

**Leveraging potential of open innovation:  
how companies can foster  
their competitiveness and  
sustainability through  
cooperation with startups**

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- ▶ CEO Radar Tech
- ▶ 15+ years of experience working in corporates
- ▶ 7+ years in entrepreneurship & startup support
- ▶ Expert in innovation and business development





**We are an innovation company that leverages open innovation to drive companies' growth and transformation**

- helping companies to innovate
- scouting technological solutions for challenges
- supporting startups and business development
- developing innovation ecosystem in Ukraine

# OPEN INNOVATION



In the open innovation model, **companies collaborate and engage with external partners**, such as customers, startups, suppliers, research institutions, and even competitors, **to co-create and commercialize innovations**.

**Open innovation acknowledges the value of external sources** and aims to **leverage the collective intelligence** and resources of a **broader network**.



# WHY COMPANIES SHOULD LEVERAGE OPEN INNOVATION?



## BUILD YOUR **BUSINESS** WITH THE KERNEL OF INNOVATION

- Develop new products and services
- Adoption of new technologies
- New business models
- Optimize processes, innovate existing products

## MAKE YOUR **CORPORATE INNOVATION CULTURE** BE A MAGNET FOR **BRIGHT TALENTS**

- Educate and motivate employees
- Recruit and retain best talent
- Improve corporate culture

## TELL THE WORLD WHO ARE NEW INNOVATION LEADER VIA YOUR **BRAND**

- Build innovative outlook
- Improve customer satisfaction
- Maintain relevance and sustainability

# STARTUP-CORPORATE ENGAGEMENT FORMATS

**Scouting**

**Accelerator**

**Hackathons/Ideathons**

**Innovation Hub**

**Incubation**

**Corporate Venture Fund**

# KEY STEPS



**Define your  
ultimate goals**



**Define your  
innovation  
Agenda**



**Choose format  
of engagement**



**Find the right  
partner to  
implement.**



UKRSIBBANK  
SUSTAINABLE  
Business Forum

# Innovation Agenda outlines key innovation priorities for the company





# СФЕРИ ПОШУКУ ІННОВАЦІЙ

Від клієнтів до працівників:  
цілісний погляд на банк

POPCORP



## Products

Фінансові рішення навколо банківських карток, кредитів та безготівкової економіки.



## Digital Banking

Цифрова трансформація взаємовідношень з клієнтами, каналів розподілу та послуг.



## Banking Backend

Рішення щодо кібербезпеки, роботи з даними, процедур і процесів банку та комплаєнс.



## Workplace

Створення сприятливих та комфортних умов для роботи.



## Beyond Traditional

Нові горизонти для банку.

# SUCCESSFUL PROJECTS IN VARIOUS INDUSTRIES



ZAPORIZHSTAL



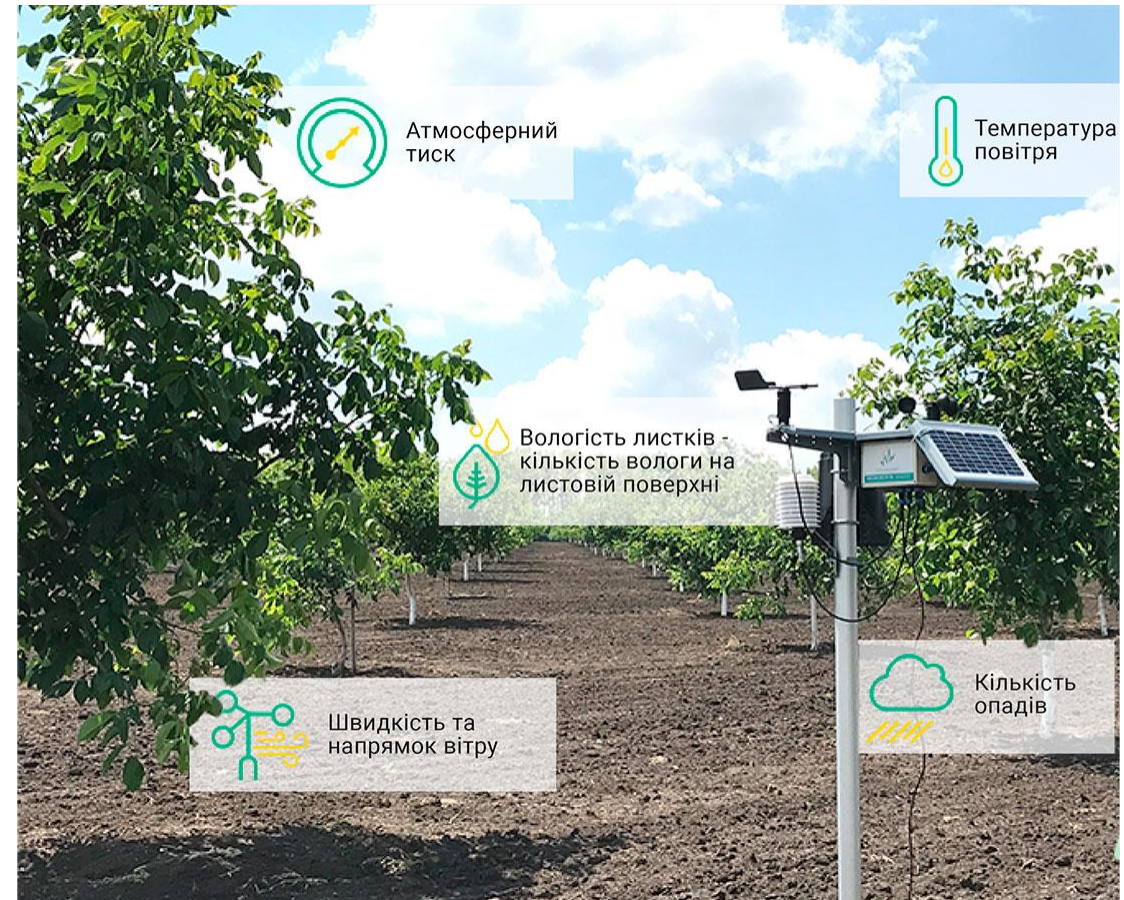
Erasmus for Young  
Entrepreneurs



# CASE STUDY: METEOTREK & MHP

Metetrek develops an IoT product for monitoring weather conditions, planning technological operations in agricultural production and modeling the risks of plant diseases.

Winner of MHP Accelerator



# ARE YOU IN A COHORT OF THE TRUE INNOVATORS?

## ARE YOU OPEN-MINDED AND EXPOSURE TO THE OUTSIDE?



- Willingness to experiment
- Pursuing collaboration and exposure to new ideas

## DO YOU STIMULATE INNOVATION-DRIVEN CULTURE?



- Empowering internal talent with customer-centric design methodologies
- Corporate culture open to change

## DO YOU DEVELOP INTERNAL CAPACITIES AND COMMITMENT?



- Commitment to innovation across the organization
- Support and buy-in from executive and senior management

## DO YOU ALIGN INNOVATION WITH YOUR BUSINESS NEEDS?



- Innovation strategy that reflects company's capacities and needs
- Metrics and criteria to measure success

WHEREVER YOU ARE ON THIS ROAD TO DISRUPTIVE INNOVATION WE ARE READY TO ASSIST YOU !





# Let's connect and innovate together!

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