Start-ups in Corporates: best of two worlds

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1886, Stuttgart, Germany
Between Steam Engine and Electricity
2017, Stuttgart, Germany
Between Digitalization and Artificial Intelligence
grow Digitalization

**Driver**

Apply data and intelligence to give the customer what he needs before he wants it.

**Business Model Digitalization**

**Business Processes Digitalization**

**Customer**
grow Digitalization

Challenge

External fulfilment process needs to be integrated with internal creation process.

Business Model Digitalization

Business Processes Digitalization

digital, online

Customer
grow Digitalization

3 Challenges for Controlling

Apply data and intelligence to give the customer what he needs before he wants it. Enable efficiency and effectiveness despite increasing dynamics and complexity.

3. Business Model Digitalization | Control Digital Business

2. Business Processes Digitalization | Digitalize Controlling

1. Digital Transformation Management | Control Digitalization
grow Digitalization

Challenge of Transformation

Provide direct, bidirectional data transfer to internal processes at full security.
grow Disadvantage

Traditional vs. Born digital
grow Platform
Provide space to experiment
Core business

Adjacencies

Freedom

Incremental

Innovation

Radical

Cultural

Organizational

Physical

grow
grow

is Heimat

for radical ideas
grow Platform

What

- Experience (cultural)
- Incubation (organizational)
- Co-Working (physical)

Freedom

Incremental | Innovation | Radical
Experience
learn, share, inspire
Co-working
state of the art infrastructure and services
Incubation

fund and lead innovation teams
Lean, fast, flexible processes for
• purchasing material and services
• personnel acquisition
• shipment and invoicing
• branding, marketing
• facility management
• full service for co-working
Thank you

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