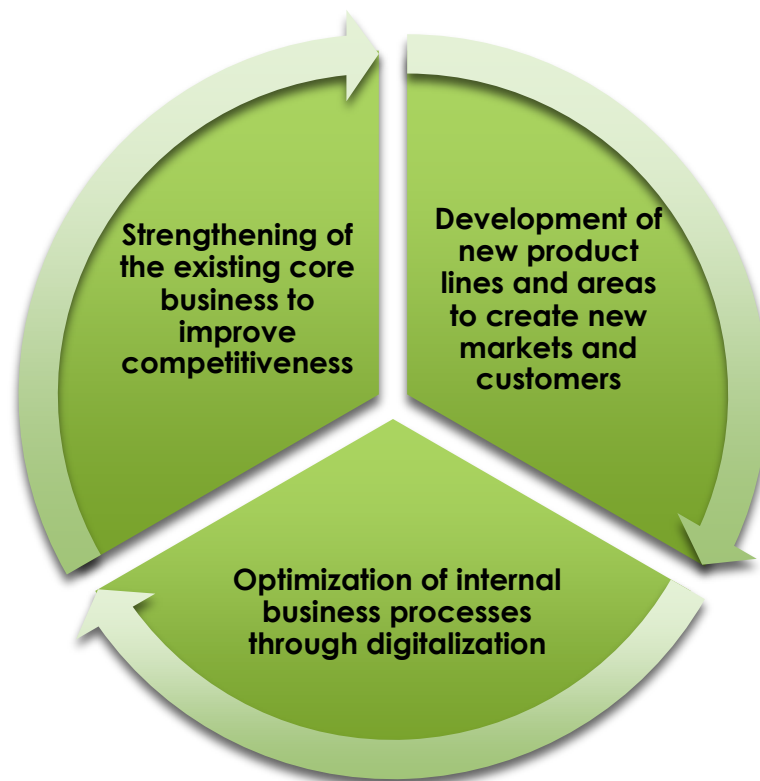


## Do you want to work with innovative Startups to create a new business development process? How does it work?

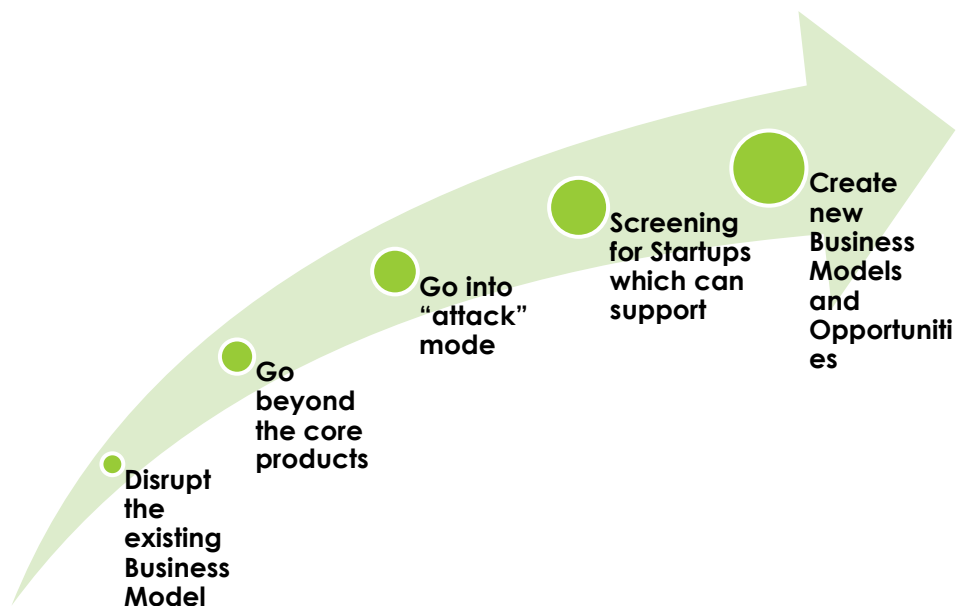
AT THE BEGINNING OF EACH NEW  
DEVELOPMENTS STANDS TYPICALLY THE  
STATEMENT:

**“We have a problem”**

Therefore, focus areas for new developments often call for:



## What are visions for the New Business Development Process?



**Customers achieve a faster and more cost-effective solution as compared to an internal business development process.**

### What can Startups contribute to a business development process?



Use innovative trends and technologies in areas like artificial intelligence (AI), machine learning, robotics, marketing platforms, usage of blockchain technology



Provide more agile, hence faster development cycles



Faster MVP (Minimum Viable Product) development for product-market-fit and feasibility check

## How does such a process work?

### STEP 1: Problem Statement Definition

Define the problem(s) or challenges the company wants to solve). Define the criteria of Startups with which you would like to work (e.g. region, technology, stage)

### STEP 2: Startup Scouting

By searching our database with more than 14,000 Startups, we will find the ones with business models most relevant for your defined problem statement.

