

Startup-Corporate Engagement

Resource Commitments

Corporations can choose from a range of corporate-startup engagement models. However, how do we know which models to use to scout the right startups? Many companies have no trouble attracting hundreds of startups willing to collaborate with them, but often struggle with choosing the best engagement model to maximise the ROI of their initiatives.

The 8 common types of corporate-startup engagement models include:




1. Sponsorship
2. Reverse Pitching
3. Mentorship
4. Third-Party Accelerator Program/Incubator
5. Corporate Accelerator Program/Incubator
6. Corporate Venture Capital
7. Open innovation challenge
8. Partnership/Proof of Concept



For a more in depth analysis of each type of corporate-startup engagement model, DOWNLOAD our [whitepaper](#) that explores an overview of each model.

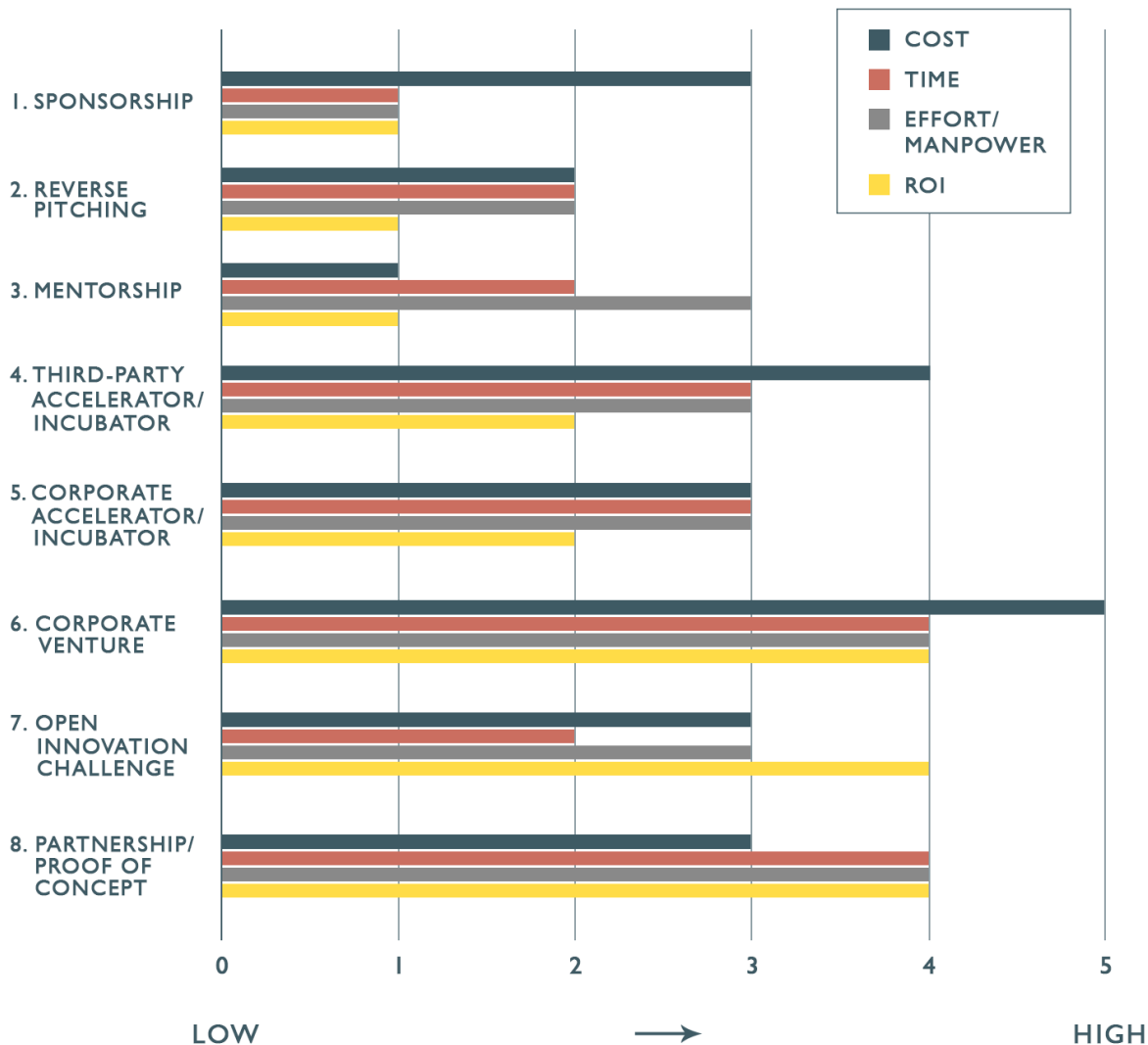
Engaging startups requires the right resources to bring the program to life.

The resource commitment can vary for different types of programs including:

 <p>Cost</p> <p>The budget for venue, programs, manpower, prizes</p>	 <p>Time</p> <p>The amount of time it takes to organize and plan the program</p>	 <p>Manpower</p> <p>From decision makers to employees, mentors, judges to event managers</p>	 <p>ROI</p> <p>The chances of achieving the objectives you set out</p>
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Below is a graph overview of the resource commitments of each corporate-startup engagement model:

RESOURCE COMMITMENT BY CORPORATE-STARTUP ENGAGEMENT MODELS



Source: Agorize

About Agorize

Agorize is the leading global platform for Open Innovation and talent engagement challenges. Founded in Paris in 2011 with offices across Singapore, Hong Kong, Japan, Germany and Canada, Agorize has supported over 300 international companies in furthering their innovation strategies by connecting them with our global community of 5 million innovators through Open Innovation challenges. Our ambition is to become the missing link between large corporations and talented innovators: students, developers, startups and (internal) employees. Agorize has run 2000+ programs for the likes of Amazon Web Services, Enterprise Singapore, L’Oreal, Microsoft, Singapore Airlines and many more. To learn more about Agorize, visit get.agorize.com.

