

How Your Organization Can Foster Innovation & Generate Revenue

Background

Increasingly, **State funded incubators, innovation labs, industry trade groups, as well as, Chambers of Commerce** are desirous of fostering innovation between the corporate community and the startup community. While rich in relationships and with access to tech and business partners, the operating and funding models of certain organizations can pose challenges to ways they can engage, in the tech community, while staying true to their mandate.

Opportunity

In a traditional accelerator, a couple of startups work as a cohort for a short period of time, then look to demo their technical results. Results of such programs are often mixed, solutions might not meet business needs, pathways to commercialization can be dubious, and many startups who are actively trying to commercialize products are likely uninterested in participating.

microAccelerator is a different approach. **Focusing on identifying corporate business needs to match with startup solutions** significantly increases the probability of innovation success for all involved. In this regard, a group of corporate stakeholders (i.e. like clients, partners, business units, or other corporates) are organized into a cohort where business needs are identified first and refined into innovation challenges. The innovation challenges are then rapidly scouted in the tech community to access knowledge, talent, and technical solutions from startups and researchers. The process repeats as new business needs are identified.

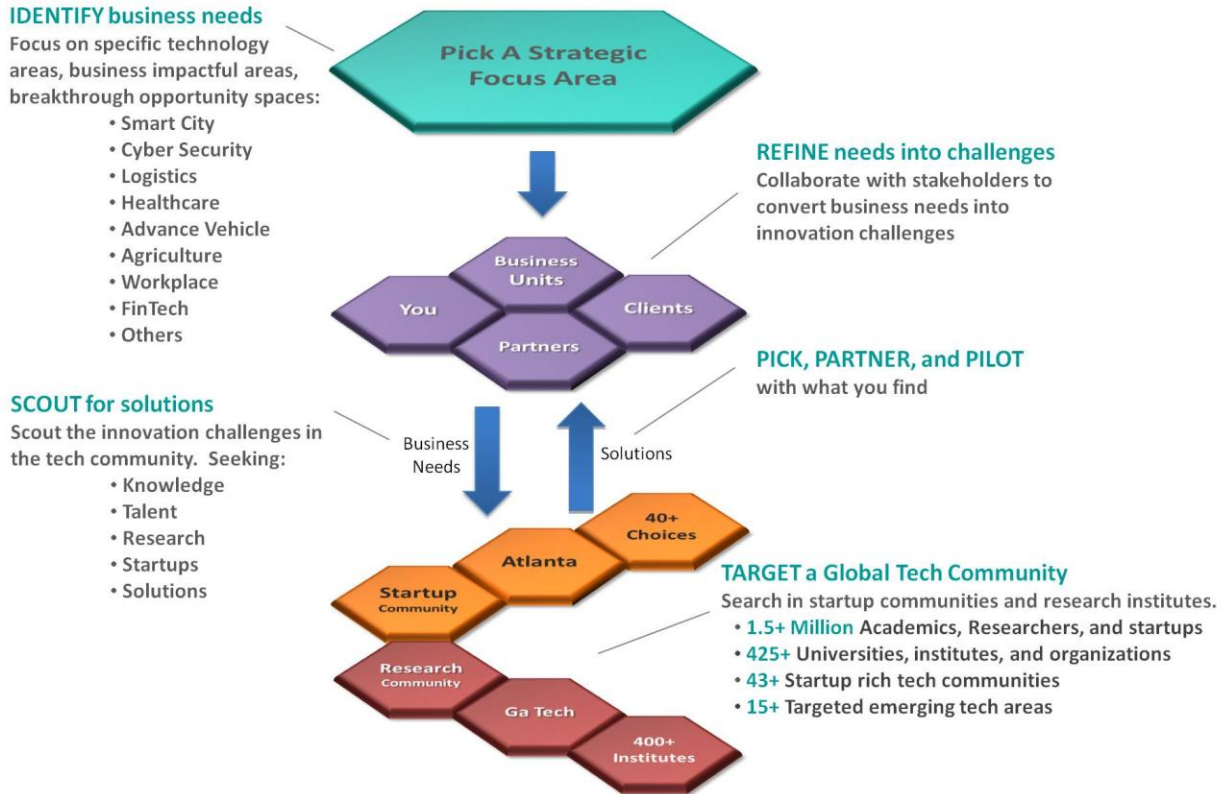
How it Works

A cohort of corporate stakeholders is organized into a micro-accelerator where they:

- + **Select** a strategic focus area;
- + **Identify** specific business needs;
- + **Refine** the business needs into innovation challenges with stakeholders;
- + **Scout** the challenges in the tech community to identify researchers & startups who have knowledge and solutions; and
- + **Pick** from what is found, **Partner** with what's of interest, and **Pilot** and co-create with stakeholders to accelerate innovation.

