

# The Backbone of your Innovation Efforts

Created from the ground up for building effective innovation ecosystems

## AT A GLANCE

Startgrid is a software platform helping companies get optimal results from their external innovation efforts. From capturing internal business needs to finding ideal solutions in the market, Startgrid helps teams share intelligence and respond to changes and opportunities in the market faster. Startgrid is used by some of the world's largest companies in the financial services, telecommunications, automotive and consulting industries to drive their innovation strategy and create competitive advantage.

## KEY BENEFITS

### A global ecosystem at your fingertips

A vast supply of valuable technology can be found almost anywhere in the world, yet many enterprises struggle to stay on top of what is happening and lack the ability to efficiently tap into it. Startgrid connects you to a dynamic, global hub of innovators to grow your network and to help focus your scouting efforts on the best-fit solutions for your company.

### Innovation management at scale

It's not unusual for companies to manage hundreds of innovation projects simultaneously with vital information trapped in spreadsheets and email accounts. Startgrid delivers everything required to capture internal demand, share intelligence across your organization and manage relationships with your ecosystem partners, so you have what you need to make better decisions faster.

### Performance at a glance

Many enterprise innovation efforts are decentralized but lack a central repository for knowledge gathered around the world, making it difficult to inform decisions and measure results. Startgrid provides a comprehensive view into all projects so you can quickly evaluate what's working, identify opportunities, address issues and report on the value delivered to the business.

## Trusted Innovation Foundation for the Enterprise

Scouting. Team Collaboration. Pipeline Management. Data integrity. Startgrid was created from the ground up with a focus on building effective innovation ecosystems, making it easier for teams to collaborate and deliver emerging technology solutions to the enterprise that produce better results in the market. This is why Fortune 500 companies trust Startgrid as their external innovation management platform.

From initial setup to everyday use, managing Startgrid is easy. With enterprise-ready administrative tools, you have complete control of your network settings including provisioning and authentication. Startgrid provides a comprehensive set of built-in security and data integrity features to keep your network data safe and in compliance with company policies and industry regulations.

## The Backbone of your Innovation Efforts

Spot market trends, share insights, and work together with colleagues anywhere in the world to match your company's innovation needs with the best solutions.

### Grow your network and avoid missing out.

- **3rd party database integration:** discover solutions by searching up to date information on the global startup ecosystem. Advanced search and filtering make it easier to identify opportunities.
- **Comprehensive network profiles:** get beyond spreadsheets and data silos to create rich startup and partner profiles that are shared across teams and geographies.
- **Source tracking:** know which scouting efforts yield the best results by tracking referral information. Prioritize your business development efforts to maximize efficiency.

### Create a free flow of information that can be quickly acted on.

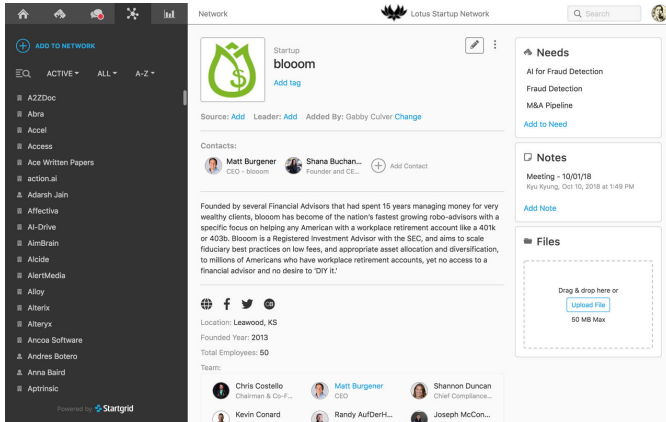
- **Needs capture:** consistently capture requirements across your organization to guide your scouting efforts and eliminate redundant efforts.
- **Custom pipeline tracking:** access all potential solutions in one place to effectively manage the flow of innovation in collaboration with colleagues to produce the best outcomes.
- **Permissions:** give your team as much, or as little, access to data and contacts as you choose; focus them on specific projects or limit access to fit their role.

### Know what's important to move fast and mitigate risk

- **Pipeline reporting:** accurately reflect progress on innovation projects and measure outcomes that can be shared with everyone on the team for continuous improvement.
- **Network analysis and mapping:** map startups and partners in your network using advanced filtering to understand gaps, gather intelligence and answer questions.
- **Data sharing and export:** a single source of truth at your fingertips allows you to easily share information to make better decisions and reduce risk.

# Startgrid: The Backbone of your Innovation Efforts

## Key Features



### CRUNCHBASE INTEGRATION

- Easily add new organizations and people from Crunchbase to your network
- Daily updates provide access to current data and insights
- Discover companies anywhere in the world with keyword search
- Filter on variables such as region, capital raised, employee count, and more to narrow your search and cut through the clutter

### COMPREHENSIVE NETWORK PROFILES

- View company information, team profiles, funding history, social media links and more
- Link people and organizations to map connections across your network
- Edit and share profiles across regions and functional teams
- Add notes, files and tags to create in-depth profiles

### DATA IMPORT & SOURCE TRACKING

- Import contacts from spreadsheets directly into Startgrid
- Match organizations and people to Crunchbase and fill in any data gaps
- Import tags and other key data aligned to your current taxonomy
- Understand where you're getting the best deal flow and what ecosystem building strategies are driving results

### NEEDS CAPTURE

- Capture requirements, budget and timelines for company-wide innovation needs
- Make it easy for teams to stay aligned throughout the scouting and evaluation process
- View a comprehensive list of needs across your organization to avoid duplication and find opportunities for collaboration
- Keep a detailed history of previous needs, solutions, results, and lessons learned

### PIPELINE MANAGEMENT

- Configure pipeline stages to match your business process
- Rate and score potential solutions
- Assign tasks to team members and track their progress
- Automatically notify team members of key events

### PERMISSIONS

- Set user roles to focus your team on specific projects
- Grant permissions based on role to protect confidentiality
- Create private projects visible only to invited team members

### PIPELINE REPORTING

- View the status of all of your innovation projects
- Generate detailed reports on all solutions for each of your needs

### NETWORK ANALYSIS AND MAPPING

- Map your innovation ecosystem and filter by sector, stage, and more
- Generate detailed reports on "who's who" in your network
- Analyze referral sources by industry sector and geography to identify partners for new initiatives and understand what's happening in the market

### DATA SHARING AND EXPORT

- Easily respond to questions from key stakeholders about your innovation efforts with detailed data
- Export reports to .csv to keep colleagues in the loop

## Find Out More

For additional product, business and technical information, visit the Startgrid website at [www.startgrid.com](http://www.startgrid.com)

