

relationship startups – corporates

charter of best practices

startups

corporates

making contact

Connecting startups and corporates successfully.

Identify relevant contacts to offer your services in a targeted way.

Clearly define your objectives so that the client knows whether or not to pursue the opportunity.

Accept rejection and respond accordingly.

Proactively identify the right contact to connect with the startup.

Clearly state what you want to get out of the collaboration and whether this is already being addressed internally.

Let the startup know in a clear and timely way if collaboration is not feasible.

signing the contract

Defining a favorable and well-balanced contract.

Map your client's decision-making process and internal political dynamics and adapt to them.

Be transparent in communicating your credentials, resources, and needs and regularly reassess them.

Prepare sample contracts and recurring clauses and proactively propose them to make collaboration easier.

Adapt the contact to the project.

Formalize issues related to intellectual property, confidentiality, and exclusiveness.

Communicate regularly to integrate feedback and flag any difficulties as they arise.

Anticipate the payment schedule as soon as the offer is on the table and comply with the processes

Be clear on decision-making processes and timelines and simplify them whenever possible.

Explain your roadmap and the potential outcomes of the collaboration (scaling, buy-out, learning) clearly.

Propose simplified contract templates that are specific to startup and approved by the purchasing department.

Establish a dedicated SPOC who will connect the startup with the relevant contact based on project type

Do not request exclusivity on collaboration or intellectual property without adequate compensation.

Define project milestones, regularly assess progress, and proactively seek solutions to any difficulties encountered.

Consider the startup's time constraints and propose accelerated payment terms.

Scaling up

Taking the long view of collaboration to reach everyone's goals.

Clearly define the terms for starting and ending a POC and for scaling up

Fine-tune resources (human, financial) and the time needed to scale up.

Proactively share your commercial goals that are beyond the scope of the collaboration

Before scaling up, think about the POC as a test phase not a permanent collaboration mode.

Mobilize and access your resources to make scaling easier.

Promote collaboration internally to help the corporate mature, and externally to help the startup grow

Signatories

startups

Effency
Frédérique Chabbert



Heraw
Christophe Rippert



KSH
Kevin Ravi



Maillance
Jean-Paul Dessap



Harfanglab
Grégoire Germain



Reverto
Guillaume Clere



Izivat
Thierry Chopard



Pandobac
Shu Zhang



COB-FRET.com
Eric Le Calvez



Securkeys
Pascal Metivier



Sweet Show
Anne Bluteau



Les Entrepreneurs
Jean-Philippe Gontier



Jooxter
Fabien Girerd



I-Praedico
Bady Barnat



Capitole Energie
Benoit Vilcot



Dolipharm
Mariana Caillaud



Beamy
Edouard Dossot



Afterdata
Alexis Monier

Emailtree
Casius Mircea Morea

Akeen
Priscilla Chazot Magdelaine



B2NEWBIZ
Eric Blum



Thank you & Welcome
Anne Clotteau



Toucan Toco
Baptiste Jourdan



Zelros
Christophe Bourguignat



InsideBoard
Michael Bentolila



corporates

Capgemini
Mathieu Dougados



Capgemini Ventures
Lucia Sinapi



CA-CIB
Anne Robert



Lerins BCW
Mathilde Croze



ECO
Isabelle Job-Bazille



MAKESENSE
Sylvia Garzon



BOUYGUES CONSTRUCTION
Julien Bourcerie



CreAgValor Consulting SAS
Christophe Reuzeau



CACF

Indosuez