

# Accelerating Your Startup via Corporate Partnerships

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*Swartz Connects Workshop*

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corporate startup lab  
A CMU Swartz Center Initiative



Entrepreneurs create the  
world the way it ought to be!

## My Startup

## Description

## Acquired By



Leverage AI to predict stock price movements (alpha)



Leverage AI to predict relevance of online content (ads & organic)

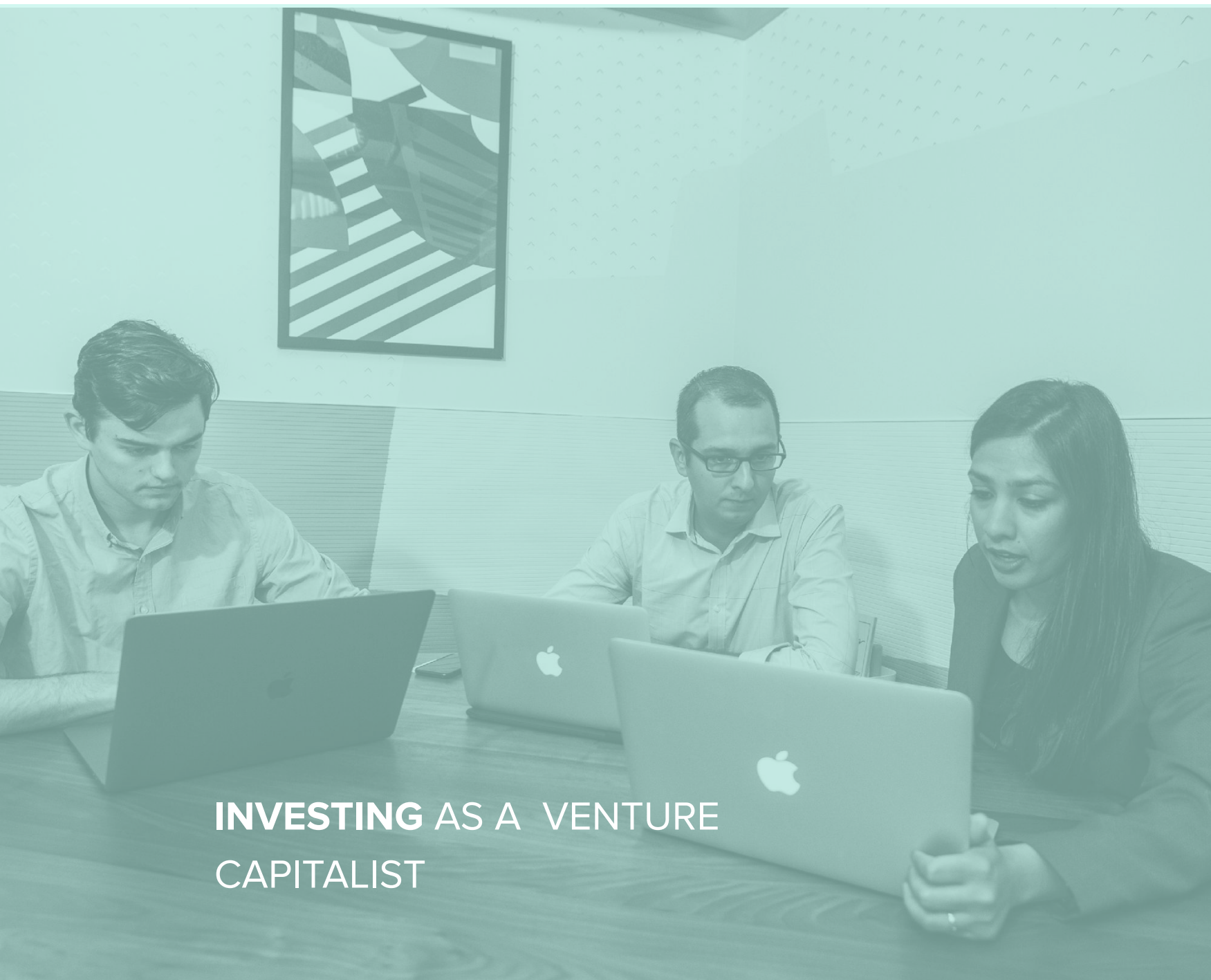


Research and editorial content for IT decision makers





# Now I spend time supporting & encouraging other entrepreneurs



**INVESTING** AS A VENTURE  
CAPITALIST

