

The State of Innovation

A comprehensive research report including interviews and surveys with over 200 heads of innovation and brand managers and 125 founders and directors of startups in India, Singapore, the US and the UK.

1

Startups and corporates will be working side by side in the same office by 2025.

2

“Tech Tourism” and “Innovation Theatre” will continue to rise, but structured programmes are the most effective innovation model.

3

Startup and corporate collaboration will evolve from optional to essential in the next 5 years.

Reasons for startups and corporates to work together...

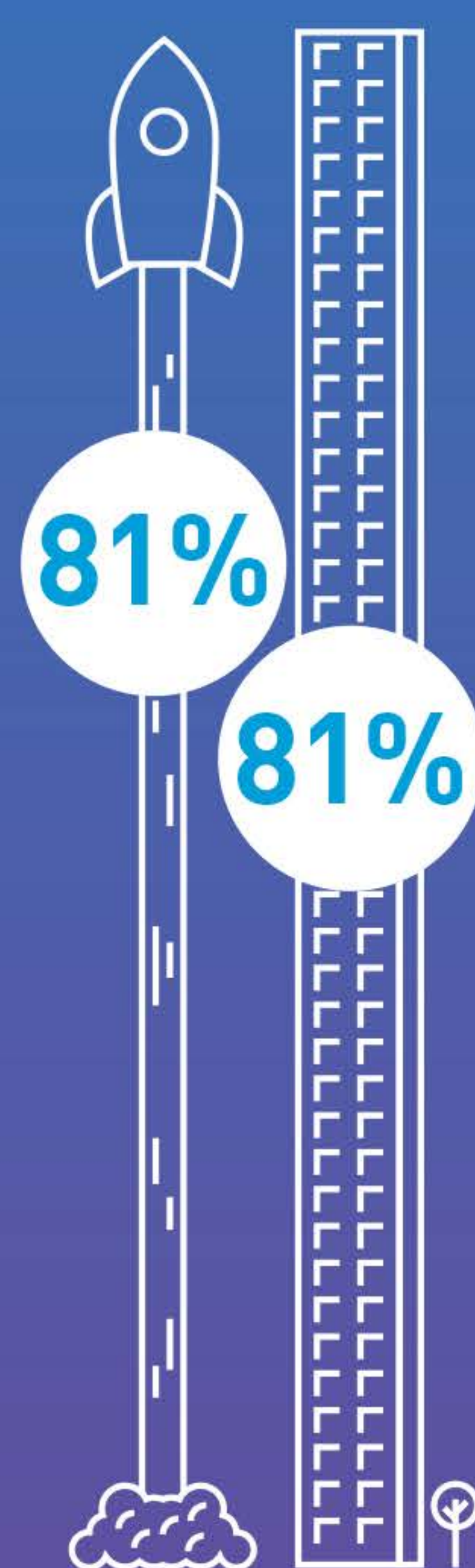
Startups agree

Corporates agree

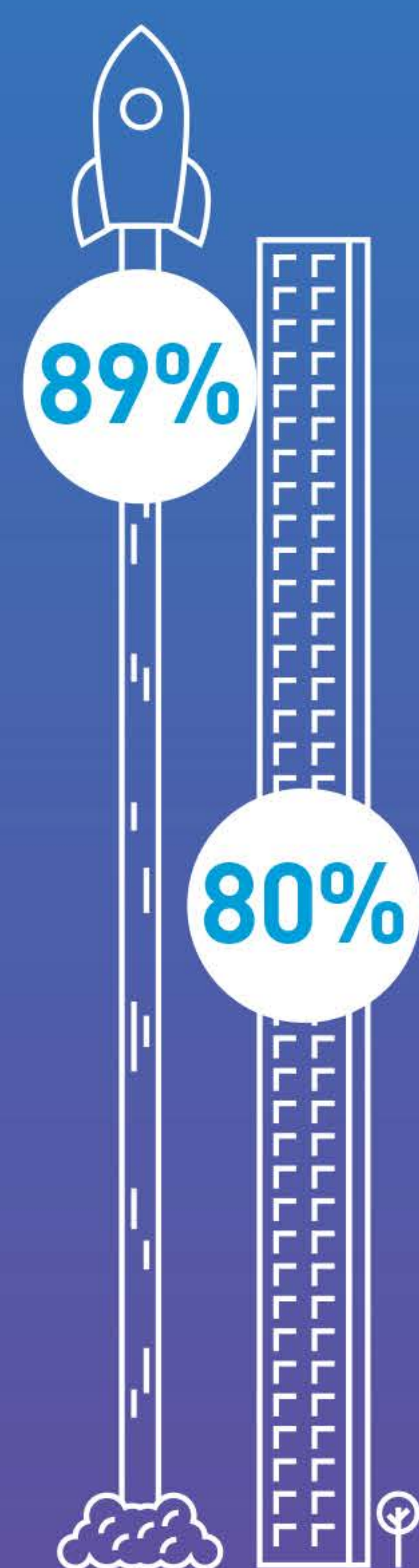
Improving efficiency



Learning something new



Solving problems in new ways that can scale



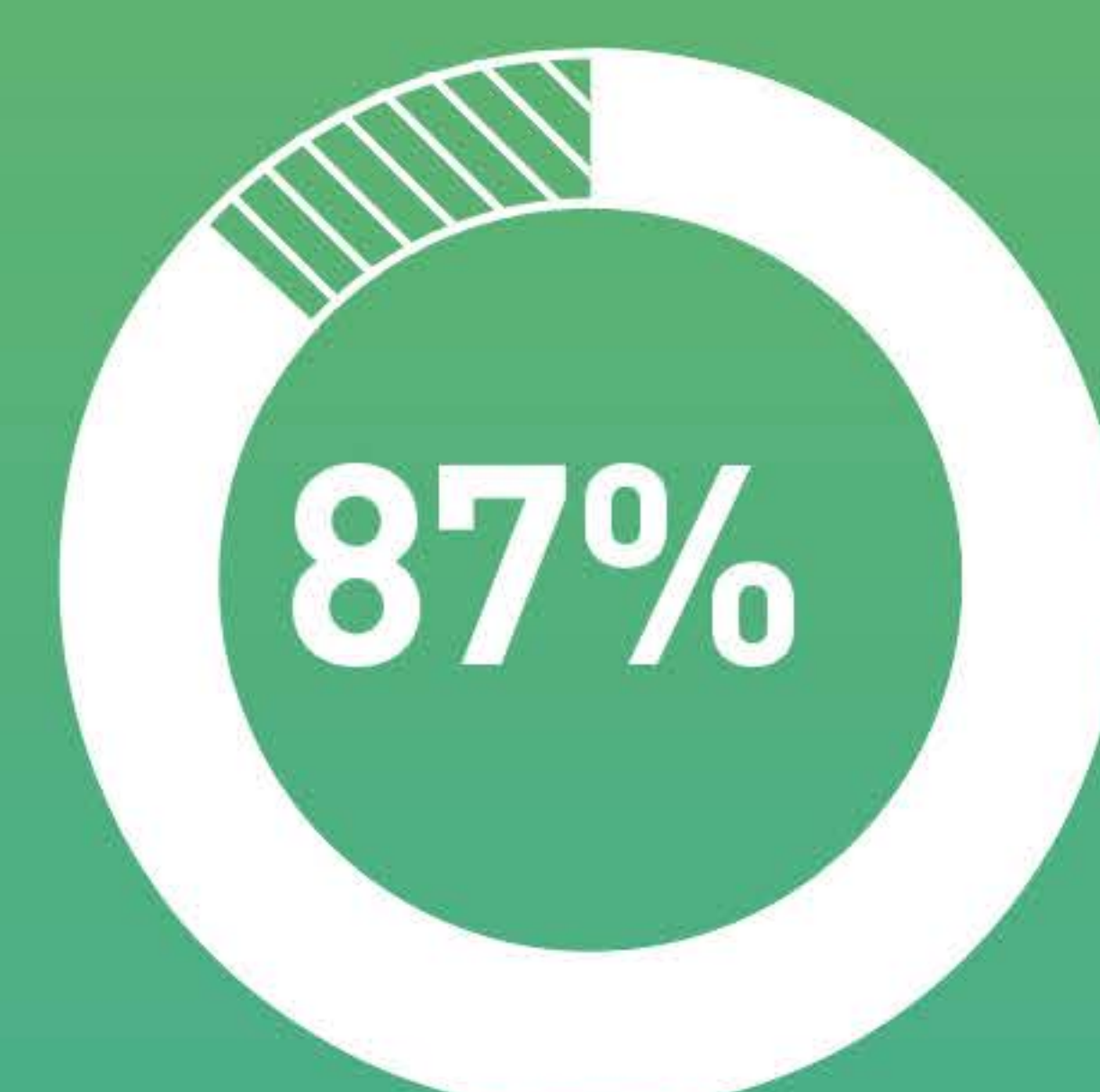
Startups value...



