

Fostering Startup Collaboration in Times of Change

Ensuring Tangible Business Value and Navigating Uncertainty

APRIL
29
Wed

S1•E02 ⌚ 120 min
8 am EDT | 14:00 CEST | 20:00 CST
live on InnovationRoundtable [online](#)



LIVE & ON-DEMAND PRESENTATIONS



Sophia Rödiger

Lead Innovation & Partnerships

Daimler Mobility

Shameen Prashantham

Associate Professor of International Business and Strategy



PANEL SESSION & Q&A



Axel Menneking

VP Startup Incubation & Venturing, Managing Director hub:raum



Eran Levy

Founder & GM, Enel Innovation Hub Israel



ONLINE GROUP DISCUSSIONS

LIVE EVENT AGENDA OUTLINE

Daimler Mobility • Back from the Wild, Wild (Innovation) West: How to Narrow the Focus of Startup Scouting and Collaboration to Ensure Tangible Business Value

Sophia Rödiger • Lead Innovation & Partnerships

Enel • Building a Global Network of Innovation Hubs & Labs to Work with Startups

Eran Levy • Founder & GM, Enel Innovation Hub Israel

Virtual-Roundtable Discussion I

China Europe International Business School • Dancing with Gorillas in Turbulent Times

Shameen Prashantham • Associate Prof. of Intl. Business & Strategy

Panel Session and Q&A

Deutsche Telekom • Axel Menneking **Daimler** • Sophia Rödiger
 CEIBS • Shameen Prashantham **Enel** • Eran Levy

Key Takeaways

Virtual-Roundtable Discussion II (open ending / networking)

BEFORE THE EVENT

- Watch **on-demand presentations**, including one by Axel Menneking (Deutsche Telekom) – you will be able to ask questions on the Q&A session during the live event
- See the **list of participants** and connect with them, as well as with many others in our extensive community of corporate innovation professionals

Registered participants will receive access to the event's on-demand resources and the attendee list a few days ahead of the live event

REGISTER and discover more of our upcoming online events.
[See info on the next page](#)



LIVE PRESENTATIONS



Sophia Rödiger

Lead Innovation & Partnerships

Daimler Mobility

Back from the Wild, Wild (Innovation) West: How to Narrow the Focus of Startup Scouting and Collaboration to Ensure Tangible Business Value

- Restructuring and downsizing the startup collaboration team following a strategic change/financial change, even starting before the coronavirus situation
- From a wild innovation with new business models to a clear focus on efficiency/hyper-automization in core processes
- Working closely with business units to align on pain points for a clear objective and direction to guide the scouting efforts
- Introducing a project portfolio management system to gain a global transparency about projects and demands to proactively help business units and foster the strategically relevant areas



Eran Levy

Founder & GM at Enel Innovation Hub Israel



Building a Global Network of Innovation Hubs & Labs to Work with Startups

- Establishing 10 Hubs & Labs across Europe, USA, LATAM, and Israel
- Supporting startup growth by validating new technologies, helping to find product-market fit and ultimately enabling global scaleup
- Navigating a naturally complex corporate environment while being an effective partner for startups



Shameen Prashantham

Associate Professor of International Business and Strategy



Dancing with Gorillas in Turbulent Times

Structural, organizational, and cultural differences – along with many others – between corporates and startups, coupled with a large-scale global crisis such as the 2020 coronavirus pandemic, can make collaboration efforts between the two seem especially difficult. In this talk, Shameen will draw upon over a decade of research on corporate-startup partnering and will also highlight three strategies that can help such collaborations remain resilient especially in turbulent times.



ON-DEMAND



Axel Menneking

VP Startup Incubation & Venturing, Managing Director hub:raum



The Why and the How of Building an Incubator for External Startups

With years of incubating selected startups, hub:raum has gained experience with regards to what works and what doesn't. Managing Director, Menneking, builds on these experiences in his presentation, showing why Deutsche Telekom works with startups and how they do it. At the end, a tenant company, Reparando, takes the stage for a discussion about their collaboration with hub:raum.



REGISTER for this free online event at innovationroundtable.com/april20
Discover our upcoming online events at innovationroundtable.com/virtual

FREE EVENT

This virtual workshop is free for all users of InnovationRoundtable.online

Should you not have account yet, you can either:

- register for a free account on InnovationRoundtable.online, including 15-day free trial access to our library of over 1000 videos, interviews, reports and much more on several key innovation topics
- just register for the live session as indicated above and we'll send you an activation link for your free account (+15-day free trial) within a couple of days before the event