

EXCUBATE CORPORATE STARTUP CAMPUS

ERFOLGREICHE GESCHÄFTSMODELLE IN 36 TAGEN

Excubate Vision

To be the most trusted
innovation partner, enabling
corporations to continuously
reinvent themselves and
to lead in a digital world.



Together with our clients we drive corporate reinvention by transforming the core and innovating new business in a way that is second to none



Best of both worlds

we combine
strengths of corporates
and startups



Hybrid Expertise

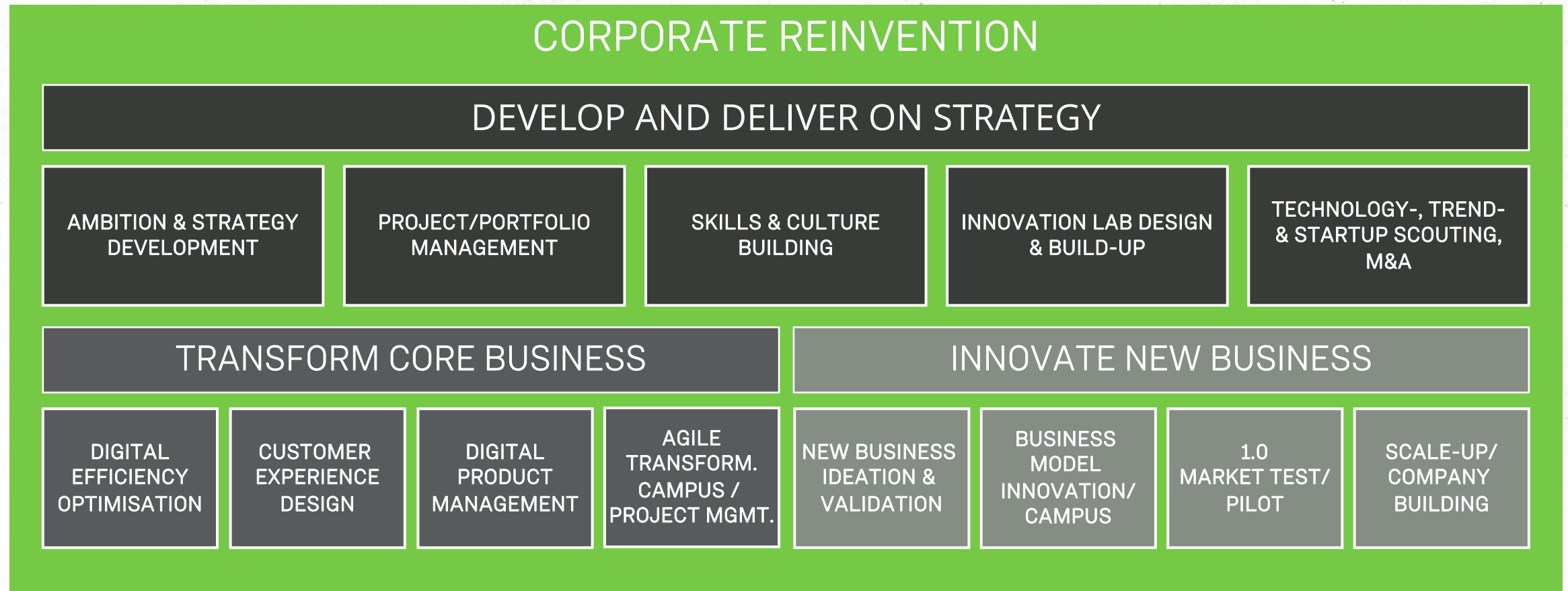
our team is a blend of
startup, corporate
and consulting experience



Strategy to Action

we are analytically strong
and passionate for
implementation

Excubate supports companies by bringing each building block of innovation, and building an end-to-end innovation culture



