

THE INNOVATION PLAYBOOK: How Leading Corporations Stay Ahead of Disruption

Unleashing the Power of Artificial Intelligence
for Actionable Startup, Technology & Trend Insights

30 Top Startups | 20 Strategic Frameworks | 10 Emerging Technologies | Case Studies

Discover Global Innovation at Your Fingertips



How 1500+ Corporates leverage StartUs Insights

- Identify, evaluate, and partner with high-potential startups to fuel agile growth
- Quickly scout and integrate cutting-edge technologies to bring new products to market
- Continuously monitor industry trends and market signals to anticipate disruptions
- Track competitor moves, emerging market segments, and shifting demands
- Leverage data-driven insights to uncover untapped business opportunities
- Use targeted scouting to discover early-stage companies and solutions that align with your investment portfolio

With instant access to **9M+** global startups, **25K+** technologies, and **150M** patents, market reports & news articles, our Discovery Platform gives you precise, AI-driven insights to future-proof your business and fuel strategic growth.

Discover Global Innovation at Your Fingertips

Contents

- »
- »
- »
- »
- »
- »
- »
- »
- »
- »
- »
- »
- »
- »
- »
- »
- »
- »
- »

This playbook is structured to guide you step-by-step, from understanding the innovation landscape to identifying under-the-radar opportunities and implementing effective projects. Feel free to jump to specific sections that address your immediate challenges, or read through the entire report for a holistic overview.

88 %

**of companies are
conducting global startup
scouting to source
innovation.**



Discover Global Innovation at Your Fingertips

Source: [Mind the Bridge](#)

Why Innovation Matters: Staying Relevant in a Today's Economic Climate

- 1 Businesses today face unprecedented challenges — from digital transformation to disruptive market dynamics and evolving consumer demands.
- 2 Whether it's R&D, corporate strategy, product development or venture capital, **innovation touches every department**. It's about delivering new value, not just new features. That's why leaders across industries need actionable innovation intelligence to navigate this complexity.
- 3 Startups worldwide transform industries worldwide at breakneck speed, further highlighting the need for established corporations to adapt quickly.
- 4 Companies that embrace innovation achieve 30% faster enterprise value growth, see **11% faster revenue growth**, improved customer satisfaction, and stronger resilience against market shifts.

4 Types of Innovation



The State of Corporate Innovation: Embracing Change

- 1 **Accelerating Tech Cycles:** AI, robotics, IoT, and other emerging technologies evolve at unparalleled speed, forcing companies to continually update their strategies.
- 2 **Challenges:** Silos, slow decision-making, and risk aversion can stifle innovation. Overcoming these internal barriers is critical.
- 3 **Converging Markets:** Traditional industry boundaries are blurring as new tech solutions break down walls between sectors.
- 4 **Key Insight:** Organizations that integrate a robust innovation scouting and trend monitoring process gain a clear edge in identifying threats and opportunities early.

20 Corporate Innovation Frameworks

	Best Suited For	Core Benefit	Implementation	Financial Requirements
1. Open Innovation Framework	When internal R&D is insufficient, or diverse perspectives are needed.	Collaborate with customers, universities, or startups.	Investment in partnerships, IP management, and collaboration tools.	Accelerates innovation by leveraging external expertise.
2. Blue Ocean Strategy	When traditional competition leads to diminishing returns.	Use tools like Strategy Canvas to uncover unmet needs and create unique offerings.	Market research, product development, and branding efforts.	Opens uncontested markets and creates growth opportunities.
3. Disruptive Innovation	When markets are saturated or underserved segments exist.	Create simple, low-cost solutions for underserved markets, starting small and scaling.	Low initial costs; scaling requires significant investment.	Establishes leadership in emerging industries by overturning markets.
4. Business Model Innovation	When traditional revenue streams decline or strategy shifts are needed.	Reimagine value creation using tools like the Business Model Canvas.	Strategic planning and structural changes.	Aligns business models with evolving market needs.
5. Design Thinking	When user experience is the focus or creative solutions are required.	Cross-functional teams empathize, ideate, and prototype iteratively.	Team resources and prototyping tools.	Generates solutions that deeply resonate with user needs.
6. Lean Startup	When there's uncertainty about product-market fit.	Launch MVPs and refine using the build-measure-learn loop.	Low financial requirement; focuses on minimizing waste.	Validates ideas before major investments, reducing risks.
7. Customer-Centric	When preferences evolve or competitors offer similar products.	Conduct surveys and develop solutions.	Moderate investment in research and engagement.	Builds loyalty by aligning innovation with customer needs.

Discover Global Innovation at Your Fingertips

Source: [StartUs Insights](#) | [Full Graphic](#)

	Best Suited For	Core Benefit	Implementation	Financial Requirements
	about product-market fit.	using the build-measure-learn loop.	Focuses on minimizing waste.	Major investments, reducing risks.
7. Customer-Centric Innovation	When preferences evolve or competitors offer similar products.	Conduct surveys and develop solutions addressing customer pain points.	Moderate investment in research and engagement platforms.	Builds loyalty by aligning innovation with customer needs.
8. Platform Innovation	When value is created through shared ecosystems.	Build scalable platforms connecting users and third-party providers.	Significant investment in platform development and user acquisition.	Creates long-term value via network effects.
9. Sustainability Innovation	When market or regulatory pressures demand green practices.	Adopt circular economy principles throughout the product lifecycle.	Upfront costs for greener technologies and processes.	Enhances reputation and attracts eco-conscious customers.
10. Co-Creation	When stakeholder input ensures relevance.	Collaborate with customers/partners using workshops or co-design platforms.	Moderate investment in engagement methods.	Ensures solutions are relevant and valued.
11. 10X Thinking	When aiming for transformative breakthroughs.	Encourage radical thinking for exponentially better solutions.	High R&D investment.	Positions company as a leader in innovation.
12. Agile Methodology	When flexibility and adaptability are crucial.	Use iterative cycles with feedback loops for innovation.	Low to medium; depends on tools and training.	Enables quick pivots and accelerates innovation.
13. Stage-Gate Process	When innovation involves high stakes or regulatory requirements.	Break innovation into stages with decision gates based on criteria.	Investments in project management tools and evaluations.	Ensures thorough evaluation and reduces risk.
14. McKinsey 3 Horizon	When balancing short-term and long-term innovation efforts.	Divide efforts into three horizons: core, adjacent, and emerging opportunities.	Substantial investment for strategic planning across horizons.	Maintains an innovation pipeline for sustainable growth.