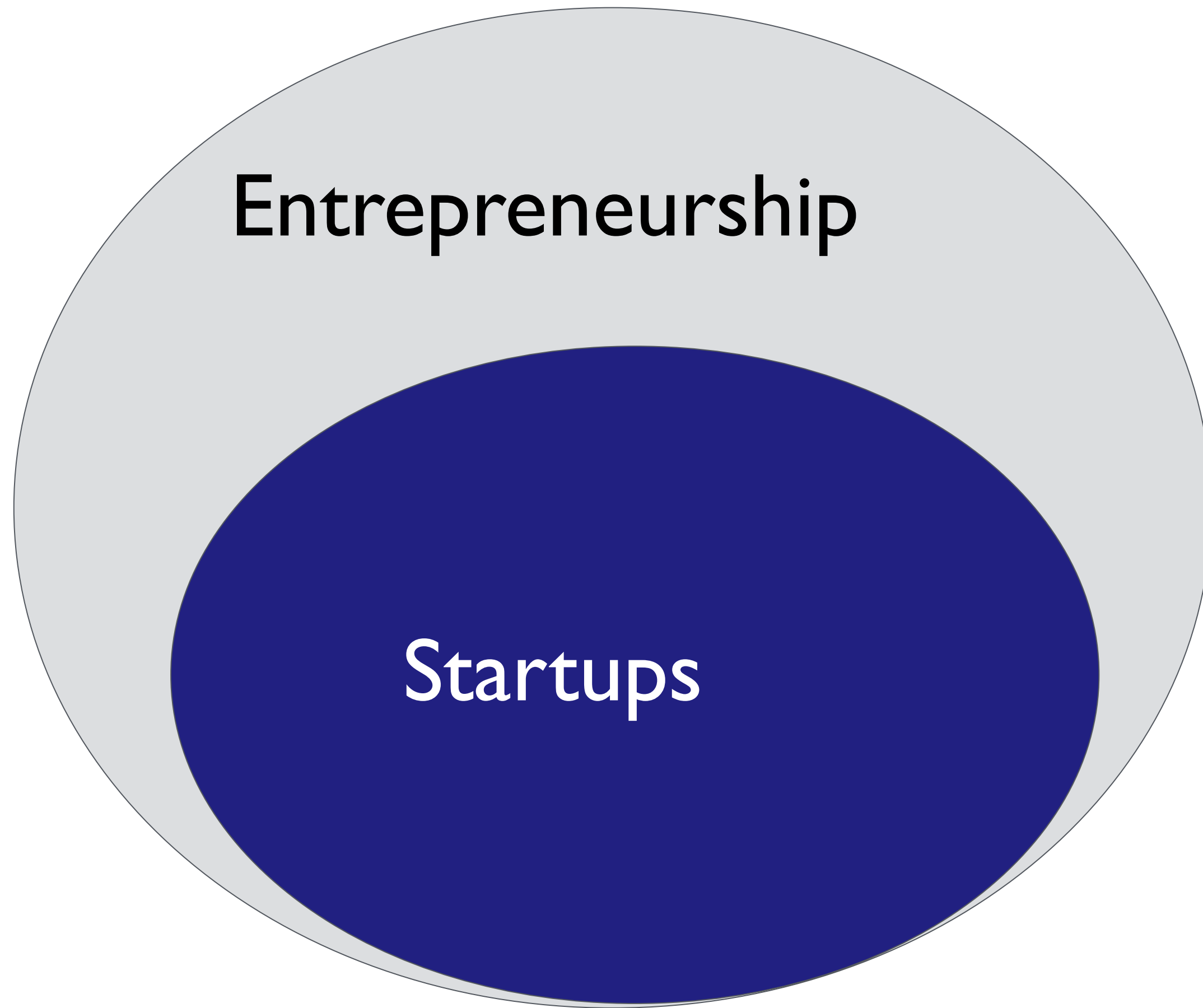


**TEACHING** AT CARNEGIE  
MELLON UNIVERSITY



**WRITING** ABOUT INNOVATION



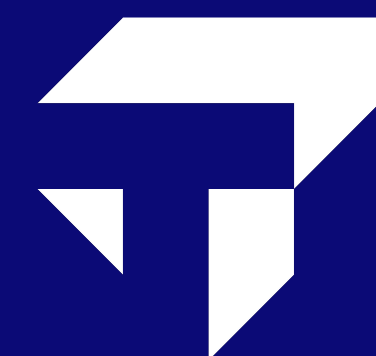


# Startup

A project that **starts small** with the goal of it **becoming large**



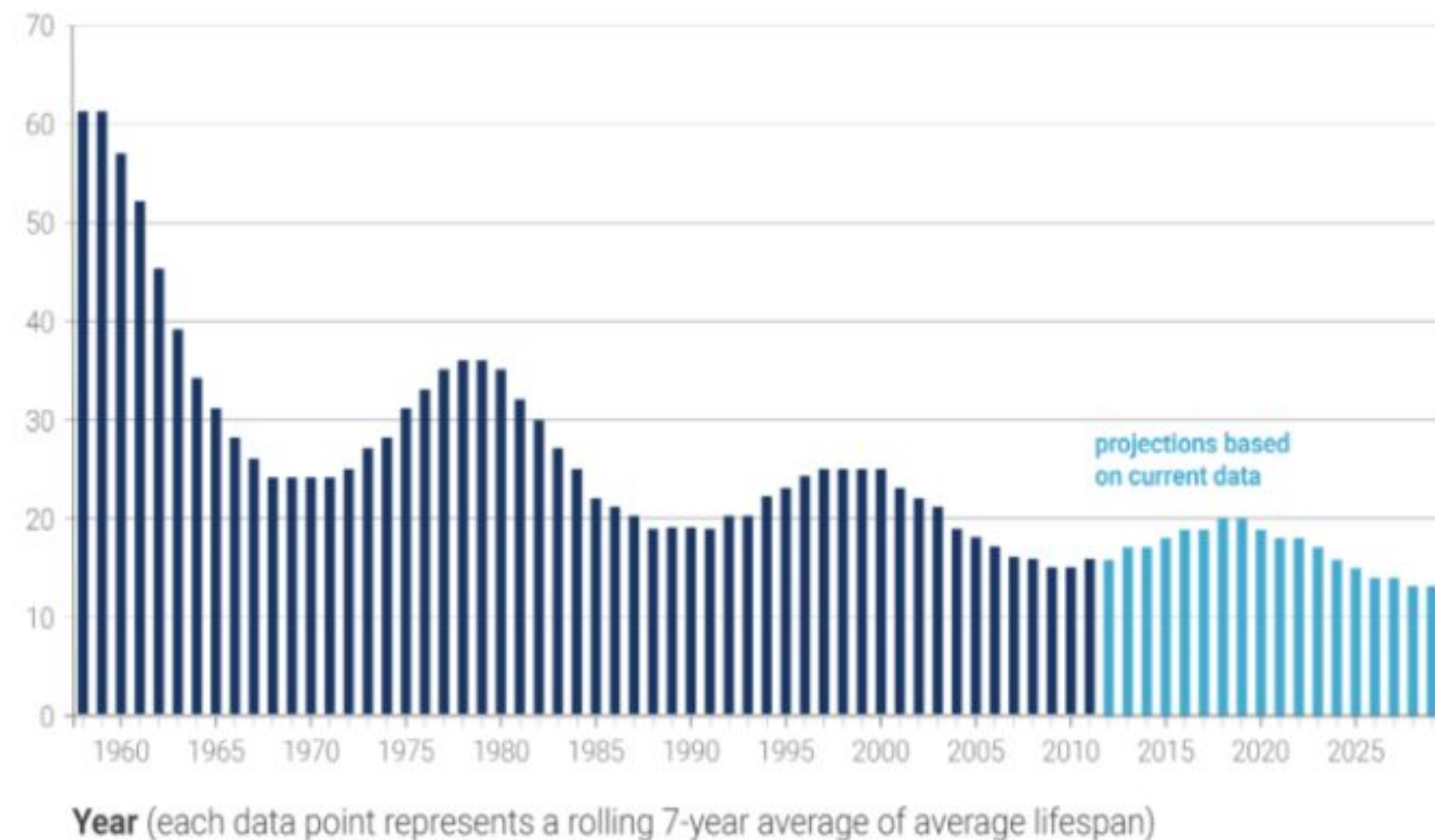
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IN THE LAST 15 YEARS