Selected Clients

MANUFACTURING



FINANCE



TECH



TELCO



PUBLISHING & RESEARCH



PHARMA/ HEALTHCARE



AUTOMOTIVE



LOGISTICS



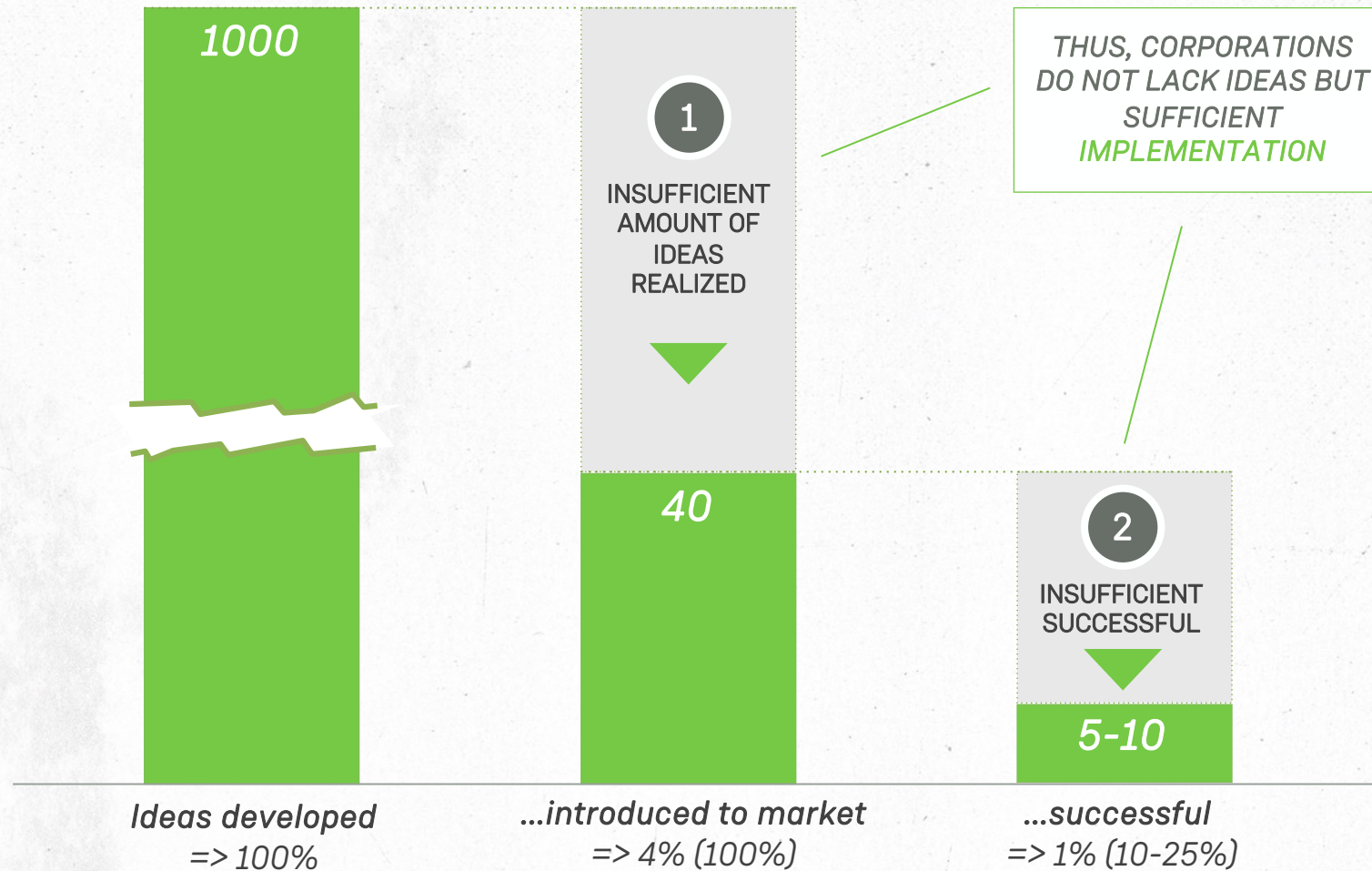
ENERGY

DIE NETZWERKPARTNER



PROBLEM

Lots of ideas - Marginal impact



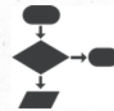
Source: Innovative Tools für Decisions, Deborah Heifetz-Yahav, Shlomo Maital

REASONS

You know the reasons...