The 20 Best Innovation Tools for 2024				
	Best Suited For	Core Benefit	Implementation	Financial Requirements
14. McKinsey 3 Horizon	When balancing short-term and long-term innovation efforts.	Divide efforts into three horizons: core, adjacent, and emerging opportunities.	Substantial investment for strategic planning across horizons.	Maintains an innovation pipeline for sustainable growth.
15. Jobs to Be Done (JTBD)	When there's a gap between offerings and customer expectations.	Identify customer jobs and innovate to better fulfill them.	Investment in qualitative research and prototyping.	Develops targeted and impactful solutions.
16. Creative Problem Solving	When traditional approaches fail.	Use structured techniques like brainstorming and SCAMPER to generate ideas.	Team time and creativity tools.	Fosters a culture of creativity and innovation.
17. Business Model Canvas	When designing or refining a business model.	Map out nine building blocks of the business model visually.	Time and facilitation tools.	Provides clear overviews and identifies gaps in the business model.
18. Business Model Navigator	When shifting or optimizing a business model.	Analyze 55 pre-defined patterns for new opportunities.	Time for analysis and resources for new implementations.	Offers a structured approach to business model innovation.
19. Creative Problem Solving (CPS)	When traditional methods fail or tackling creative challenges.	Teams use brainstorming, mind mapping, SCAMPER, or similar techniques in a structured process to generate and evaluate multiple solutions to a given problem.	Primarily involves team time and facilitation.	Encourages out-of-the-box thinking and broad exploration of ideas, fostering innovation.
20. Innovation Ambition Matrix	When prioritizing projects and balancing portfolios.	Categorize projects by ambition (incremental to radical) and focus (core to transformational).	Strategic planning and resource allocation.	Aligns innovation with strategic goals for sustainable growth.

Best Practices for Corporate Innovation: Building a Culture of Agility

- 1 **Structured Frameworks:** Implement proven innovation management methodologies that break down silos and encourage cross-functional teamwork.
- 2 **Leverage External Innovation:** Integrate actionable insights from startups, technologies, and trends to fuel fresh perspectives and drive growth.
- 3 **Agile Methodologies:** Adopt iterative processes and flexible workflows that allow for quick adjustments and continuous improvement.
- 4 **Embrace Risk & Experimentation:** Foster a culture where taking calculated risks and learning from failures is seen as a pathway to innovation.
- 5 **Data-Driven Insights:** Utilize advanced SaaS tools to monitor the entire innovation ecosystem, ensuring you capture emerging trends and opportunities in real-time.

Strategic Innovation Checklist:

Your Blueprint for Breakthrough Growth

- Define Vision & Objectives:** Align innovation objectives and needs with your overall business strategy.
- Assess Current Capabilities:** Evaluate existing resources, processes, and culture to identify gaps and areas for improvement.
- Set Evaluation Criteria:** Define KPIs for projects & establish benchmarks for measuring innovation success (e.g. ROI, time-to-market).
- Engage Stakeholders:** Secure leadership buy-in, cross-departmental support and establish clear roles and responsibilities.
- Implement Structured Methodologies:** Choose proven innovation management frameworks ([see this slide](#)) to guide your process.
- Utilize Data-Driven Tools:** Deploy SaaS innovation platforms to monitor and analyze industry trends and ecosystem shifts, ensuring real-time insights inform confident decision-making.
- Leverage External Innovation:** Integrate actionable insights from startups, emerging technologies, and market trends, leveraging external partners to complement internal efforts.
- Adopt Agile Practices:** Develop flexible, iterative processes to test and refine ideas quickly.
- Pilot & Scale:** Start with small-scale projects to validate ideas and plan for scaling successful innovations.
- Review & Refine:** Regularly assess performance against KPIs and adjust strategies based on learnings and market feedback.

More than
45 %

**of innovation efforts in
large-scale organizations
go into external sources.**



Why External Innovation is Crucial: Leveraging the Startup Ecosystem

- 1 **Fresh Ideas & Technologies:** Gain direct access to breakthrough innovations and disruptive business models that often originate outside traditional R&D labs.
- 2 **Agile Experimentation:** Engage in flexible pilot projects with startups that allow you to test, iterate, and scale new solutions rapidly.
- 3 **Complementing Internal Efforts:** Break down silos by infusing external perspectives, which can revitalize and enhance your existing innovation strategies.
- 4 **Accelerated Growth & Competitive Edge:** Integrate startup-driven insights to fast-track product development, adapt to market changes, and outpace competitors.

Innovation Intelligence

		Definition	Use Cases (Selection)	Data Sources (Selection)	Challenges	Benefits of Next-Gen Offerings	KPIs (Selection)
Innovation Scouting	Startup Scouting	<ul style="list-style-type: none">Actively identifying promising startups and scaleups	<ul style="list-style-type: none">Strategic & Technology PartnershipsNew Product DevelopmentMergers & Acquisitions	<ul style="list-style-type: none">Startup AggregatorsStartup WebsitesPatent Databases	<ul style="list-style-type: none">Lack of Reliable & Updated DataLimited VisibilityLimited Internal CapacityCompetitive Landscape	<ul style="list-style-type: none">Global, Real-Time DataTargeted DiscoveryIdentify Hidden GemsCustomized Approach	<ul style="list-style-type: none">Number of Relevant Startups IdentifiedNumber of Pilot Projects/PoCsNumber of Partnerships Closed
	Technology Scouting	<ul style="list-style-type: none">Actively identifying emerging technologies	<ul style="list-style-type: none">Product DevelopmentR&D StrategyCompetitive Analysis	<ul style="list-style-type: none">Startup WebsitesPatent DatabasesAcademic Journals	<ul style="list-style-type: none">Lack of Reliable & Updated DataInformation OverloadLimited Internal CapacityDynamic Technology Landscape	<ul style="list-style-type: none">Unmatched Technological InsightStrategic Decision-MakingIdentify Hidden GemsSignificant Time & Resource Savings	<ul style="list-style-type: none">Number of Technologies IdentifiedTechnology Adoption RateNumber of Pilot Projects/PoCs
	Trend Intelligence	<ul style="list-style-type: none">Discovering emerging & latent (tech) trends	<ul style="list-style-type: none">Strategic PlanningProduct DevelopmentR&D Strategy	<ul style="list-style-type: none">Startup WebsitesMarket Research DataSpecial Interest News & Media	<ul style="list-style-type: none">Lack of Reliable & Updated DataInformation OverloadIdentifying Short-Term vs. Long-Term Trends	<ul style="list-style-type: none">Global, Real-Time DataTrend ForecastingFind New OpportunitiesInnovation and R&D Insight	<ul style="list-style-type: none">Number of Trends Identified
	Innovation Challenges	<ul style="list-style-type: none">Time-limited initiative aimed at generating solutions to specific technology or market problems.	<ul style="list-style-type: none">New Product DevelopmentProcess ImprovementTechnology Scouting	<ul style="list-style-type: none">Corporate Innovation PlatformsUniversity Research PortalsGovernment	<ul style="list-style-type: none">Attracting High-Quality ApplicationsSelecting the Winning Idea	<ul style="list-style-type: none">Access to Diverse Know-HowRapid Idea GenerationCost-effective Problem Solving	<ul style="list-style-type: none">Number of Applications/Idea SubmissionsNumber of NDAs signedNumber of PoCs