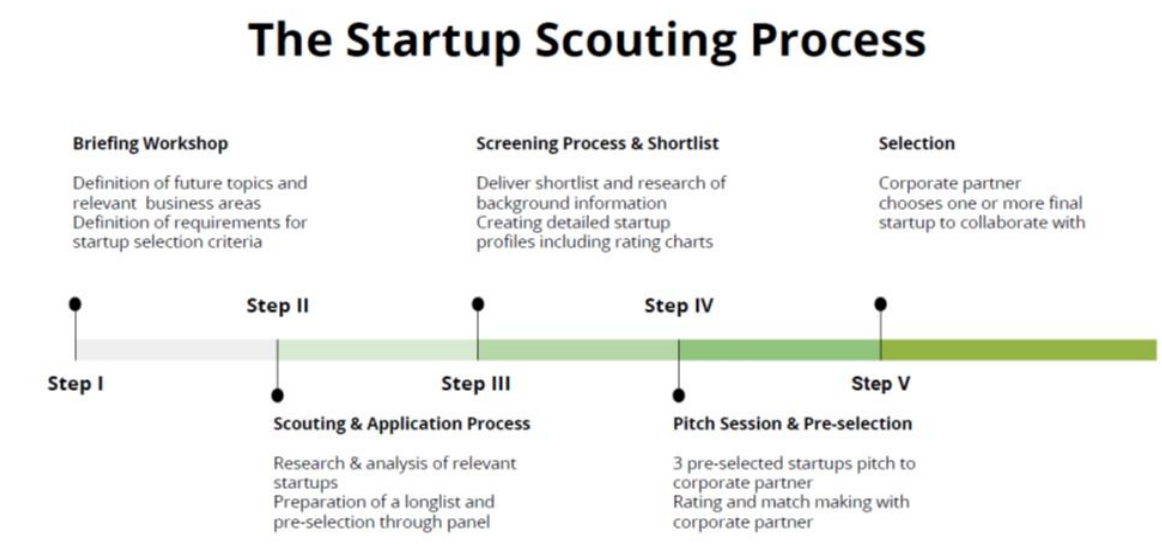
- ready to use products or
- technologies or similar ready to use cases or
- applicable business models

### STEP 3: Demo Day

We organize “Pitch Sessions” with the finalists where Startups present their products, explain their business models and showcase their solutions.

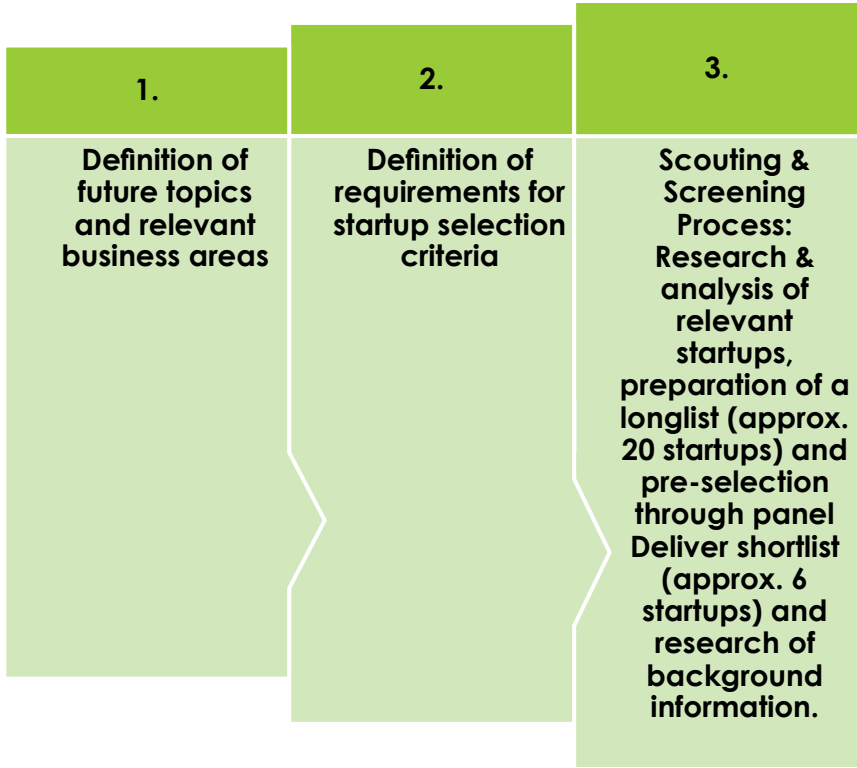
### STEP 4: Innovation Challenge

We organize an Innovation Day / an Innovation Challenge where Startups and company team members work in a facilitated environment over 1, 2 or 3 days to solve the problem. The outcome of this Innovation Day/Challenge are MVP's or prototypes ready for testing market fit.



**What can we offer for interested Corporates?**  
**In cooperation with “Go Silicon Valley e.V., Berlin, Germany,**  
 we support corporates' partnership with Start-ups in the Business Development Process.  
 In an initial online session we will explain the scouting process in detail, and showcase the innovation potential with examples from companies like Wilo, Daimler, KWS and Hella.

**Our Startup Scouting Package 2020**  
 Briefing Online-Form & Tele conference:



**References (examples):**



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