How microAccelerator™ Works

Corporates want to think like entrepreneurs but need to launch at scale quickly, deriving revenues the corporation recognizes and considers meaningful – Here is how



Tech Community

Scouting in the tech community can be targeted and prioritized, as example, scout for local talent and solutions first, scout regionally second, then if necessary scout in geographies beyond. The scout-able tech community currently comprises:

- + 1.5+ Million Academics, Researchers, and startups
- + 425+ Universities, institutes, and organizations
- + 43+ Startup rich tech communities
- + 15+ Targeted emerging tech areas

An example innovation challenge appears on the following page.



Preventing the Fall: Materials, Approaches, & IoT Solutions Targeting Reducing Dangers of Slip & Fall Accidents Associated With Slippery Surfaces

Technical Target Description

A risk management leader in the food services industry is seeking to connect with researchers, entrepreneurs, and startups working on Internet of Thing (IoT) technologies and processes for preventing slip and fall injuries.

Of high interest are **inexpensive sensor technologies or surface materials that can easily be integrated with non-digital equipment of all types** and coupled in an elegantly simple and reliable manner to track and **monitor desirable aspects of performance.**

Target applications might include but are not limited to:

- **PREVENTING** dangerous conditions from occurring;
- **DETECTING** when surface conditions create risk;
- **MONITORING** surface conditions of the floor;
- **TRACKING** location-based cleaning tracking device; and
- **IMPROVING** floor surface materials that can increase traction.

Curious to us are clever connected devices and materials that can be tied to risk reduction, worker safety, restaurant efficiency, and cost savings.

Background

Slips, trips and fall injuries account for nearly 20% of all workplace related injuries. Preventative solutions are seen as drastically reducing risk of injury through sensed surfaces and/or devices. The challenge is durable connected technology to report on non-digital cleaning processes in an IoT fashion to monitor and thus predict when maintenance is needed. The total impact of slips and fall injuries in the workplace is massive. Some [studies show that 1 in 6 of all lost-time work injuries result from slips, trips and falls; and cost employers approximately \\$40,000 per incident.](#)



Possible Approaches

Approaches from adjacent industries that join similar and/or dissimilar technology platforms or research approaches are of interest. **Sought are novel breakthrough, methodologies, approaches, and solutions extendable across an array of non-digital devices and processes to transform and connect the non-digital world to the IoT digital world.**

Approaches similar to those already being explored or in the market are not of interest (unless unique).

Appropriate Responses to This Request

Responses from companies (small to large), academic researchers, other research institutes, companies, consultants, venture capitalists, entrepreneurs, startups, or inventors are welcome.

Appropriate responses will address the following:

- Brief non-confidential description of proposed technology/system or research approach and estimated feasibility to demonstrate in the target application
- List of any relevant published research, patent applications, or issued patents.

How to Reply

[Click to reply through website](#)

TechConnectHub is a free community for innovators, where corporate innovation needs are posted to tap into a technical community of solutions.

Non-Confidential - For External Communications

Contact with questions Contact@TechConnectHub.com

Copyright 2017, TechConnectHub.com

Benefits

The tech and corporate communities both benefit from:

- + **Finding** solutions to meet business needs
- + **Increasing** successful innovation outcomes, pilots, and commercialization
- + **Expanding** external tech networks and creating partnering opportunities
- + **Knowledge building** and **talent engagement** in the tech community
- + **Meeting** startups who have solutions and are eager to collaborate
- + **Accessing** researchers from top institutes
- + **Co-Creating**, collaborating, and innovating with stakeholders

Organization sponsors are professional networks, industry trade groups, corporates desiring to tap into the tech community, innovation labs, Chambers of Commerce, universities, and others who benefit by:

- + **Fostering** opportunities in the tech and corporate communities
- + **Influencing** accelerator formation to drive key objectives such as:
 - Attracting entrepreneurial, tech, and research talent
 - Driving economic develop and innovation district growth
 - Accelerating startup-corporate pilots and commercialization
 - Attracting new corporate partners, members, and other
- + **Increasing** Organization revenues through a revenue share model

Inviting Corporate Participants

Organization sponsors are in a good position to leverage their networks to identify and refer prospective micro-accelerator participants including corporates, suppliers, clients, customers, members, and others. Prospective participants can express interest and become a lead in their own micro-accelerator or desire to co-create with other corporates.