Discover Global Innovation at Your Fingertips

Global Innovation Landscape Analysis: Emerging Trends and Strategic Opportunities						
Open Innovation	Definition	Use Cases (Selection)	Data Sources (Selection)	Challenges	Benefits of Next-Gen Offerings	KPIs (Selection)
	Corporate Innovation Challenges	▪ Time-limited initiative aimed at generating solutions to specific technology or market problems.	▪ New Product Development ▪ Process Improvement ▪ Technology Scouting ▪ Validation of Feasibility ▪ Testing for Scalability	▪ Corporate Innovation Platforms ▪ University Research Portals ▪ Government Innovation Portals	▪ Identifying Short-Term vs. Long-Term Trends ▪ Attracting High-Quality Applications ▪ Selecting the Winning Idea ▪ Cost of Setting up & Running the Challenges	▪ Opportunities ▪ Innovation and R&D Insight
	Ongoing Startup Programs	▪ Continuous collaborations between corporations and startups for potential partnerships, product development, or acquisitions.	▪ Strategic Partnerships ▪ Technology Acquisition ▪ Licensing ▪ Technology Scouting	▪ Startup Aggregators ▪ Startup Ecosystem Reports ▪ Startup Communities	▪ Attracting High-Quality Applications ▪ Managing a Large Startup Pool ▪ Cost of Setting up & Running the Program ▪ Expertise in Pre-Screening of Applications	▪ Access to Diverse Know-How ▪ Rapid Idea Generation ▪ Cost-effective Problem Solving ▪ High Startup Engagement
	Accelerator & Incubator-backed Programs	▪ Initiatives designed to support the growth and development of startups and early-stage businesses, typically in exchange for equity.	▪ Strategic Partnerships and Investments ▪ Market Expansion and Disruption ▪ Internal Cultural Transformation (to Spark Intrapreneurship) ▪ New Product Development	▪ Accelerator Networks ▪ Venture Capital Databases ▪ Regional Startup Hubs	▪ Attracting High-Quality Applications ▪ High Program Setup & Management Costs ▪ Potential Competition for Deals	▪ Early Access to Innovation & Acquisition Targets ▪ Increased Global Visibility ▪ Continuous Inflow of Ideas & Talent ▪ Building an Innovation Ecosystem
	Hackathons & Idea Competitions	▪ Time-limited events for rapid idea generation and prototyping.	▪ Early-Stage Concept Development ▪ Team Building	▪ Hackathon Platforms ▪ Tech Community Portals	▪ Attracting High-Quality Applications ▪ Logistics Management	▪ Rapid Prototyping ▪ Identifying Talent ▪ Access to Diverse
	Discover Global Innovation at Your Fingertips					

Opportunities		Definition	Use Cases (Selection)	Data Sources (Selection)	Challenges	Benefits of Next-Gen Offerings	KPIs (Selection)
Innovation Initiatives	Spark Intrapreneurship	Businesses, typically in exchange for equity.	<ul style="list-style-type: none"> Spark Intrapreneurship New Product Development 			<ul style="list-style-type: none"> Pipeline Potentially High ROI 	ROI
	Hackathons & Idea Competitions	<ul style="list-style-type: none"> Time-limited events for rapid idea generation and prototyping. 	<ul style="list-style-type: none"> Early-Stage Concept Development Team Building Identifying Talent/Solutions Internal Cultural Transformation (to Spark Intrapreneurship) 	<ul style="list-style-type: none"> Hackathon Platforms Tech Community Portals Event Aggregators 	<ul style="list-style-type: none"> Attracting High-Quality Applications Logistics Management & Criteria Judgement Transitioning Ideas into Successful Pilots 	<ul style="list-style-type: none"> Rapid Prototyping Identifying Talent Access to Diverse Ideas Fostering Internal Innovation 	<ul style="list-style-type: none"> Number of Applications Number & Quality of Prototypes Global Visibility
	Soft Landing Programs	<ul style="list-style-type: none"> Facilitating market entry for foreign startups. 	<ul style="list-style-type: none"> Attracting New Businesses into the Region Regional Development Talent Retention and Attraction Soft Diplomacy 	<ul style="list-style-type: none"> Government Trade Agencies Startup Support Networks Incubation Centers 	<ul style="list-style-type: none"> Identifying High-Quality Candidates Managing Cultural Differences Ensuring Program Value 	<ul style="list-style-type: none"> Attracting Lacking Talent Closing Technology Gap in Certain Industries Fostering Long-Term Economic Impact 	<ul style="list-style-type: none"> Number of Startups Identified Number of Startups Onboarded Success Rate in the New Market
Business Intelligence		Market Intelligence	<ul style="list-style-type: none"> Analyzing market trends, competitors, and customers 	<ul style="list-style-type: none"> Product Development Marketing Strategy Pricing Decisions 	<ul style="list-style-type: none"> Customer Surveys Market Research Reports Social Media Analytics 	<ul style="list-style-type: none"> Lack of Reliable & Updated Data Information Overload Data Quality Dynamic Market Landscape 	<ul style="list-style-type: none"> 360-Degree View Global, Real-Time Data Significant Time & Resource Savings
		Competitor Intelligence	<ul style="list-style-type: none"> Analyzing competitor strategies and offerings 	<ul style="list-style-type: none"> Competitive Pricing Strategies Product Differentiation Market Positioning 	<ul style="list-style-type: none"> Company Websites Press Releases Financial Reports 	<ul style="list-style-type: none"> Lack of Reliable & Updated Data Limited Scope Subjective Analysis 	<ul style="list-style-type: none"> Market Share Number of New Products Launched Brand Sentiment Analysis