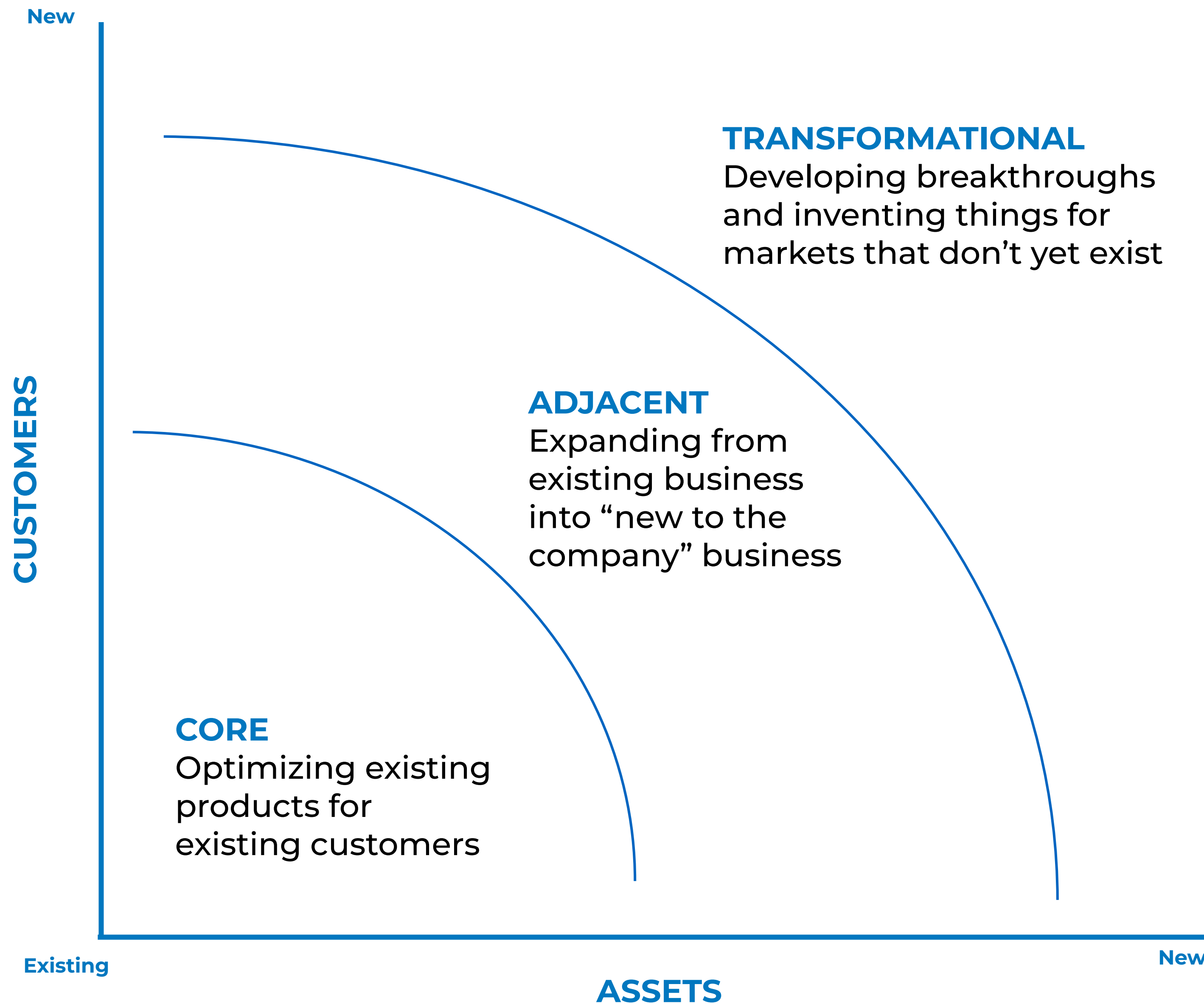
# 52% of S&P companies have disappeared

**61 YEARS**  
1955 lifespan



Source: INNOSIGHT/Richard N. Foster/Standard & Poor's

**17 YEARS**  
2015 lifespan



**Corporate  
Startup Activities**  
(key to not disappearing)

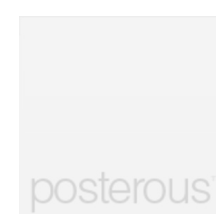


Entrepreneurs create the  
world the way it ought to be!

*Unfortunately, it takes the  
world time to catch up!*

*How do you accelerate?*





Achieved product-market fit at roughly the same time

Yet one scaled while the other didn't

Primarily (but intentionally not exclusively) internet companies

*PayPal*<sup>®</sup>

Google



twitter

*airbnb*<sup>™</sup>

... Plus

Reinforced with five exemplar examples

Only used to reinforce best practices identified in the pairs of companies analyzed



