

Innovation Speed Datingsm

Venture2 offers our unique and highly successful *Innovation Speed Datingsm* approach aimed at matching an invited group of innovation seeking companies with a select group of pre-screened entrepreneurs and technology firms. In a format similar to real speed dating, rapid paced introductory sessions are followed by more in-depth sessions to explore collaborative opportunities with interested parties.



Why?

Because it provides a unique way for you and your ecosystem partners to see a wide variety of interesting potential innovation partners in one setting. It's also a great way to move beyond 'technology transactions' and traditional approaches to open innovation and focus on developing relationships with proven entrepreneurs and technology experts. This approach provides unique value because we are extremely targeted and customized in our approach, and believe face to face interaction and relationships are an important aspect of open innovation that is often overlooked in traditional methods. We provide this opportunity with little to no risk on your part, because we believe you'll be pleasantly surprised by the results

Overview:

Innovation Speed Dating will be a one-day event, where pre-screened technologies and innovations will be presented directly by proven entrepreneurs to you and your ecosystem partners in a low risk, high-interaction environment. The concept is to help you get beyond looking at written technology descriptions. It's an opportunity to explore new ideas that fit with your brand and overall growth goals. Most importantly it's an opportunity to interact with proven entrepreneurs – people who can provide value to your ongoing innovation efforts. Venture2 scouts globally and pre-screens attendees based on your needs, consumer pain points, and business goals to bring you and your ecosystem partners the best and most relevant inventors & entrepreneurs who understand the business of innovation.

Benefits:

Benefits for your company and ecosystem partners:

- Your business unit gains rapid visibility to highly qualified entrepreneurs and pre-screened innovations and technologies in their categories of interest
- Our approach to pre-screening facilitates early involvement from your team in a time-efficient manner, which also encourages discussion among internal stakeholders
- "Batch" technology scouting process provides a unique opportunity to compare technologies and opportunities against each other and results in more effective prioritization and selection of best ideas
- Involvement by 'ecosystem partners' strengthens those relationships and can create opportunities for collaboration in implementing promising technologies
- Senior managers can participate in the event and interact directly with technology providers in a non-confidential manner.

Benefits for Entrepreneurs:

- Entrepreneurs gain access to a leading consumer company in a format not typically available, and direct access to decision makers who are actively looking for solutions in the category
- Face to face interaction provides relationship-building and opens door for recurring collaboration
- Involvement by 'ecosystem partners' provides additional opportunities for finding partners and potential collaboration across more than one company
- Sense of urgency is created for decisions, since all are free to negotiate independently

Approach:

Planning and execution of each Innovation Speed Dating event will be customized to meet your particular needs and situation, but in general will take approximately 90 days from the project kick-off and contain the following stages:

Planning each event and recruiting 'ecosystem' partners:

- Venture2 will connect with the team by phone and email to better understand their needs, challenges and growth goals, and assist in the identification of appropriate 'ecosystem' partners
- We'll then create a specific plan for the event and finalize together the specific areas of focus for the event and Venture2's technology scouting efforts.

Scouting & Pre-screening:

- Venture2 will use its proprietary global scouting techniques over the following 60 days to identify technologies, products and companies with solutions that are of specific interest for the focus and attendees of the event. Together, through iterative rounds we'll screen these lists to approximately 15 for recruiting with the goal of obtaining approximately 8 interested target companies to attend.
- Selected technology providers will be offered optional pre-event support from Venture2

Event:

- The evening prior to the Innovation Speed-dating event, a networking event with ecosystem partners is highly recommended to help to build relationships and promote collaboration.
- The event will be planned for one-day on site at a location to be agreed upon, starting with a welcome reception and kick-off, including introductions and explanation of process to participants.
- The morning format will be 12-15 minute 'innovation speed-dating' sessions between each company/business unit and technology provider, followed by lunch and an afternoon format of expanded 'second-date' sessions for technologies of interest to your company & ecosystem partners.

Follow-up:

- Beyond the event, Venture2 will provide support, as requested, in facilitating further connections with these entrepreneurs for follow-up information or exploration of licensing and partnering.