A '*Call to Participate*' can be scouted in the corporate community to identify other participants. From the respondents a cohort of stakeholders can be organized and a micro-accelerator formed.

An example Call appears on the next page.



CALL TO PARTICIPATE in a Logistics Accelerator with a Trusted Cargo Transport Strategic Focus

Technical Target Description

A leader in logistics is seeking stakeholders to co-create and collaborate in an innovation accelerator. The strategic focus area is tracking AND monitoring cargo from dock-to-destination. Cargo is broadly defined to include your Amazon and EBay packages, trucked cargo, air/container cargo, from shoes to vehicles and everything in between. **What actually happens in transport? When and where in the journey have environmental or other conditions compromised the cargo?**

Of Interest is collaborating with stakeholders to explore a next generation 'Trusted Cargo Transport System'. Of particular interest is an enhanced granular tracking system which includes monitoring a set of conditions the cargo is exposed to during transport.

Of high interest is working with stakeholders to:

- **IDENTIFY** the strategic business needs in this area;
- **SCOUT** tech community solutions which meet the business needs; and
- **PILOT** solutions with stakeholders.

About |



In a traditional accelerator, a couple of startups work as a cohort for a short period of time, then look to demo their technical results. We take a different approach, **corporate focused we organize stakeholders** (i.e. like companies, suppliers, clients, partners, business units, others) into a cohort where stakeholder collaborate around a strategic focus area. **Business needs are identified and refined into innovation challenges.** The innovation challenges are then rapidly scouted in the tech community to access knowledge, talent, and technical solutions. In a **PICK** from what is found, **PARTNER** with what is interesting, and co-create with stakeholders to **PILOT** solutions, innovation is rapidly accelerated. The process repeats as new business needs are identified. [Learn More About microAccelerators.](#)



Business Impactful Thought-Leadership

Mitigating risks and cost saving in transport as a business impact area will be one area explored. Stakeholders will work to identify business benefits and evaluate potential technical solutions. A scope of work will include development of exactly what a "Trusted Cargo Transport" is and articulate how such a system, through technical innovation, can benefit and transform the logistics industry. **Stakeholders will identify and explore other business impactful areas.**

Interested in Participating?

Leveraging the knowledge, resources, technologies, networks, infrastructure, and other capabilities of stakeholders is sought. Selecting stakeholders which complement an ability to move from business need to pilot is of high importance. The cohort will comprise:

- **NON-COMPETING** stakeholders to enhance collaboration
- **FORM A PSEUDO SUPPLY CHAIN** by linking skills of stakeholders in areas of tech provider, supplier, operator, transport network, other.
- **PILOTS** | Stakeholders will be asked to support piloting new technologies to accelerate innovation.

How to Reply

[Click to reply through website](#)

TechConnectHub is a free community for innovators, where corporate innovation needs are posted to tap into a technical community of solutions.

Non-Confidential - For External Communications

Contact with questions Contact@TechConnectHub.com

Copyright 2018, TechConnectHub.com

Business Model

- + **1-4+ corporates participate** in a single micro-accelerator.
- + **Duration** is 12 months and renewable from year to year.
- + **Corporates** participating each pay a membership fee to TechConnectHub.
- + **Organizations sponsor** a micro-accelerator and refer corporates.

Selecting a strategic focus area, defining a scouting territory, and establishing objectives are three ways corporate participants and a sponsoring Organization can align goals.

When a referred corporate pays a membership fee to participate in a micro-accelerator a portion of the fee collected by TechConnectHub is shared with the Organization. Such referral fee can be remitted in accordance with an Organization's business structure (i.e. as a donation, a sponsorship, membership, other).

- + **TechConnectHub.com** facilitates the micro-accelerator. Micro-accelerators can operate virtually.

About | TechConnectHub.com

Learn what's possible

Explore the best approach

Engage the tech community for solutions

We help companies access the tech and research communities. Our Corporate innovation programs, such as micro-accelerators, bridge the gap between corporates with business needs and a tech community full of solutions. Using open innovation best practices, business needs are transformed into innovation challenges and scouted across a global Innovator's Community to identify talent, opportunities, and technologies. **PICK** what's interesting, **PARTNER** with the best, and **PILOT** solutions to accelerate innovation.

Our Innovator's Community reaches 1.5+ million techies, thought leaders, and researchers. Scouting can be broad or pinpoint focused at any one of the more than 425+ institutes, 43+ tech-rich startup communities, or 15+ emerging technology areas within the global community. Learn more at www.TechConnectHub.com.

Contact@TechConnectHub.com