Discover Global Innovation at Your Fingertips

65 %

**of organizations
now regularly use
generative AI.**



AI-Driven Innovation: Up to 10x Faster Precise, Global & Actionable Insights

- **Instant Insights, No Manual Research:** AI-powered innovation intelligence platforms analyze millions of data points to instantly provide relevant solutions – fully eliminating time-consuming desk research.
- **Global & Local Search, Your Way:** Whether you need a broad industry overview or hyper-targeted results from a specific region, AI adapts to your business needs.
- **Ask, and AI Delivers:** Use conversational AI to get instant, actionable insights – just like asking an expert, but faster and data-driven.
- **Relevant Results, No Clutter:** AI ensures you see only the most relevant startups, technologies, and trends – cutting through the noise so you can focus on decision-making.

Discover Global Innovation at Your Fingertips

Discovery to Deal Flow: AI & SaaS for Continuous Innovation

■ Find the Right Startups and Technologies in Minutes:

AI scouting significantly reduces the time needed to identify promising technologies and partners, turning weeks of research into minutes.

■ Smarter Searches, Better Decisions:

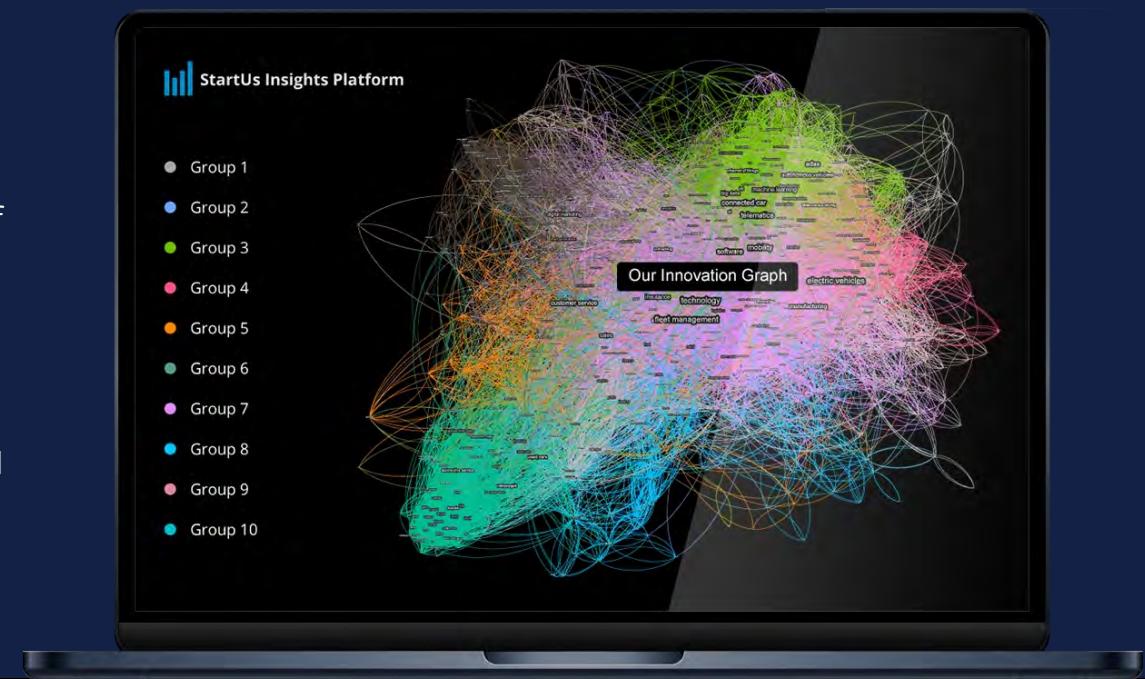
Advanced filters refine your results, ensuring you only see startups and technologies that fit your needs – saving both time and budget.

■ Consistent Pipeline of Innovation:

Get a steady flow of relevant startup deal-flow instead of relying on sporadic, manual searches.

■ Tailored to Your Strategy:

Define what matters most – industry, funding stage, geography, or others – and let AI deliver actionable insights so you stay ahead.



Discover Global Innovation at Your Fingertips

The StartUs Insights Discovery Platform:

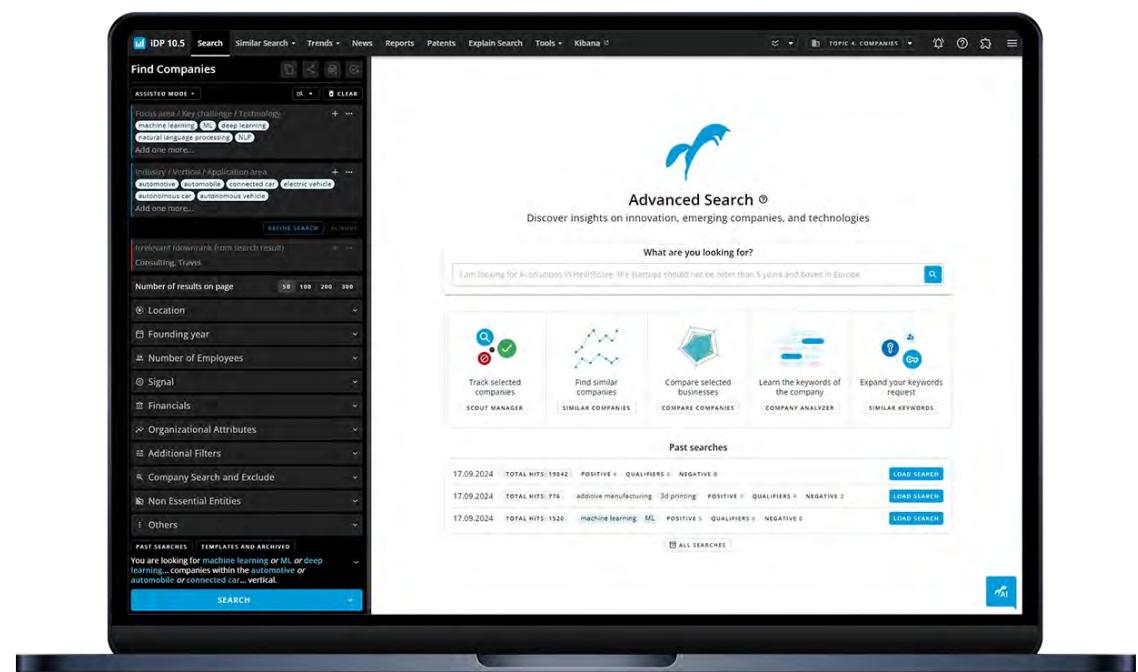
AI-Powered Innovation Intelligence for Faster, Smarter Decision-Making