# ELEMENTS FOR SUSTAINED LONG TERM GROWTH

Maximize the value  
of your network

Maintain Discipline

Recruit a  
High-Performing  
Team  
Finance Growth  
Appropriately

Be data informed, not  
driven

Double Trigger  
Events

Drafting off  
of Platforms

Optimizing  
Algorithms

Viral  
Growth

## CATALYZING EVENTS

### FOUR PREREQUISITES

1 Founder's  
Core Vision

2 Scaleable  
Idea

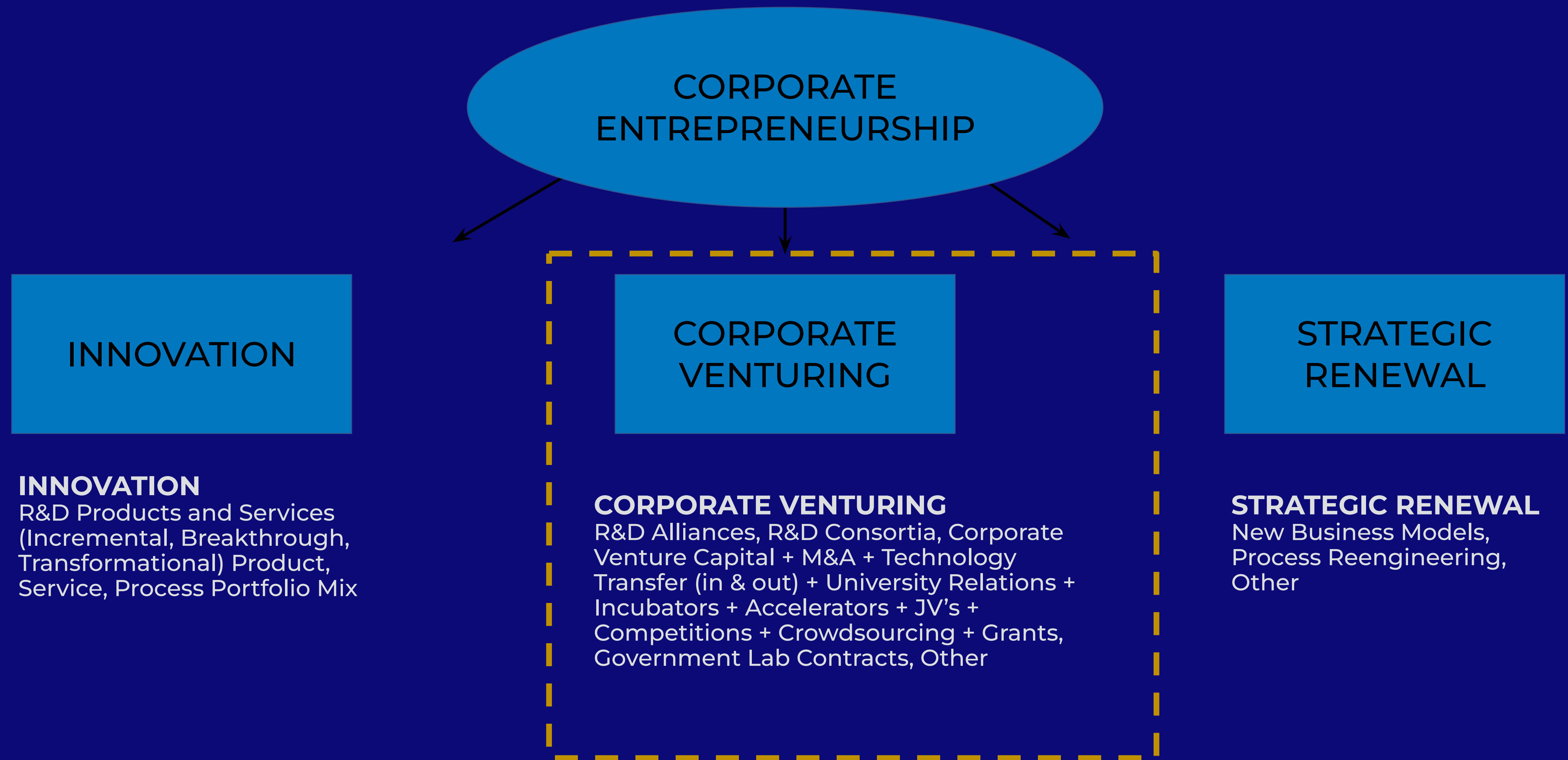
3 Solves a Real  
Problem

4 An Excellent First  
Interaction

*I believe for many startups\*  
corporate innovation programs  
are some of the best platforms  
available today.*

