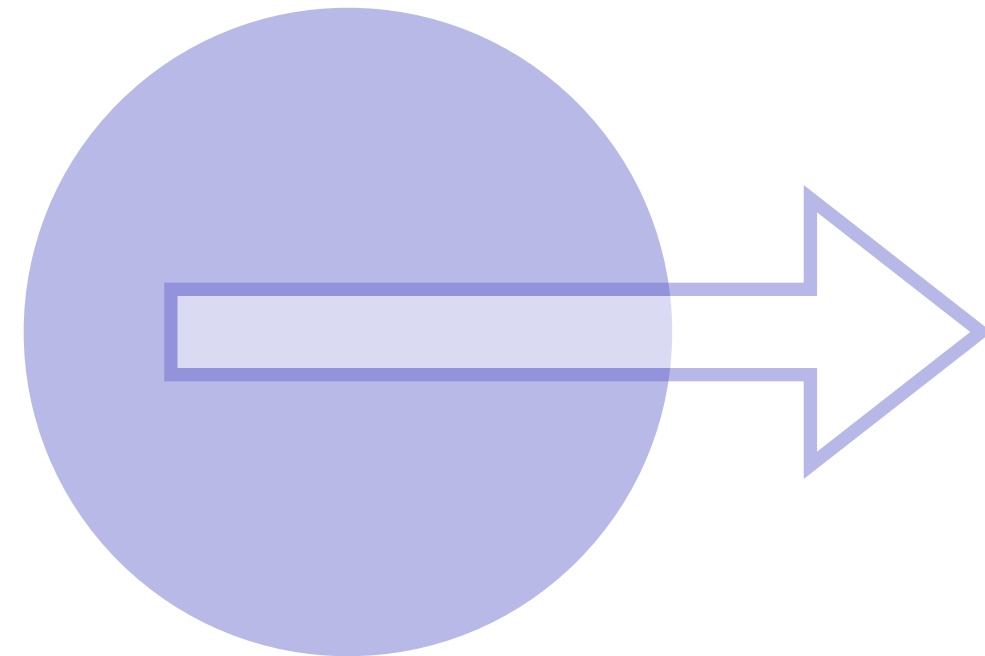
Empowering the Success of Global Corporations through Startup Partnerships

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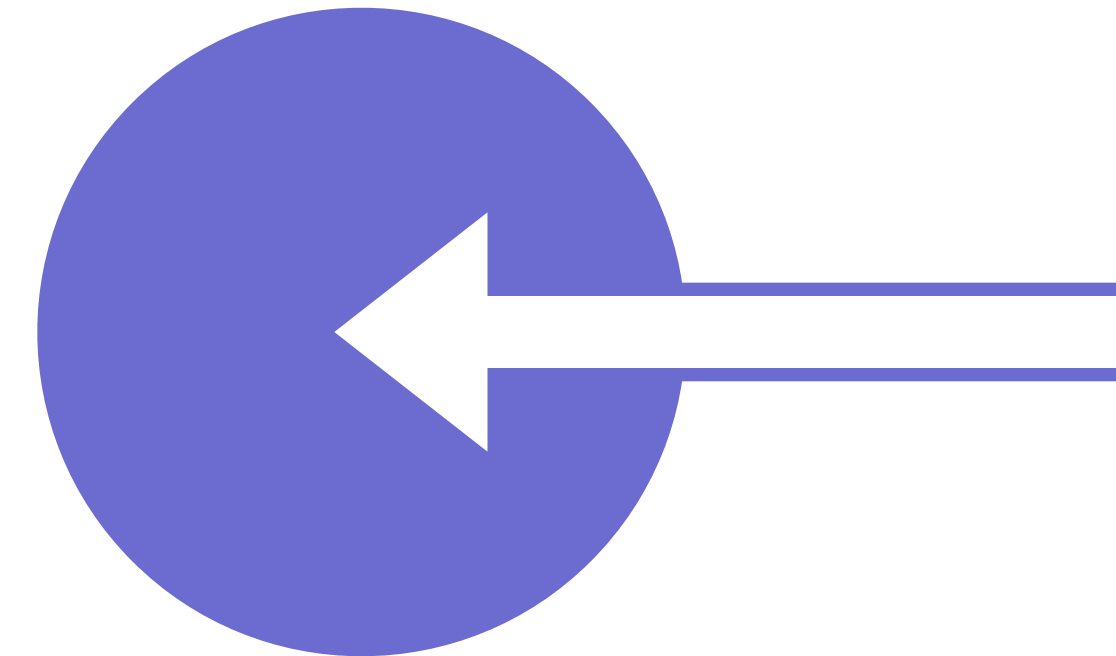
EDB's Corporate Venture Launchpad (CVL) program was launched in 2021 to catalyse the corporate venturing movement in Singapore

The program supports companies to drive greater corporate innovation from Singapore through two modes of corporate venturing.



