



TNW

BLUEPRINT LAUNCHPAD MEETUPS



TNW CONFERENCE 2017 EDITION

AMS 15-17 MAY



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1) INTRODUCTION



a) Founding story

Since the beginning of 2015, StartupAmsterdam and TNW have joined forces to connect startups and corporates around specific innovation challenges. This is our 4th edition of Launchpad Meetups, in which we have already connected 50 corporates to 220 startups and thus initiated 11 corporate-startup collaborations.

b) Goal

You as a corporate can organise a Launchpad Meetup in order to receive input from innovative startups on a challenge you are facing. The goal of a Meetup is to connect you to startups that can contribute to solving this challenge, and to open the door for future collaboration with startups. At least three promising startups are invited to your office to pitch their ideas on the challenge that you define and communicate in advance.

c) Key benefits

- Experience a new way of solving your companies innovation challenges
- Lay foundations for new partnerships
- Get inspired by the startup energy

d) How to use this Blueprint

The blueprint is a tool to guide you step by step through the process of organising a Launchpad Meetup. You can find details on processes, tips and tricks and examples of previous Launchpad Meetups.



a) The audience

Your Launchpad Meetup serves to connect you and your colleagues to startups that can contribute to solving your innovation challenge. Therefore, it is important that all internal stakeholders of a resulting collaboration be present.

We also strongly encourage you to invite at least one board member and/or C-level manager in order to have decision making power in the room.

Lastly, inviting startups to your office presents the opportunity for your company to get introduced to some exciting new ideas and products. Feel free to invite more colleagues to experience the startup energy at your Launchpad Meetup.

b) The agenda

The format of the Launchpad Meetups easy and to the point. Although you can change the setting (page 5) the agenda is always the same.

Introduction

Start with a quick registration and technical check of the startup presentations. Then give a short introduction to your challenge, why your company has the urge to innovate in this area, the current situation and your vision for the future.

Pitching

Next, one by one pitch their business and their solution to your innovation challenge. We recommend giving the startups 5-10 minutes to pitch. Questions can be asked after every pitch or collectively at the end. Normally this will take between 5-10 minutes per startup as well.

2) FORMAT (2)



Wrap-up

Here will be discussed the potential ways a collaboration could look like. Business cards will be exchanged and follow up meetings will be scheduled. Everybody will be invited for the drinks.

EXAMPLE AGENDA

15 MIN Walk in	15 MIN Startup pitch 3
15 MIN Introduction	15 MIN Wrap-up
15 MIN Startup pitch 1	30 MIN Drinks
15 MIN Startup pitch 2	

c) The Setting

Based on what worked well in the past, two formats stood out and we recommend choosing one of them.

The Board Room Setting

Use the board room of your HQ to do one-on-one meetings with the startups. The startups will be invited one-by-one and will pitch their solution to your innovation challenge to a small group of thought leaders and decision makers within your company.

Why choose this format?

It's not much preparation, the meeting can go really in depth, takes less time of startup,

2) FORMAT (3)



The Auditorium Setting

Book an event space in your HQ for a bigger set up of the event. Aim getting between 30 and 60 people to attend. If you want to show how your company and the outside world you how you innovate the auditorium

Why choose this format?

Inspire your colleagues, create support for innovation, branding for your company as innovative, meet new people

c) Materials

To guide you during the process we've created materials. Download: <http://launchpadmeetups.pr.co/133598-media-kit-for-corporates>. Here you can find photo's, logo's, tweets, linked posts etc.

Website: At launchpadmeetups.com you can find your own Meetup. It has a own URL. This makes it easy to spread this in your own community. Also you can find more information on Launchpad Meetups.

Blueprint: This document to guide you through the process

Info deck: Global overview of Launchpad Meetups, how the process looks like, what the roles are and what it costs are.