*\* especially in regulated industries*





# Key Corporate Innovation Platforms for Startups

Open Innovation / First Customer Programs

Startup Accelerators / Studios

Corporate Venture Capital

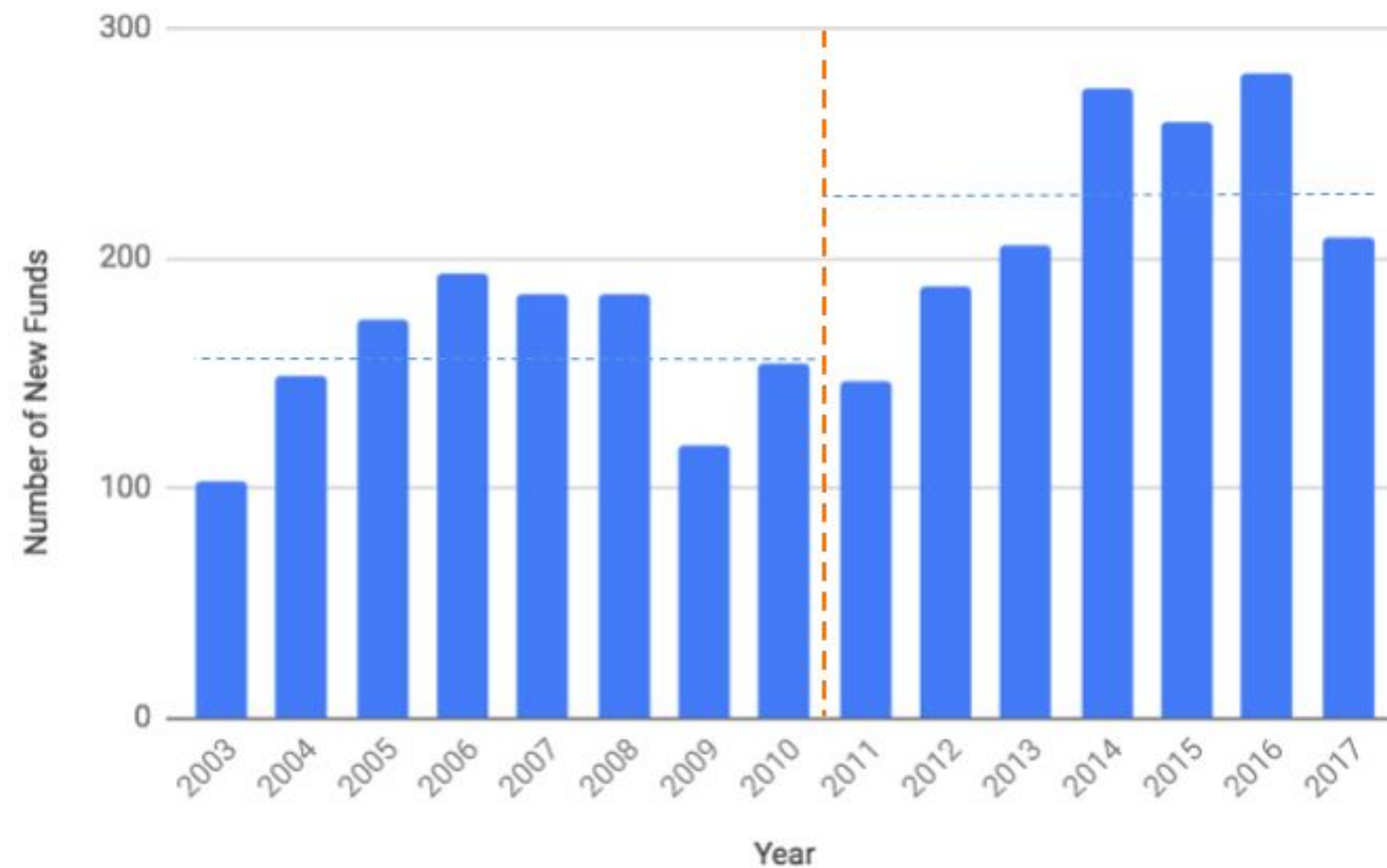
++ New Hybrid Models