Venture Creation

To incubate and launch globally leading businesses from Singapore



Startup Partnerships

To deliver impactful business outcomes through startup collaboration and open innovation

Why CVL 3.0 (Startup Partnerships)?

Through direct engagements with 70+ ecosystem players, EDB New Ventures observed that corporates encounter common key challenges in their startup partnership journey:

1

Lack of organisational processes and governance framework for startup partnerships.

2

Limited access to quality startup pipeline.

3

Limited post-pilot “line of sight” to commercial outcomes.

CVL 3.0 (Startup Partnerships) aims to bridge the gaps above and enhance corporates’ readiness to collaborate effectively with startups.

CVL helps companies build the capabilities & streamline the processes to run effective pilots and drive commercial results

Many companies still face challenges translating open innovation into commercial outcomes:

Plug and Play, under the CVL, will support participating companies in:



Lack of Strategic Internal Alignment



- Developing collaborative frameworks to align BUs & resourcing champion pilots
- Streamlining processes, e.g. innovation procurement, IP management



Difficulty Sourcing and Scouting the Right High-Quality Startups to Partner With



Providing a Robust Pipeline of ~18,000 Startups

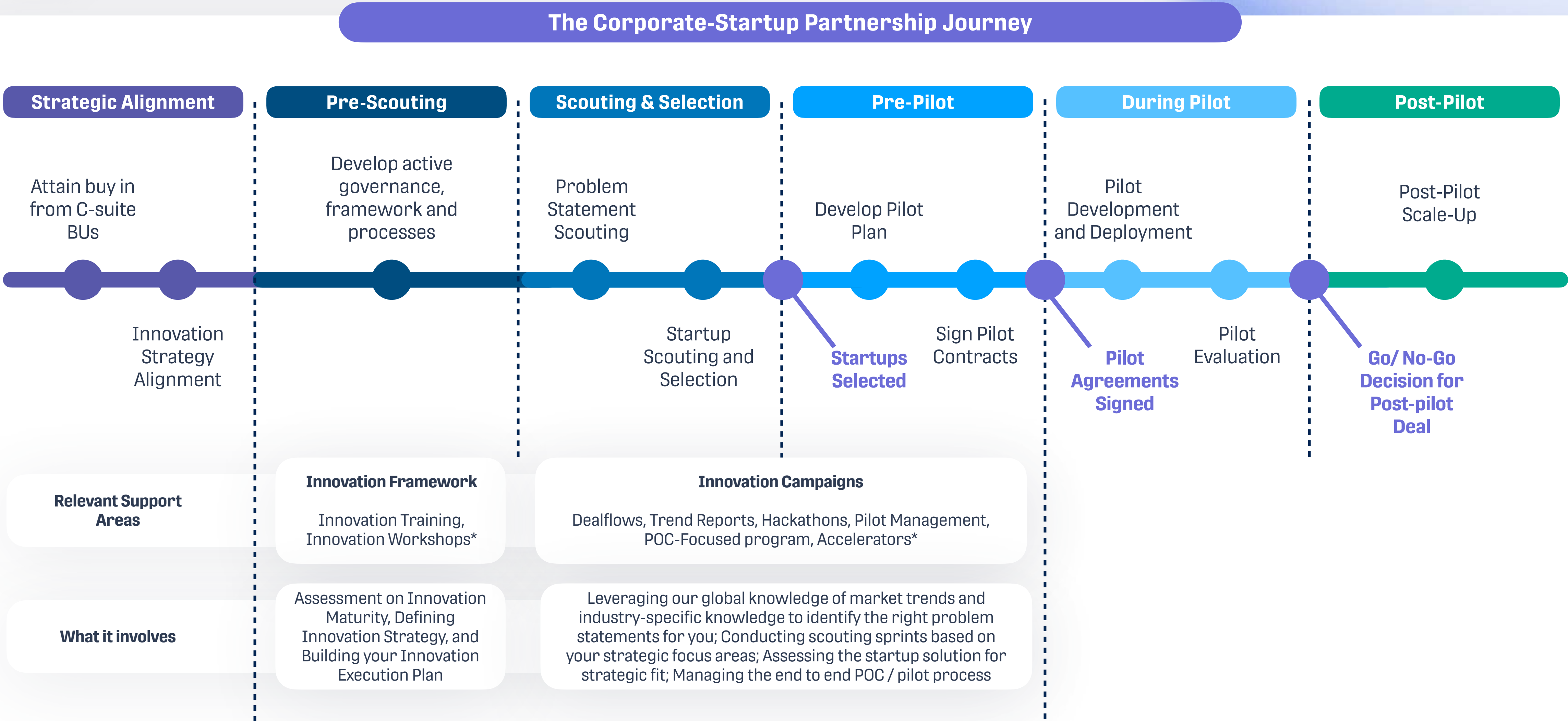


Unclear Pilot Scopes that are Not Set up for Commercial Success



Improving Piloting Capabilities by Developing Problem Statements and Well-Defined Scopes