What It Does

- Instantly discovers startups, technologies, and trends with real-time data
- Analyzes **9M+** startups, **25K+** tech trends, and **150M+** patents, news, and reports to deliver precise insights
- FoxiAI, your AI-powered research assistant, makes innovation scouting as simple as asking a question

Key Use Cases

- **R&D & Technology** – Identify emerging startups, technologies & industry trends
- **Competitive Intelligence** – Track industry disruptors & competitors
- **Procurement & Supply Chain** – Scout innovative suppliers and diversify sourcing
- **Sales & Business Development** – Discover new leads and customer opportunities
- **Investments & M&A** – Find high-potential startups and partnerships before competitors

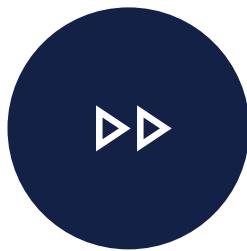


Discover Global Innovation at Your Fingertips

The StartUs Insights Discovery Platform:

AI-Powered Innovation Intelligence for Faster, Smarter Decision-Making

Key Benefits



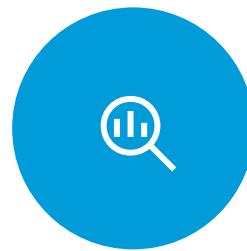
10x Faster Research

-
Automates data collection & analysis



360° Market View

-
Connects the dots across startups, technologies & trends



Actionable Insights

-
Eliminates noise with high-precision results



Customizable & Scalable

-
Search globally or refine by industry, funding stage, geography, and more

Discover Global Innovation at Your Fingertips

FoxiAI: Your AI-Powered Innovation Research Assistant

Instantly Discover Startups, Technologies, and Trends – Just Ask

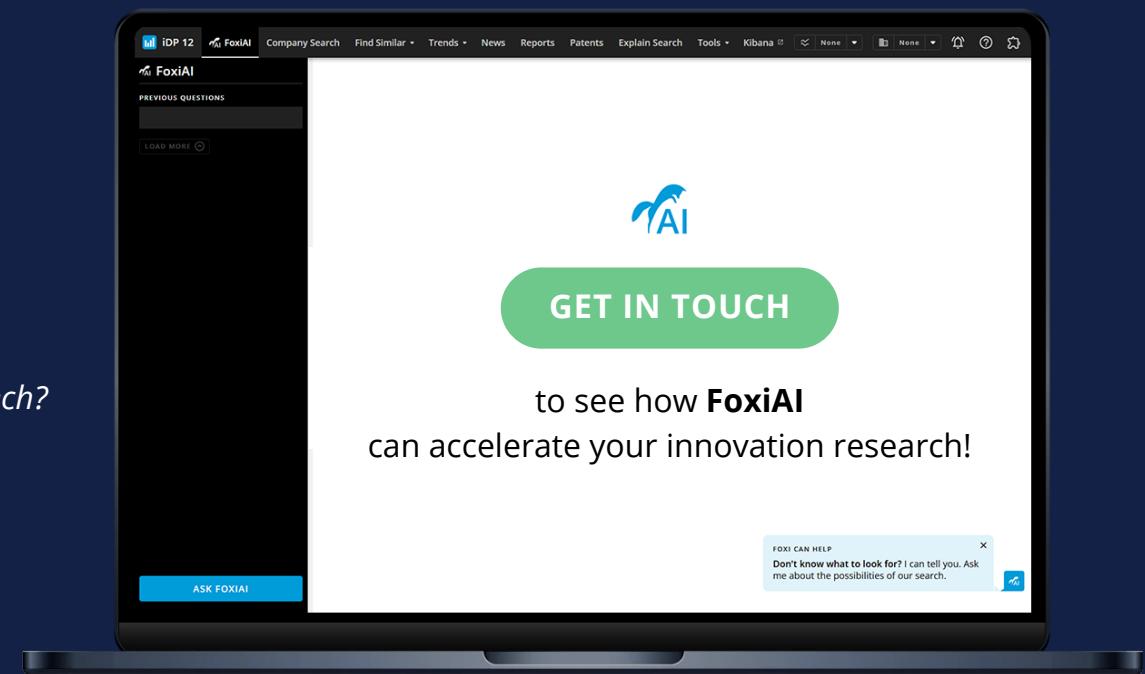
FoxiAI is your AI-powered Research Assistant. It turns complex innovation scouting into a simple, conversational experience. Just ask, and get instant insights from **9M+** startups, **25K+** tech trends, **150M+** patents, market reports, and news.

Why It Matters

- 10x Faster Research – Reduce weeks of research to minutes
- One-Click Insights – AI compiles shareable reports instantly
- Conversational AI – Just ask, and get relevant answers
- Precision Search – Filters out irrelevant results
- Startup & Tech Discovery – Spot startups, trends & opportunities first
- Patent & News Research – Stay ahead with AI-driven intelligence

How It Works

- 1 Ask your question – *What are the top AI startups in biotech?*
- 2 FoxiAI scans millions of data points – Finds the most relevant insights
- 3 Get a structured report – Ready for action in seconds



Discover Global Innovation at Your Fingertips

Future Technologies & Trends: Anticipating Tomorrow's Disruptions

- 1 **Spot Emerging Disruptors:** Identify breakthrough technologies (like AI, quantum computing, blockchain, and more) that could redefine your industry.
- 2 **Track Adoption Timelines:** Keep a pulse on early-stage developments to gain first-mover advantages, providing insight into future market trends.
- 3 **Evaluate Industry Impact:** Assess how disruptive technologies will transform your sector and create new business models.
- 4 **Plan Proactively:** Incorporate future trend awareness into your strategic roadmap to stay competitive over the mid- and long-term.