Risk aversion



Unclear **responsibilities** and approach



Complex **hierarchy** and processes



Focus on **stability** and protection



Lack of **expertise** and new thinking



Lack of **customer** focus



Low **perseverance**, expect fast ROI



Lack of **resources**, focus on daily business



Politics, no **innovation-culture**

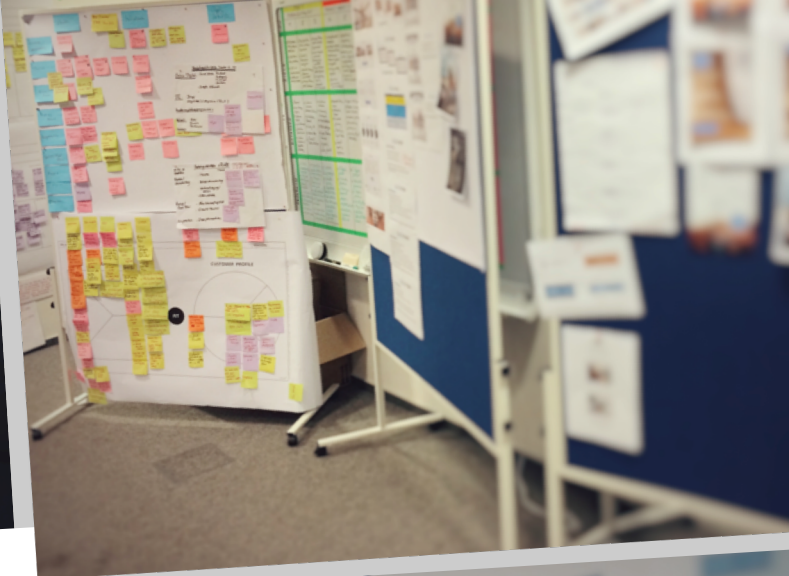


Inappropriate **incentivation**

*"If managed effectively,
a **corporate startup** has
the resources of a large
organization and the
entrepreneurial momentum
of a small one."*

1+1=3

THAT'S WHY **EXCUBATE**
DEVELOPED THE
CORPORATE STARTUP CAMPUS
PROGRAM



“CORPORATE STARTUP CAMPUS”





3 SPRINTS, 3 DAYS/WEEK, 3 MONTHS

THE LEAN STARTUP METHODOLOGY

ERIC RIES

“THE LEAN STARTUP METHOD teaches you how to drive a startup-how to steer, when to persevere and grow a business with maximum acceleration.”

Split tests,
Customer interviews
Customer development
Five Whys Root Cause analysis
Customer Advisory Board
Falsifiable Hypotheses
Product Owner Accountability
Custom Archetypes
Cross-functional Teams
Smoke tests

PROCESS

IDEAS

“Startups success can be engineered by following the process, which means it can be learned, which means it can be taught.” ERIC RIES

LEARN

BUILD

Unit tests
Usability tests
Continuous integration
Incremental deployment
Free & Open Source Components
Cloud Computing
Cluster immune System
Just-in-time Scalability
Refactoring
Developer Sandbox

Minimize the total time through the loop.

CODE

MEASURE

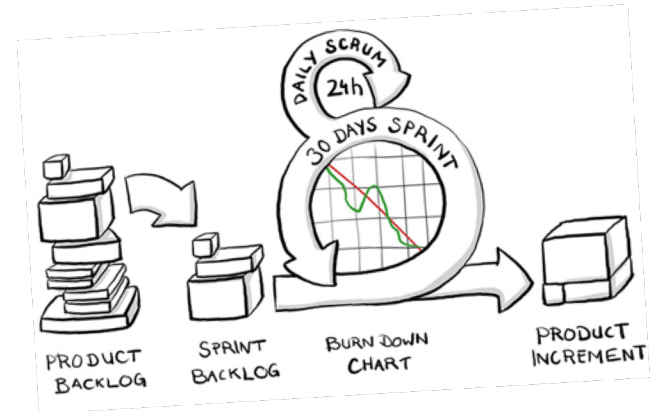
Split tests, Clear product owner,
Continuous Deployment, Usability tests,
Real-time monitoring, Customer Liason,
Funnel Analysis, Cohort Analysis,
Net promoter Score, Search Engine Marketing,
Real time Alerting, Predictive Monitoring.

MVP
(MINIMUM VIABLE PRODUCT)

PRINCIPLES

ENTREPRENEURSHIP

AGILE SCRUM



20+ AGILE STARTUP METHODS

ENTREPRENEURS AND EVERYONE
MANAGEMENT
VALIDATE LEARNING
INNOVATION ACCOUNTING

BUILD-MEASURE-PLAN

“A core component of Learning Startup methodology is the build-measure-learn feedback loop. The first step is figuring out the problem that needs to be solved and then, developing a Minimum Viable Product to begin the process of learning as quickly as possible.”

A young boy and girl are sitting at a desk in an office-like setting. The boy, on the left, is wearing a dark blue t-shirt with a graphic and has his arms raised in excitement. The girl, on the right, is wearing a green and white striped shirt and is pointing at a laptop screen. Both children have wide, joyful expressions. In the background, there are office partitions and a red exit sign. The scene is brightly lit, suggesting an indoor environment with overhead lights.