We Provide Comprehensive Solutions to Meet and Exceed CVL 3.0 Requirements



**This list is non exhaustive, we will recommend other tailored solutions based on your innovation readiness*

Summary of CVL 3.0

Startup Partnerships *Corporates collaborate with startups*

GOAL

Upskill corporates to deliver impactful business outcomes through startup collaborations.

WHAT'S NEW?

Newly introduced scheme to support corporate upskilling and driving effective corporate-startup partnerships.

WHO'S ELIGIBLE?

- MNC, Large Local Enterprise, Regional Business, or Scale-up with Singapore-based operations that has significant revenue and/or valuation
- Relevant Business Unit and/or Open Innovation Unit present in Singapore with Open Innovation initiatives conducted out of Singapore
- Demonstrated proofpoints of Senior Management to conduct Open Innovation

INCENTIVE DETAILS



- Co-fund 50% of the engagement cost between Plug and Play and our Corporate Partner
- Co-fund 50% of the salaries of the innovation team

Innovation Framework

Transform corporate innovation with a **comprehensive innovation framework that defines structures, roles, responsibilities, and processes** for sustained competitive advantage through tailored assessments of the status quo, the definition of ambition, and set-up of structure to reach targets

Benefits

Assess Innovation maturity

Conduct a thorough assessment of **current resources and capabilities** to identify strengths and weaknesses

Define your strategy to point out the direction

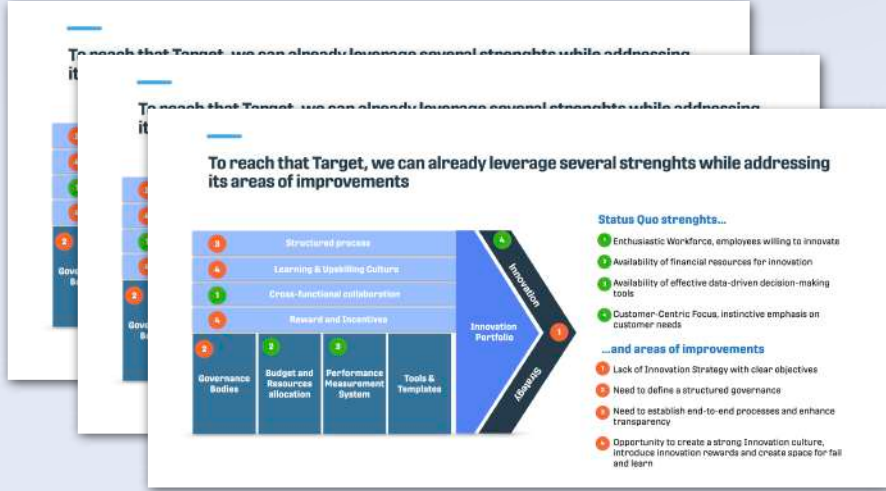
Specify Innovation strategy through internal inputs and external knowledge to ensure continual growth, adaptability, and long-term success

Build Operating Model Guidelines to ensure success

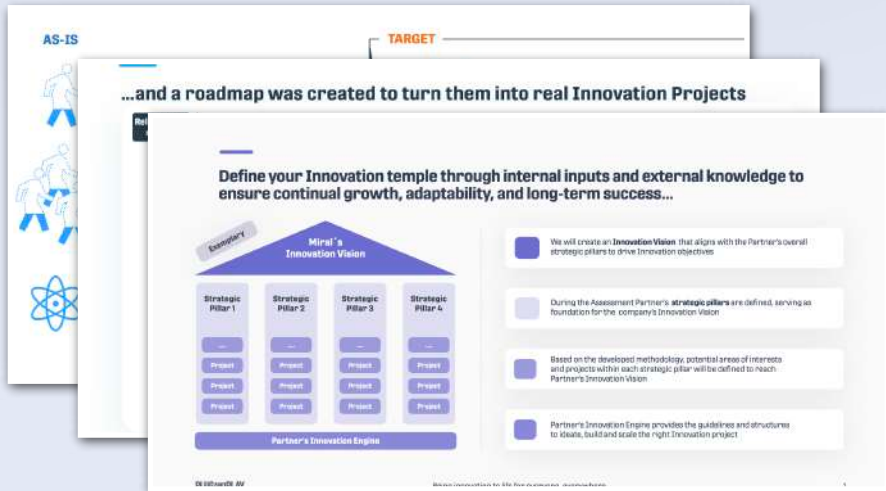
Forge specific **infrastructure, processes, tools, mechanism and capabilities** necessary to facilitate Innovation