10 Emerging Technologies: Reshaping 40+ Industries

This list of top emerging technologies is derived from the latest insights gathered by our AI-powered Discovery Platform. By continuously connecting the dots across **9M+** startups, **25K+** technologies, and **150M+** patents, market reports, and news articles, we pinpoint the most impactful trends that will shape industries in the coming years.

1. Artificial Intelligence

- Drives automation, predictive analytics, and drug discovery.
- Key Use: Improves operational efficiency, accelerates innovation.

2. Augmented & Virtual Reality

- Enhances training, product design, and remote collaboration.
- Key Use: Transforms customer experiences in retail, education, and entertainment.

3. Big Data & Analytics

- Provides real-time insights for better decision-making.
- Key Use: Enables personalized marketing, predictive maintenance, and process optimization.

4. Blockchain

- Guarantees data integrity and secure transactions.
- Key Use: Streamlines supply chains and improves transparency across industries.

5. CleanTech

- Focuses on renewable energy, waste reduction, and sustainable materials.
- Key Use: Cuts emissions in manufacturing, mobility, and energy sectors.

6. Internet of Things (IoT)

- Connects devices to optimize operations and enhance user experiences.
- Key Use: Enables smart homes, factories, and healthcare monitoring.

7. Advanced Robotics

- Automates repetitive tasks, improves precision, and handles hazardous jobs.
- Key Use: Accelerates production lines and aids in surgery or remote operations.

8. Additive Manufacturing (3D Printing)

- Accelerates product prototyping and customization.
- Key Use: Reduces material waste in heavy industries and speeds product cycles.

9. Cloud Computing

- Delivers scalable infrastructure and global data access.
- Key Use: Powers remote work, data analytics, and AI deployments.

10. Nanotechnology

- Delivers high-performance materials and enhances product properties.
- Key Use: Boosts efficiency in sectors like electronics, healthcare, and chemicals.

30+ Tech Startups: Breakthroughs Across AI, Blockchain, XR & More



AI & Data Science

- [Panjaya](#) – Generative AI
- [iReason](#) – NLP
- [Quanta of Meaning](#) – AGI
- [Epigos AI](#) – Computer Vision
- [Merkato](#) – Big Data & Analytics
- [CodiQ](#) – Hyperautomation



Connectivity & Security

- [Arishti Info Labs](#) – IoT
- [phine.tech](#) – 5G
- [Mind Labs](#) – Zero-Trust Security
- [Wibiocard](#) – Biometrics



Advanced Computing

- [Glassity](#) – Cloud Computing
- [Sowware Data Mandiri](#) – Edge Computing
- [Quantum Source](#) – Quantum Computing



Advanced Manufacturing & Engineering

- [Jacobi.ai](#) – Advanced Robotics
- [AMAREA](#) – 3D Printing
- [Neptune Nanotechnologies](#) – Nanotechnology



Extended Reality

- [Veles Technology](#) – Virtual Reality (VR)
- [AR Genie](#) – Augmented Reality (AR)
- [Veyond Metaverse](#) – Metaverse



Biotech & HealthTech

- [Solu Healthcare](#) – Genomics
- [ZYNEYRO](#) – Gene Therapy
- [ANJY MEAT TECHNOLOGIES](#) – Cultured Meat
- [Manentia AI](#) – HealthTech



Blockchain & Decentralized Systems

- [Skey Network](#) – Blockchain
- [KANALOA](#) – DeFi
- [Qippay](#) – Open Banking



Emerging & Specialty Technologies

- [Real Carbon Technologies](#) – Climate Tech
- [LIA Aerospace](#) – SpaceTech
- [BirgerMind](#) – Brain-Computer Interfaces
- [Causaility](#) – Digital Twins
- [Sentrise](#) – Predictive Maintenance
- [eNeural Technologies](#) – Autonomous Vehicles
- [Helical Fusion](#) – Nuclear Fusion
- [TokenMe](#) – Wearables

Global Megatrends: Navigating Disruption & Harnessing Opportunities

1. Generative AI:

- Impact: Revolutionizes content, analysis, customer service. Requires ethical AI practices.
- Opportunity: Increased Efficiency, Automation.

2. Climate Action/Sustainability:

- Impact: Demands eco-friendly practices, clean tech investments.
- Opportunity: New markets, brand loyalty through sustainability.

3. Technological Disruption:

- Impact: Requires digital transformation, cybersecurity focus.
- Opportunity: Greater productivity, enhanced user experience.

4. The Hyper-Connected World:

- Impact: Enables global collaboration, data-driven decisions.
- Opportunity: Enhanced efficiency, new business models.

5. Rapid Urbanization:

- Impact: Spurs smart city solutions, resource efficiency.
- Opportunity: Infrastructure, sustainable development markets.

6. The Energy Transition:

- Impact: Shifts to renewables, energy-efficient tech.
- Opportunity: Clean energy, energy storage, grid modernization.

7. Demographic Shifts:

- Impact: Requires diverse products, workforce adaptations.
- Opportunity: New markets, inclusive products and services.

8. Geopolitics:

- Impact: Affects supply chains, trade policies, global strategy.
- Opportunity: Diversification, regional expertise, risk management.

9. Rising Inflation:

- Impact: Rising costs, reduced consumer spending.
- Opportunity: Efficient supply chains, innovative financing.

10. Hybrid Work:

- Impact: Requires remote-friendly tech, flexible culture.
- Opportunity: Broader talent pool, increased employee satisfaction.