1 BUSINESS MODEL IDEA



+ 200 IDEAS



3 – 6 CORPORATE EMPLOYEES



OFFSITE LOCATION



ENTREPRENEURS AS COACHES

INVOLVEMENT OF EXPERTS





+ 70 CUSTOMER CONTACTS



WORKING PROTOTYPE / MVP



FIRST CUSTOMERS / POC



READY TO LAUNCH & SCALE



INNOVATIVE NEW BUSINESS



WORKING PROTOTYPE



FIRST CLIENTS



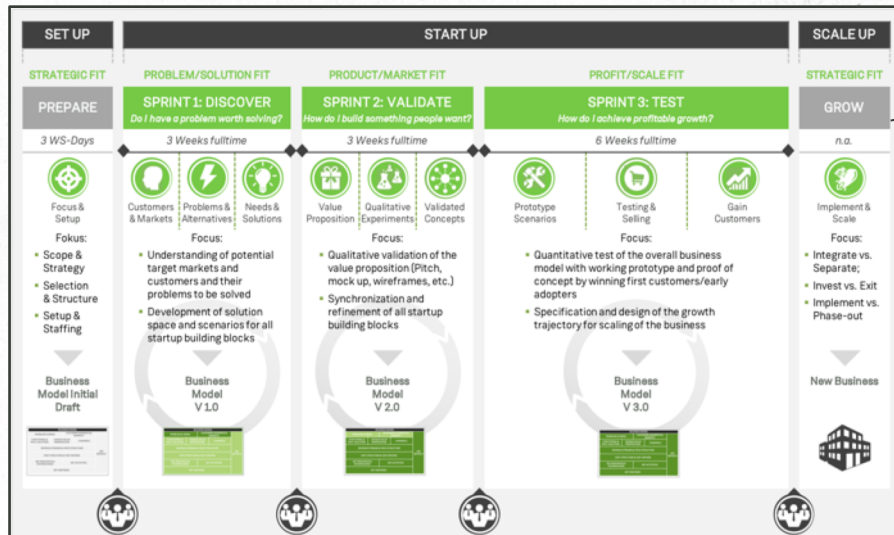
REQUIREMENTS FOR SCALING

1. NEW (DIGITAL) BUSINESS

- 
- ✓ AGILE METHODS
 - ✓ „LIKE A STARTUP“ PROCESS
 - ✓ INNOVATION CULTURE
 - ✓ DIGITAL TRANSFORMATION PUSH

2. NEW (DIGITAL) SKILLS

Den Rahmen des Corporate Startup Campus bildet ein strukturierter Aufbau mit einem Set an bewährten Methoden & klaren Arbeitsplänen



- Pragmatischer, kundenzentrierter Ansatz
- Klare Ergebnisse & Meilensteine
- Systematische & iterative Vorgehensweise
- Bewährte Methoden & Tools
- Klare Ergebnisse & Meilensteine
- Inhaltlicher, prozessualer & methodischer Support
- Kontinuierliche Steuerung

- Strukturierte Wochenplanung mit klarer Agenda und definierten Arbeitsblöcken
- Strukturierte, aber agile Vorgehensweise zur Erreichung gesetzter Zwischenergebnisse
- Verschiedene Arbeitsmodi, z.B. Break-Out Sessions
- Durchgängige Steuerung zur Sicherstellung des Projektfortschritts

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
09:00		Cross-Team Kick-off: alignment on weekly plan			
10:00		Workshop product	Workshop prototype	Workshop value proposition	Workshop customer validation
11:00					
12:00		Lunch break	Lunch break	Lunch break	
13:00	Individual working time or line/day job activities	Workshop customer needs	Workshop validation planning	Workshop product definition	Workshop prototype
14:00		Workshop competition review	Workshop finance model	Workshop revenue model	Workshop sales approach
15:00					
16:00			Alignment break	Alignment break	
17:00					Cross-Team Wrap-Up: Status-Meeting & Lessons Learned
18:00					Cross-Team Sponsor-/Mentor-Review
			Cross-Team: Networking or team event		

NEXT STEPS

How to get started



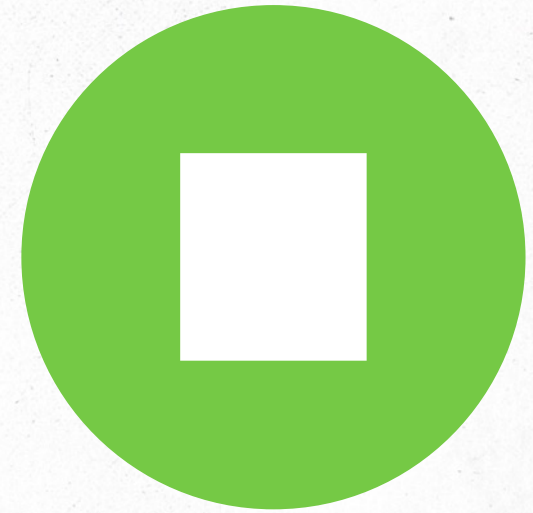
COMMITMENT & PREPARATION

Communication, Funding,
Incentivation, After-Campus



IDEATION & TEAM BUILDING

Filter Intrapreneurs (Skill/Will),
Set clear Ideation Focus



START OF CAMPUS PROGRAM

Warm-up/Ramp-up, Ensure
Availability and Focus

QUESTIONS?




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