What we deliver

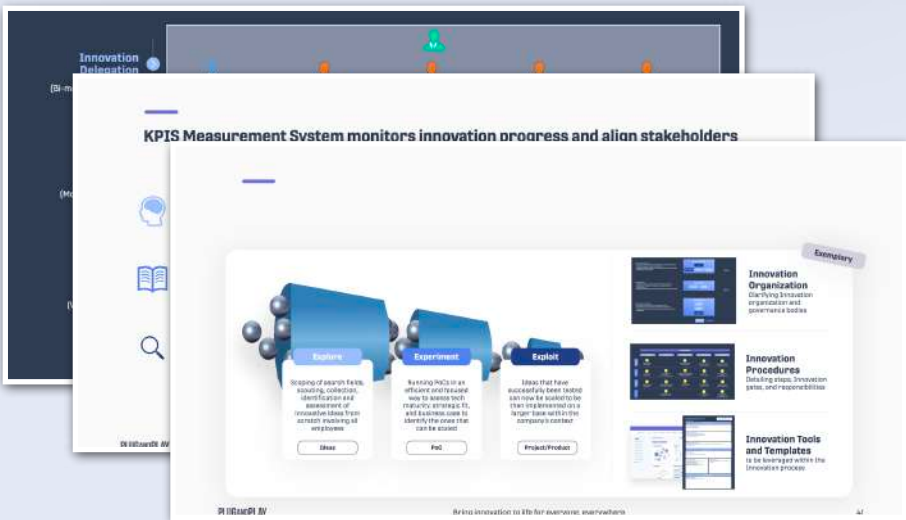
Innovation Assessment



Innovation Strategy



Operating Model Guideline



Innovation Campaigns

Our venture client services help streamline and enhance the entire scouting and piloting process helping our partners select and onboard cutting-edge startups with higher success. Our end-to-end process helps partners turn strategic business challenges into opportunities bringing tangible results.

Benefits

Leverage Best Practices

Use our best practice **tools and processes** from topic definition to assessing best solutions and PoC/Pilot outcome

Streamlined Pilot Processes

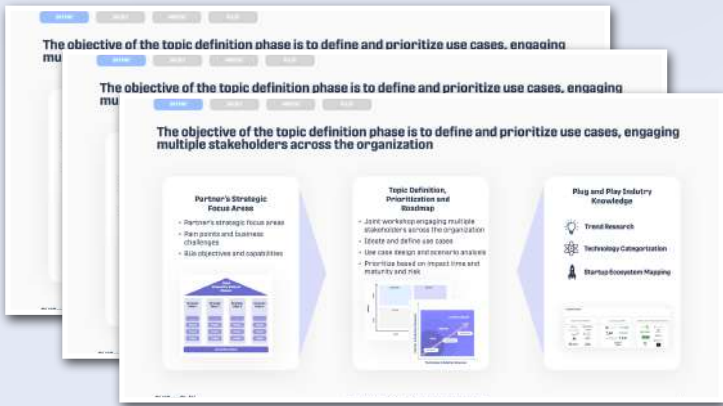
Enhance pilot **success rates** and **efficiency**, reducing time and costs for **innovative projects**

Scale Innovation

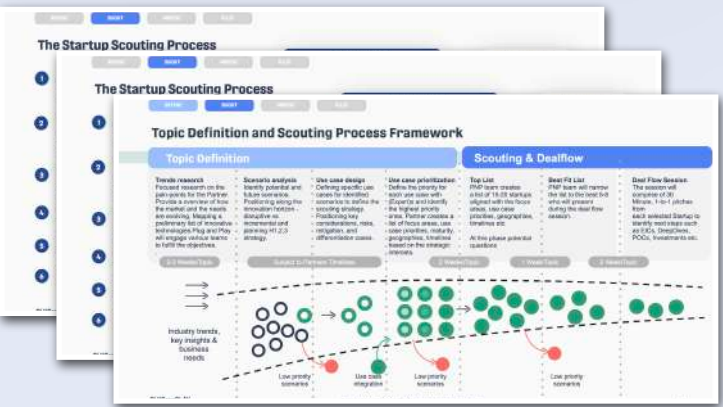
Balance your Innovation Portfolio and increase the volume of projects with Plug and Play's additional support and resources