IN THE LAST DECADE

# 42% Increase in Number of New VC Funds

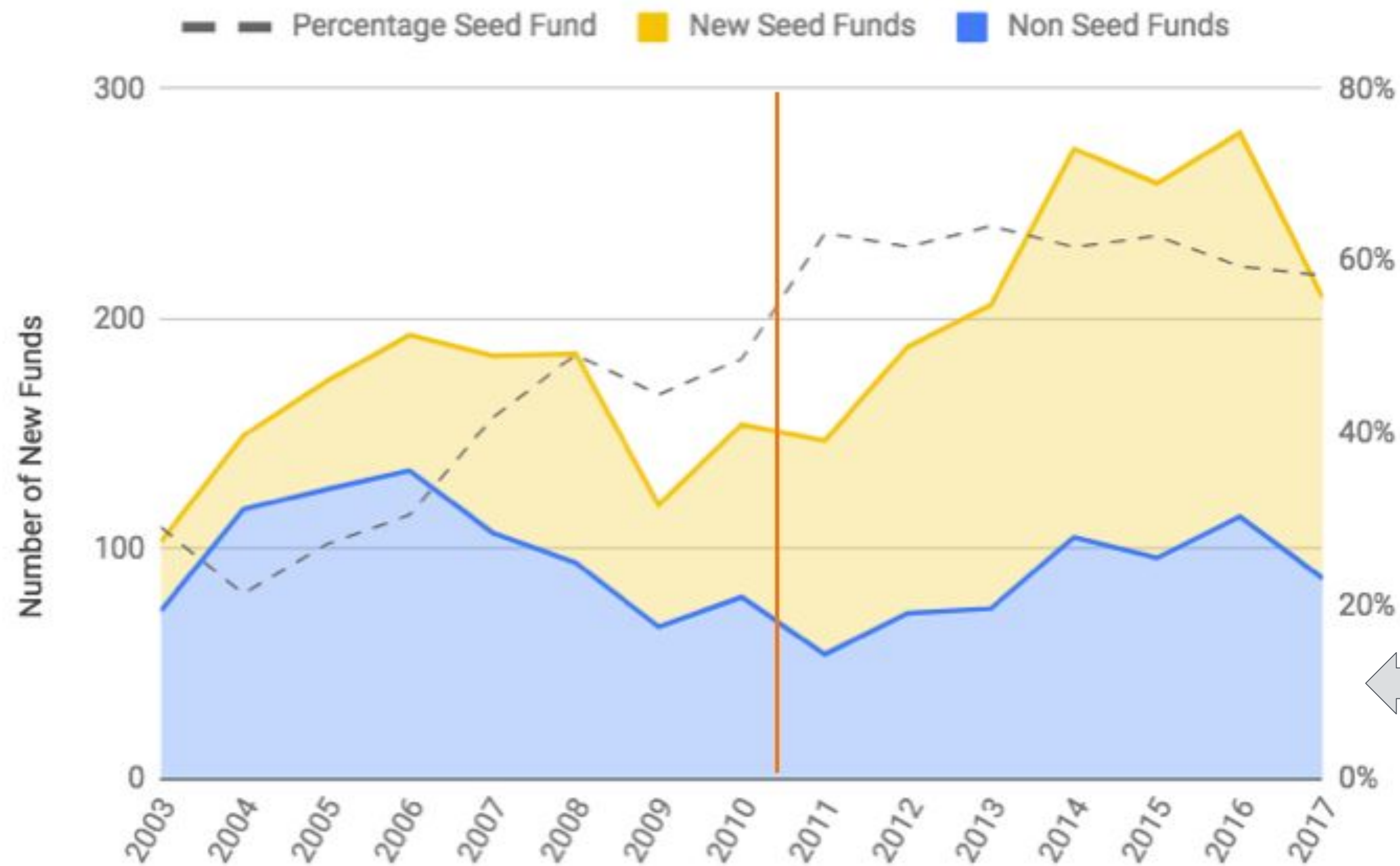
**Avg 153  
New Funds  
2003 - 2010**



**Avg 223  
New Funds  
2011 - 2017**

IN THE LAST DECADE

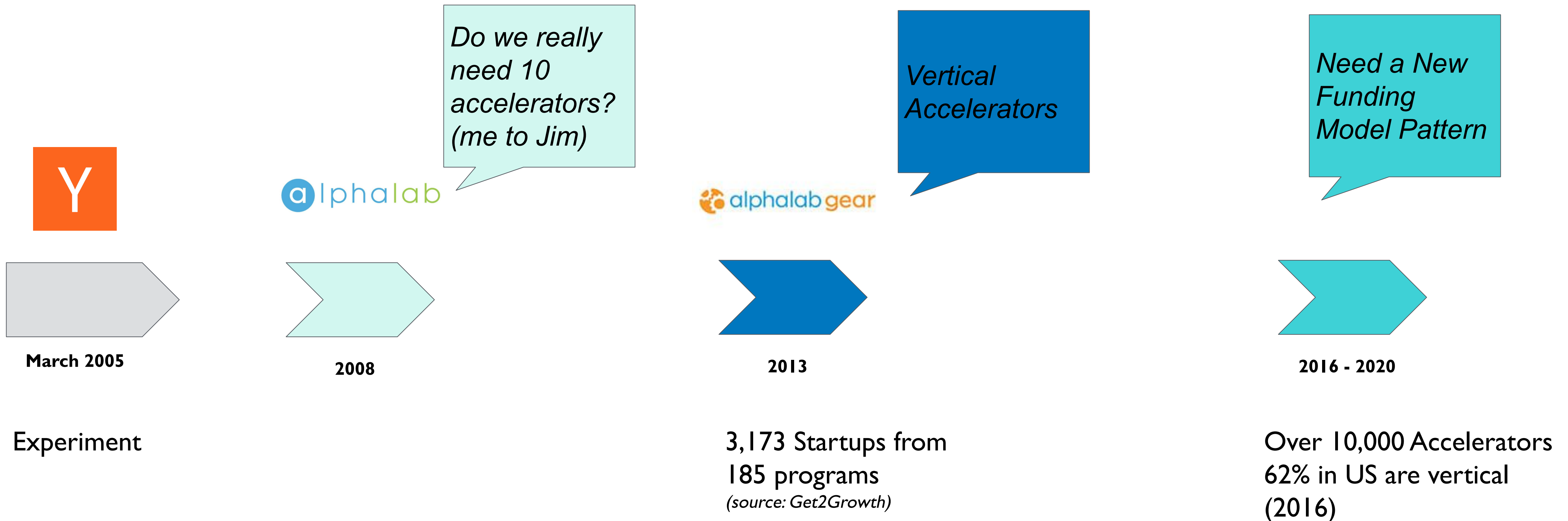
# Where did growth come from?



