Connecting Corporations to the Technologies of their Future

9 multinational companies have unlocked valuable business opportunities and discovered game-changing technologies by participating in our technology scouting program.

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Client Goals

Grow through innovation, improve digital performance and maintain competitive advantage by:

- Discovering **emerging technologies** to solve **urgent business needs**
- Efficiently **leveraging** resources and time working with technology scouting **trusted experts**
- Developing a **new, dynamic approach to innovation** parallel to R&D efforts
- Discussing **open innovation how-to's** and compare strategies and models with peers in other industries

Client Profiles

9 multinational CIOs

Over $215B aggregate turnover

500k+ employees

Presence in 150+ countries

Industries: Oil&Gas, FMCG, Retail, Food, Automotive and Consumer Goods

Strong innovation culture with innovation departments and programs in place

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Our Solution

In partnership with NetConsultingCube, we expanded their multiclient yearly project delivering:

- An **organized approach** aligning scouting objectives and strategies
- A **methodical innovation scanning process**
- An ongoing **monitoring system** keeping track of **opportunities** and **threats**, globally
- **Quarterly "Presentation Days"** during which pre-selected startups meet clients exchange insights

120+
startups presented

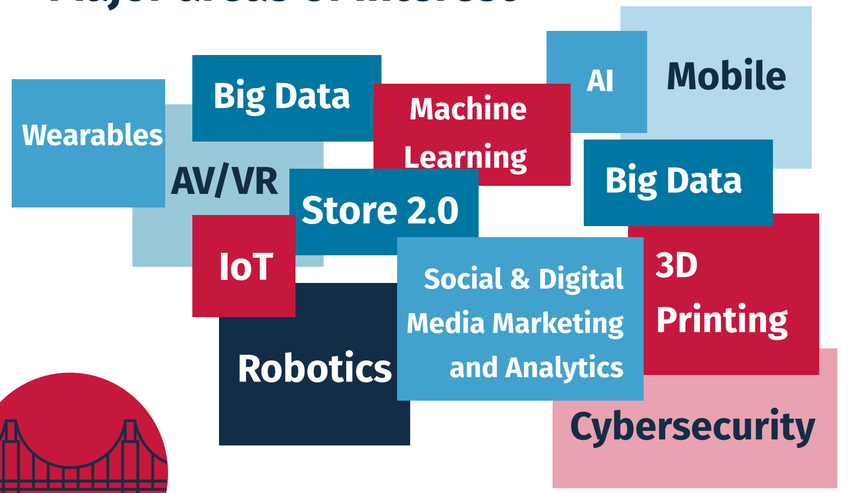
11
startups per presentation day

2013 Project launch
5 clients

2017 10 clients

12
Presentation Days

Major areas of interest



From **Silicon Valley** and top **global innovation hubs**

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Innovation Scouting in Action

Roundtable kickoff

Define scouting strategy & objectives

Client-FireMatter meeting — January

Scanning

Screen network of 300+ experts and resources

100+ startups and sources — January-March

1st round of interviews

Evaluation of shortlisted targets

startups < 50 — April-June

Final round of interviews

In depth technology evaluation

startups < 15 — July-September

11 startups — September-November

Quarterly “Presentation Day”

The finalists present their technologies and establish direct relationships with the CIOs and their teams.

April
June/July
September/October
November

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What did we accomplish?