Technology & Startup Scouting Checklist: Capturing Breakthroughs Early

-  **Define Objectives:** Clarify your goals (tech enhancement, market expansion, etc.) & identify relevant industry sectors
-  **Set Evaluation Criteria:** Define benchmarks (development stage, market potential, tech readiness, cultural fit) & consider metrics (funding, team strength, scalability)
-  **Source Candidates:** Use dedicated innovation intelligence platforms and startup scouting tools
-  **Shortlist & Engage:** Filter candidates based on criteria & initiate outreach to assess vision and alignment
-  **Conduct Due Diligence:** Analyze market validation, technology, and financial health - if needed consult with internal experts or advisors
-  **Pilot & Validate:** Run a small-scale pilot & measure performance with success metrics
-  **Scale & Integrate:** Choose the optimal collaboration model & develop a roadmap for full integration

Quantifying Success: Measuring ROI & Key Innovation Metrics

Metric Categories & Examples

- **Input Metrics:** Startups scouted, ideas generated, pilot projects launched, R&D spend.
- **Process Metrics:** Speed of decision-making, cycle time (concept-to-prototype), employee engagement.
- **Output Metrics:** Pilot-to-scale conversion, cost savings, revenue growth, patents filed.
- **Outcome Metrics:** Customer satisfaction, market share growth, revenue from new products.

Example KPIs

- **Time-to-Market:** Average time from project initiation to launch.
- **Customer Feedback:** Customer Satisfaction Score or Net Promoter Score for new/improved offerings.
- **ROI on Innovation:** New product revenue as a percentage of total revenue.
- **Ecosystem Participation:** Number of startups, suppliers, or partners engaged.

Fujifilm - AI-Powered R&D & Open Innovation

The Situation

- Fujifilm needed high-precision search capabilities for scouting companies in R&D and investments.
- Their previous search methods surfaced irrelevant results, such as non-related industries.

Our Role

- AI-Powered Search Precision – Eliminated irrelevant results through smarter search filters.
- Guided Search Improvements – Simplified and optimized searches for better usability.
- Continuous Data Enrichment – Ensured always up-to-date, high-quality results.

Objectives & Challenges

- Improve search accuracy, ensuring relevant results for R&D topics.
- Enable better company discovery for open innovation and investment.

How We Did It

- Semantic Search & Filters – Allowed precise topic-based queries.
- Iterative Search Optimization – Refined accuracy over multiple search iterations.
- Consistently New Discoveries – Ensured fresh company results for every query.

Before:

Inconsistent search accuracy, long learning curve, and difficulty refining results.



After:

Most accurate search results compared to any other platform, delivering better R&D insights in less time.

KPMG - AI-Driven Market & Trend Intelligence

The Situation

- KPMG needed trend intelligence, not just individual startup searches.

Objectives & Challenges

- Make trend research easier and faster.
- Allow sector-based and business model searches.
- Enable automated trend mapping and interconnect research findings.

Our Role

- Trend & Market Intelligence – Provided structured insights beyond company scouting.
- Industry & Sector-Based Search – Allowed typology-based categorization.
- Simplified Data Interpretation – Enabled quick heatmaps, graphs, and trend analysis.

How We Did It

- Trend Analytics & Reports – Allowed easier trend discovery and visualization.
- Contextual Search & AI-Driven Categorization – Improved relevance and search precision.
- Seamless Research Integration – Connected insights from news, patents, and startups.

Before:

Complex navigation, slow trend mapping, hard-to-interpret data.



After:

Best-in-class data quality and exhaustiveness, rapid trend identification, and faster market intelligence.



Toyota - Strategic Partner & Trend Discovery

The Situation

- Toyota was searching for new strategic partners and market trends.

Objectives & Challenges

- Improve company categorization for better segmentation.
- Enable advanced search functionalities.
- Optimize search experience for trend discovery and partner scouting.

Our Role

- Advanced Categorization & Tagging – Grouped startups more intuitively.
- Enhanced Search Logic – Made filtering and keyword search more precise.
- Strategic Partner Identification – Helped Toyota quickly spot key players.

How We Did It

- Tag-Based Company Clustering – Allowed better organization of startup results.
- Enhanced Assisted Search – Simplified the addition of new search dimensions.
- Strategic Filtering & Prioritization – Ensured clean tech startups surfaced faster.

Before:

Unclear categorization, difficulty in refining results, time-consuming searches.



After:

More structured, high-quality results, improved usability, and faster strategic partner discovery.



Post AG - AI-Powered Innovation for Logistics

The Situation

- Post AG needed faster, more precise innovation scouting to find relevant logistics solutions.
- Traditional manual searches were slow and inefficient, leading to delays and missed opportunities.

Our Role

- AI-Powered Discovery Platform – Delivered more relevant results through real-time data.
- Global Innovation Scouting – Reduced search time by 87%, enabling faster decision-making.

Objectives & Challenges

- Post AG needed accurate, up-to-date insights to identify relevant innovation solutions.
- Traditional scouting was inefficient and time-consuming.

How We Did It

“StartUs Insights’ accurate and up-to-date data enables us to find the most relevant solutions. It has really improved our efficiency. Great tool! ”

Marco Lommatsch,
Senior Corporate and Innovation
Strategy

Before:

Manual scouting was slow and inefficient, taking weeks to identify relevant innovations with low precision.



After:

87% faster scouting, delivering more relevant logistics solutions and boosting workflow efficiency.

Lufthansa Cargo - Scouting Global Startups at Scale

The Situation

- Lufthansa Cargo needed a faster, more efficient way to scout global startups and scaleups.
- Their existing manual research methods were slow and resource-intensive, making it difficult to identify high-impact solutions for their digital transformation initiatives.

Our Role

- Advanced AI Search – Accelerated scouting by 5x, reducing research time from months to weeks.
- Data-Driven Decision-Making – Delivered 95%+ accurate results on relevant logistics startups.

Objectives & Challenges

- Lufthansa Cargo needed a global startup and scaleup scouting tool.
- Finding high-impact solutions for digital transformation was critical.

How We Did It

“The StartUs Insights Discovery Platform is a great tool to scout global startups & scaleups. It allows us to find the solutions that matter to us.”

Boris Hueske,
Head of Digital Transformation

Before:

Startup scouting was manual and time-consuming, taking up to 3 months to identify viable solutions with low efficiency.



After:

AI-powered scouting reduced search time to 72 hours, doubled the match rate to 65%, and helped discover 30+ high-potential scaleups worldwide.

Translating Insights into Action: Next Steps & Action Plan

Innovation Roadmap:

- 1 Assess current innovation processes, identify gaps, and prioritize top technologies or market opportunities.
- 2 Engage external innovation to identify emerging technologies and trends or to co-develop/pilot new solutions.
- 3 Scale successful pilots across business units and continuously refine your metrics for ongoing improvement.

Up Next:

-  A quick overview of corporate innovation use cases — what they are, who it's for, key benefits, and fast implementation tips.