3) PROCESS AND DEADLINES



You will be guided through the process by regular emails from the team Launchpad Meetups. All relevant information and the step-by-step approach is included in this blueprint (see page numbers). A quick overview:

- Step 1: Formulate your challenge and background information. (p.7)
- Step 2: Find a venue (at your Amsterdam office or HQ), date and time. (p.11)
- Step 3: **DEADLINE to hand in your challenge, location, date and time: March 17th**
- Step 4: Organise your event (p.11), think of the setting. (p.4-6)
- Step 5: Your challenge is posted on the Launchpad Meetups website and applications for startups are open
DEADLINE for startups to subscribe: April 28th
- Step 6: The first week of May you receive the list with startups who want to pitch for you. You pick at least three startups and we connect to you. This we you can brief them on your format. Reject the ones We reject the ones you did not choose
DEADLINE for you to pick startups and invite them: May 10th
- Step 7: Final Check (p.15)
- Step 8: Enjoy your Launchpad Meetup 15-17 May!

4) CHALLENGE (1)



a) Finding an innovation challenge

Every Launchpad Meetup is centered around a 'challenge', a central question that will serve as the theme of your Launchpad Meetup, based on your company's focus for innovation.

It is important to finding an innovation topic that is high upon the agenda of your company. If nothing pops up, we would highly recommend to meet with different departments to receive input.

b) Formulating an innovation challenge

The innovation challenge is not longer than 140 characters and it should consist of your goal and your industry (and in some cases some focus areas).

Innovation challenge = your goal + your industry (+ focus areas)

Team Launchpad Meetups will assist you with formulating your challenge during your intake. Since 140 characters this is short, there is a possibility to give a bit more background information, with a suggested maximum of 200 words. Use this to explain anything else you want the applying startups to know, for example more detail on the status quo, why you want to innovate and the focus areas that you apply. If you have particular preferences for the type of startup you would like to pitch (early stage vs. growth stage, certain focus area, etc.) you can state it here.

Before we post the challenge on our website we will run tests in our database to check how big the funnel is. If the funnel is too small we will make suggestions to make it broader.

4) CHALLENGE (2)



You will also receive a link to an online form where you will be asked to fill in your challenge and short background information.

b) What is a good challenge?

We use this model to help you to formulate a spot-on challenge during the intake or session. We're always aiming to find balance between quantity and quality. Therefore it's important to formulate a challenge in the 'sweetspot'.

Focus areas can be helpful to narrow down the broad challenge, but the downside is that it excludes new ways/techniques of solving a challenge.

Challenge	Example	Comment
BROAD	How can we change our business by applying the sharing economy to it before it might disrupt us?	Don't specify their challenge with goal, industry or add any focus areas
SWEETSPOT	We want to serve you hot fresh food anywhere at anytime. Focus on easy ordering solutions, predictive big data solutions, fun while you wait	FORMULA FOR A GOOD CHALLENGE Goal + Industry (+ Focus areas)
NARROW	Process and analyze large data volumes, from in-/external sources in a (soft) real time way without perturbing the live trading environment.	Narrow challenges often have conditions, want to add criteria and exceptions in challenge

4) CHALLENGE (3)



c) Good examples

"What is the future of travel? Focus areas are big data, customer experience and seamless travel."

- Innovation Challenge KLM

"We want to serve you hot fresh food anywhere, at anytime. Focus on easy ordering solutions, predictive big data solutions, fun while you wait."

- Innovation Challenge Domino's pizza

"How can technology help Paradiso service music lovers better? Enrich the live experience, recommend relevant gigs, improve the journey to gigs."

- Innovation Challenge Paradiso

"Wouldn't it be great if you have your own personal assistant that gives insights in your spending behaviour? Help creating the best concept!"

- Innovation Challenge Rabobank

"How can we (as an airline) use message bots technology to add relevance to our customer journey (service & sales)?"

- Innovation Challenge Transavia

"How to use digital technologies to create a unique ad winning in-store experience when offering car automotive services?"