Project timeline

2013 — **Project launch**
5 clients

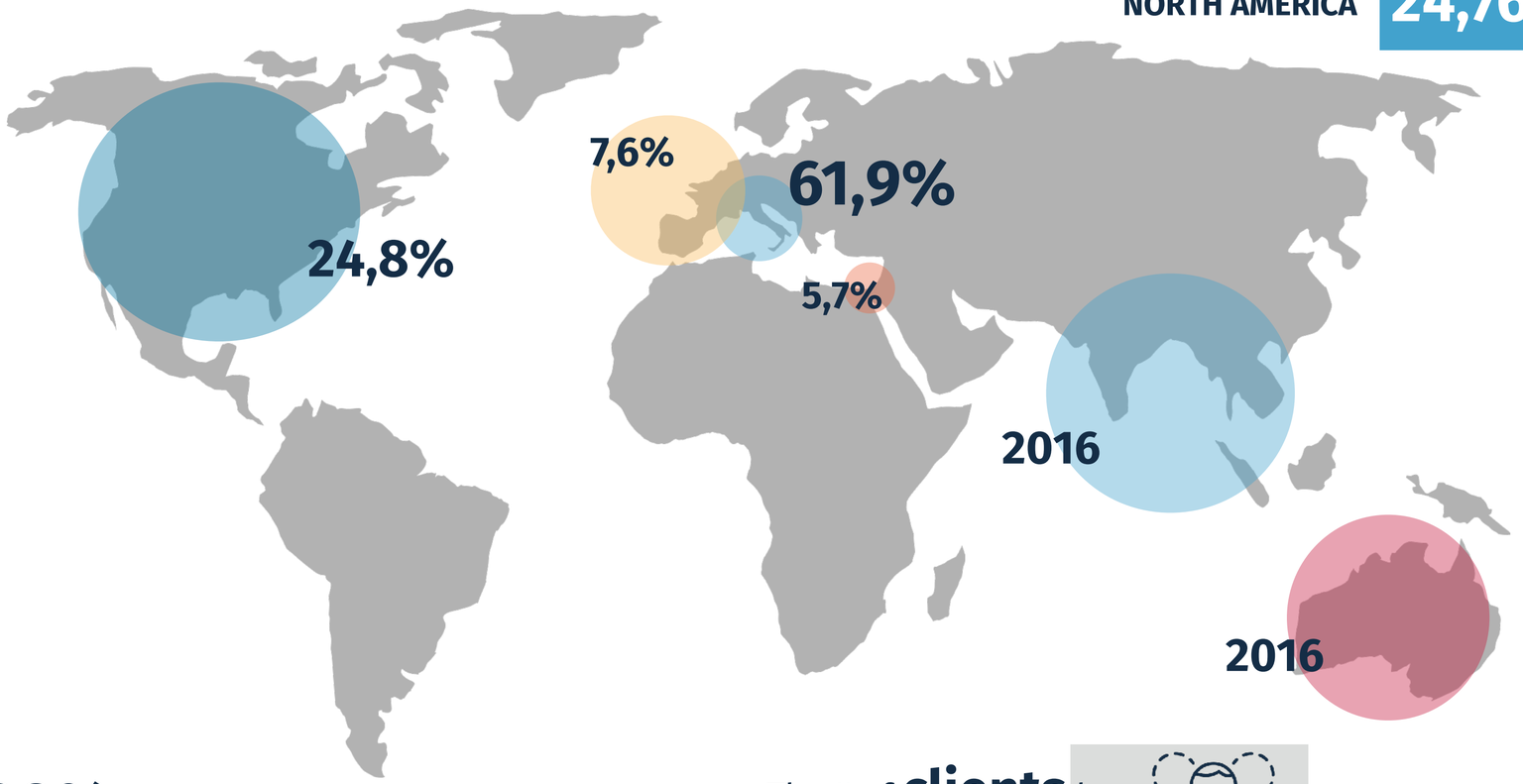
2014 — **2nd edition**
7 clients

2015 — **3rd edition**
9 clients

2016 — **4th edition**
9 clients

2017 — **5th edition**
10 clients

Innovation Clusters



EUROPE **75,24%**

NORTH AMERICA **24,76%**

100% customer retention in 2016 and averaging **+1 each year** since launching

The # of **clients** has **doubled** since 2013

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What did we accomplish?

Detecting technologies early on..

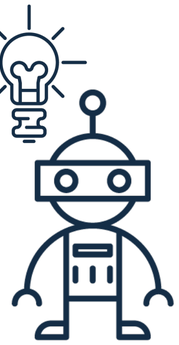
76.5%

gained traction after Searchlight scouted them.

Awards | Media ≈ Attention | M&A | Funding

2/3

of the startups were considered **"Highly Innovative"** by the multinationals



Compared to 2013, in 2015 the **#** of **PoC and contracts has grown by**

37.5%

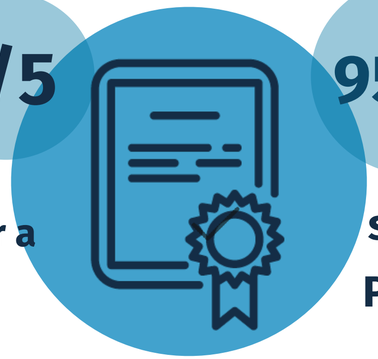
Impressive results

75%

of the selected startups had at least one **interaction with the clients**

1/5

of **all the scouted** startups got a **PoC or a purchase order**



95.4%

of the startups that got a **second followup got** a **PoC or purchase order**

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Testimonial: SNAM

“FireMatter’s scouting activity has supported us in the complex and difficult but necessary process of finding innovative technologies to integrate within the enterprise. [...] In some cases some of these innovative technologies have been included in our production systems.”

Gloria Gazzano, ICT Director, SNAM

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Testimonial: Fiat Chrysler Automobiles

“FireMatter is an important and trusted resource [...], and has helped us lead the activation of internal processes with scouted innovations. We gain incredible value from the networking opportunity with the other companies participating in the scouting program. It guarantees a moment of a comparison on common issues and hot topics like Cybersecurity, IoT, Social media, with similar companies operating in different industries.”

Stefano Boscolo, Head of Innovation, FIAT

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Testimonial: NextUser

“The team at FireMatter strategically helped us to increase our visibility with global companies and top executives within these organizations. From the first contact to the “Demo Day”, it was a smooth process that ensured a successful event. We would do it again anytime.”

Matthieu Dejardins, CEO, NextUser

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Testimonial: Minodes

“Their technology program was just the right size to provide for an intimate setting that allowed the attendees to follow the presentations and to network. The selection process was well-thought-out and FireMatter was very precise and reliable in its communication before as well as after the event.”

Tim Wegner, CEO and Founder Minodes

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