7 Solutions to Drive Corporate Innovation

	Definition	Best Suited For	Benefits	Implementation
Startup & Technology Scouting	Identifying and evaluating startups, emerging technologies, or innovative solutions for collaboration, investment, or adoption.	When seeking external innovation opportunities to enhance product development or market competitiveness.	<ul style="list-style-type: none">- Access to cutting-edge technologies- Faster innovation cycles- Competitive edge through partnerships or acquisitions	Establish dedicated teams or partner with specialized scouting organizations.
Venture Clienting	Corporations act as clients for startups, integrating their solutions into operations without acquiring equity.	When organizations want to benefit from startup solutions without full acquisition or investment risk.	<ul style="list-style-type: none">- Minimizes risks by testing solutions- Accelerates validation and integration- Promotes partnerships	<ul style="list-style-type: none">- Minimizes risks by testing solutions- Accelerates validation and integration- Promotes partnerships
Open Innovation	Collaboration with external entities like startups, universities, customers, or suppliers for idea exchange and innovation co-development.	When internal R&D is insufficient or rapid innovation cycles are required.	<ul style="list-style-type: none">- Leverages external expertise- Encourages diverse problem-solving- Builds an innovation ecosystem	Use open innovation platforms or contests to engage external stakeholders in solving challenges.
Trend Intelligence	Monitoring and analyzing industry, market, and technology trends to anticipate disruptions and guide planning.	When anticipating and adapting to shifts in market trends or emerging technologies is critical.	<ul style="list-style-type: none">- Early opportunity/threat identification- Data-driven decision-making- Aligns innovation with market needs	Utilize tools like StartUs Insights to identify and act on future trends.
Business Intelligence (BI)	Collecting and analyzing internal/external data to identify opportunities and guide strategic decision-making.	When optimizing existing processes or exploring new market opportunities based on data insights.	<ul style="list-style-type: none">- Enhances operational efficiency- Identifies gaps and opportunities- Drives informed innovation strategies	Deploy BI tools like Tableau, Power BI, or Qlik to analyze and visualize operational or market data.

Discover Global Innovation at Your Fingertips

Source: [StartUs Insights](#) | [Full Graphic](#)

	Definition	Best Suited For	Benefits	Implementation
	industry, market, and technology trends to anticipate disruptions and guide planning.	adapting to shifts in market trends or emerging technologies is critical.	Identification - Data-driven decision-making - Aligns innovation with market needs	Insights to identify and act on future trends.
Business Intelligence (BI)	Collecting and analyzing internal/external data to identify opportunities and guide strategic decision-making.	When optimizing existing processes or exploring new market opportunities based on data insights.	- Enhances operational efficiency - Identifies gaps and opportunities - Drives informed innovation strategies	Deploy BI tools like Tableau, Power BI, or Qlik to analyze and visualize operational or market data.
Corporate Venturing	Investing in or acquiring startups to access new technologies, markets, or capabilities.	When expanding innovation portfolios or entering new markets via startup partnerships.	- Diversifies risk - Accelerates access to emerging technologies - Builds long-term strategic partnerships	Allocate resources through corporate venture capital funds or innovation labs.
Intrapreneurship	Encouraging employees to act as entrepreneurs and develop innovative ideas within the organization.	When fostering a culture of innovation and leveraging employee creativity are priorities.	- Boosts employee engagement - Unlocks internal talent potential - Encourages creative problem-solving	Use programs like "20% Time" or hackathons to foster employee innovation.

Who We Are: Love innovation? You'll love us!

- In the early days, StartUs Insights founder David R. Prasser experienced firsthand how difficult it was to connect with the right startup. In his words, he "shook 3000 hands just to secure one valuable contact". That's when he realized something had to change.
- Driven by his passion for innovation, technology, and the transformative power of AI, David set out to create a better way. He founded StartUs Insights to bridge the gaps in the innovation ecosystem.
- The **Discovery Platform** doesn't just compile data — it connects the dots across **9M** startups, **25K** technologies, and **150M** patents, alongside news articles and market reports, in real time - delivering actionable insights that enable decision-makers to find and seize opportunities.
- Headquartered in Vienna, Austria, and serving more than **1500** clients across six continents, StartUs Insights is here to make global innovation accessible.



Discover Global Innovation at Your Fingertips

Keep Learning & Stay Connected:

Additional Resources

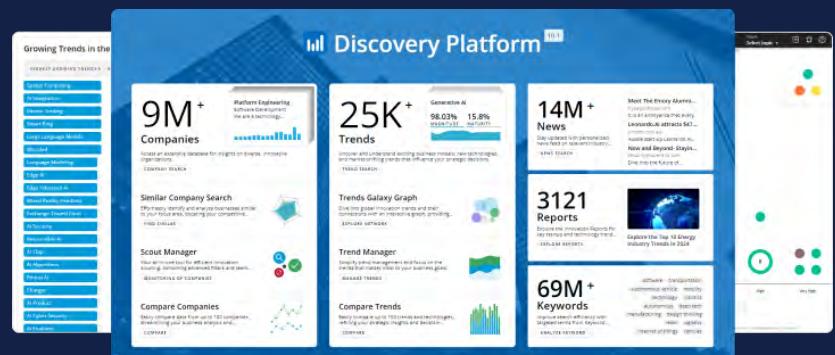
- [10 Emerging Technologies](#) [40 Industries]
- [12 Global Megatrends](#) [2026 - 2030]
- [Technology Trends to Watch](#) [2026 - 2030]
- [Top Digital Transformation Technologies](#)
- [30 Top Tech Startups](#)
- [Free Industry Trend Reports](#) [PDFs]

Trusted by

Seamlessly Discover Startups, Trends, and Technologies – All in One Place

Experience global innovation at your fingertips with the Discovery Platform — your gateway to 9M+ startups, scaleups, and tech companies alongside 25K+ trends & emerging technologies.

- ✓ Largest Pool of Startups, Scaleups & Tech Companies Globally
- ✓ Simple & Fast Startup, Technology & Trend Scouting
- ✓ Real-Time Data with AI-Powered Insights
- ✓ Get A 360° View of Your Industry
- ✓ Reduce Costs & Maximize Speed



Discover Global Innovation at Your Fingertips

Discover Global Innovation At Your Fingertips

www.startus-insights.com

+43 (0) 1 934 60 10 60