What we deliver

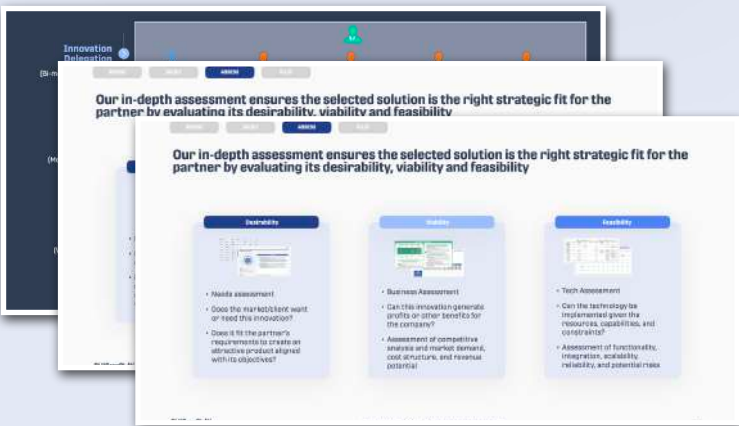
Define



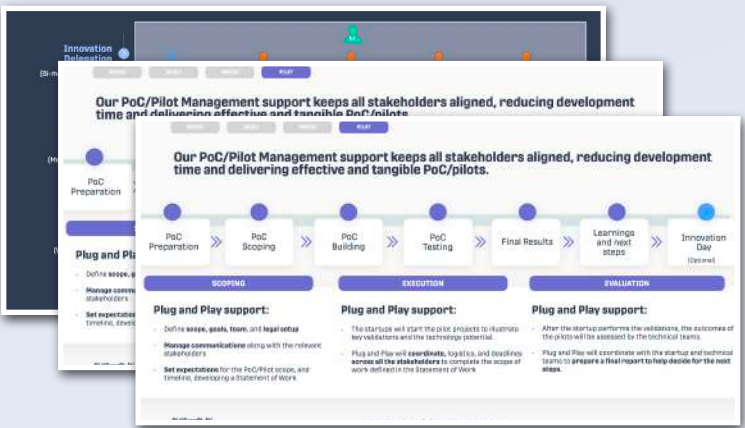
Scout



Assess



Pilot




We Drive Tangible Business Outcomes for our Corporate Partners

15%


INCREASE IN SALES

CORPORATE






Carrefour
 French hypermarket chain with revenue of \$100b in revenue in 2019

STARTUP



joko
 Cashback app that rewards users on their spending


OTHER INVESTORS:

3x


INCREASE IN SOURCED ROOM NIGHTS

CORPORATE







Accor
 Largest hospitality company in Europe and sixth largest worldwide with \$4b in revenue in 2019

STARTUP



groups360
 Cloud-based technology solution company that provides bookings for guest rooms and meeting spaces

OTHER INVESTORS:


9m

INCREASE IN SALES

79%


INCREASE IN DEMAND PLANNING ACCURACY

CORPORATE






CONFIDENTIAL
 American beverage producer with >\$2b revenue in 2020

STARTUP



Prevedere
 Intelligent Enterprise Forecasting Solution that provides companies global data and advanced AI/ML to improve their forecasts


OTHER INVESTORS:

50%


DECREASE IN ENERGY CONSUMPTION

CORPORATE




Panasonic
 One of the largest manufacturers worldwide of consumer electronics and \$73b revenue in 2019

STARTUP



Locbit
 IoT business automation platform that improves energy efficiency, reduces energy costs, and prevents property damage


OTHER INVESTORS:



6%


INCREASE IN E-COMMERCE SALES

CORPORATE






Galeries Lafayette
 Upmarket French department store chain with \$4.5b in revenue in 2019

STARTUP



Stockly
 Provider of proprietary technology that allows e-merchants to ensure the sale of a product even it is out-of-stock


OTHER INVESTORS:

39%


INCREASE IN CUSTOMER ENGAGEMENT FROM PILOT

CORPORATE






Cleveland Clinic
 One of the largest hospital operators worldwide with 6m patient visits per year and \$400m revenue in 2019

STARTUP



Gyant
 Digital front door solution for health systems that use AI to navigate patients to the right care setting and relevant in-network resources

OTHER INVESTORS:

PLUGANDPLAY

Thank you
Let's innovate together!