- Innovation Challenge Bridgestone

5) TIME AND LOCATION



a) Choosing a date and time

The aim is to have all Launchpad Meetups on 15 to 17 May. Let the Launchpad Meetups team know when and where your Meetup takes place.

b) Checklist Venue

The Launchpad Meetup takes place at your HQ or Amsterdam office. Please find below a checklist to guide you in what to think of when looking for a venue there.

- ✓ Venue is large enough for the amount of attendees
- ✓ Venue is booked
- ✓ Audio/Visual equipment is available and working
- ✓ Beverage facilities available
- ✓ Seating arrangement suits the format of the event
- ✓ Microphone and beamer available for presentations
- ✓ Directions to venue are clearly stated to attendees
- ✓ Proper WIFI Connection
- ✓ **Only if needed:** Video pitch tool installed, e.g. Skype

You will receive a link to an online form where you will be asked to fill in the date, time and location that you have chosen.

6) SPEAKERS



As explained above (p.4-5), there is a general format and agenda for structuring your Launchpad Meetup. But feel free to change the setting to your liking.

Introductory speaker

Somebody from your company should give a small introduction to your challenge, why you want to innovate, the current situation and your vision for the future. We recommend that the speaker is in the lead of (at least closely involved to) the innovation process

Moderator

If you choose to organise the event in ‘The Auditorium Setting’ we’ll provide you with an experienced moderator to coordinate the event. It’s a well known figure with corporate and startup experience and is a true intermediary between both worlds. He keeps the event interesting for the audience, raises sharp questions to startups, manages the time, thinks along with corporate how to collaborate and make sure both corporates and startups will get the most out of the event.



On March 17th, your challenge is posted on the Launchpad Meetups [website](#) and promoted in the startup community in the Benelux and through the global startup network of TNW.

Approaches of startup sourcing

When the applications are open our outreaches contains three approaches:

- 1) We promote the serie of Launchpad Meetups in the Benelux and Germany . This contains: doing a big reach out to inform startups about the new series of Launchpad Meetup and ask them to apply for an innovation challenge they can solve, setting up social media advertisement campaigns, reaching out to tech blogs, tech hubs and investors in these ecosystem.
- 2) 250 curated startups will be attending TNW Conference on May 18 - 19. We'll invite these startups to apply for the Launchpad Meetups as well.
- 3) Our team of startup analysts use [index.co](#) and other sources to find startups that can specifically solve your innovation challenge and convince them to apply for your Launchpad Meetup. The more hours we have to do a tailored search, the higher the quality of the startups acting your event.

Startup overview & recommendations

When applications are closed, we will deliver a PDF with all startups that did apply. This will include for example: amount of funding raised, founded in year, tagline, website, number of employees, achievements etc. If you choose recommendations we will check all startups that applied and give them one of the following labels: 1) Invite, 2) early staged but good fit, 3) great stage but fit is not ideal, 4) bad fit

8) ALIGNMENT SELECTED STARTUPS



Once you selected the startups to pitch at your Launchpad Meetup, we'll introduce them to you. We ask you to connect with the startups prior to the event to go over the last but important details:

- Tell the startup more about your innovation challenge
- Share the setting of the Launchpad Meetup (Boardroom or Auditorium)
- Let the startup know who will be in the audience
- Provide the startup with the agenda of the Meetup
- How much time does the startup has to pitch and Q/A?
- What is the deadline to receive the pitch deck from the startup?

Do not forget to let us know through the online form which startups will pitch at your Launchpad Meetup.

9) LAST CHECK



- ✓ You have connected with the startups that you want to pitch (see page.x)
- ✓ Internal invitations were sent out to board members, C-level management and colleagues
- ✓ Introductory speaker is invited to explain the challenge and its background
- ✓ Venue is suitable, large enough to fit your audience
- ✓ Drinks have been arranged
- ✓ Date, time and location have been communicated to all participants
- ✓ Launchpad Meetup team knows which startups you have selected



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