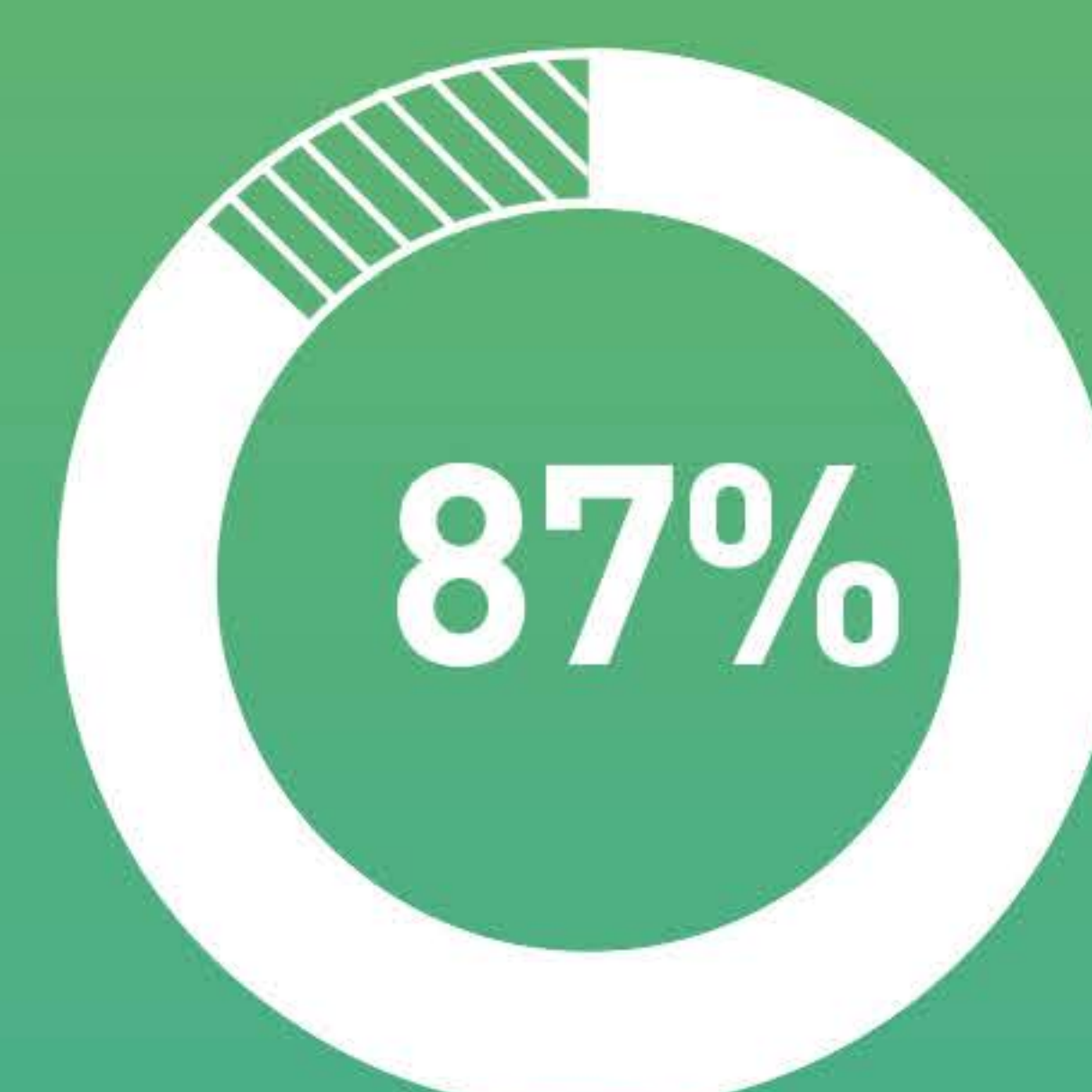
smooth procurement processes



access to resource and networks



followed by measuring achievements



and opportunity to scale

Startups believe they are up to the task...



9/10 claim to be able to deliver scalable business solutions.