**All of the growth  
has come from  
New Seed Funds**

IF THAT ISN'T ENOUGH

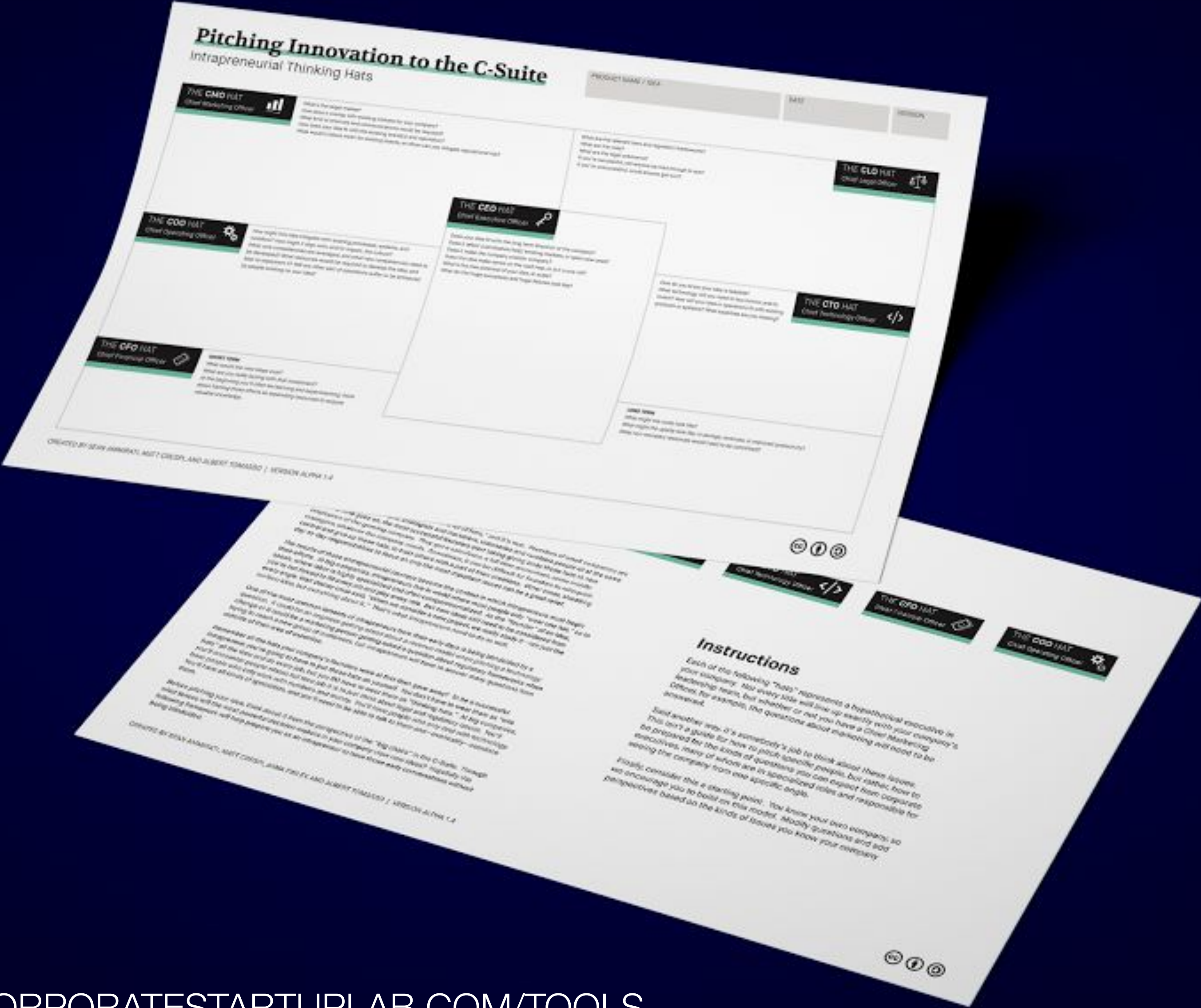
# Accelerator Explosion





*How do you prepare for  
corporate partnership  
conversations?*

# Pitching Innovation to the C-Suite



# Thank you.

[SeanAmmirati.com](http://SeanAmmirati.com)

[CorporateStartupLab.com](http://CorporateStartupLab.com)