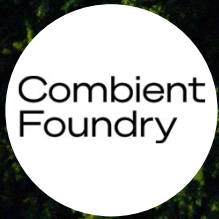


# FFI ACCELERATE STARTUP PARTNERSHIP



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# WHY DO WE COLLABORATE WITH STARTUPS AND HOW DO WE DO IT?



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SCANIA GROUP



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PROFESSOR  
UNIVERSITY OF GOTHENBURG

# Accelerate Startup Partnerships

**FFI** Fordonsstrategisk  
Forskning och  
Innovation

## Objectives

- Create and implement partnership model
- Be able to quickly integrate new technologies and solutions from startups and SMEs
- Fast industrialization and product scaling for startups and SMEs
- Transfer partnership model to other industries

ACCELERATE TECHNOLOGY AND BUSINESS  
INNOVATION THROUGH PARTNERSHIPS

# PARTICIPANTS

## OEM

- Volvo Group
- Scania
- Volvo Cars



## Scouting & Matchmaking

- MobilityXLab
- Combient Foundry
- Fordonskomponentgruppen



## Research

- School of Business Economics and Law, Gothenburg University



GÖTEBORGS UNIVERSITET  
HANDELSHÖGSKOLAN



**The program will run over 4 years, with a yearly cycle consisting of multiple Proof-of-Concept (PoC) and integration projects between the industrial partner and startups/SMEs**

**These projects will allow the actual creation of partnerships**

# Why

**collaborate with startups/scaleups...?**

# A changed business landscape

...from **complicated**...

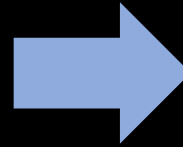
...to **complex**



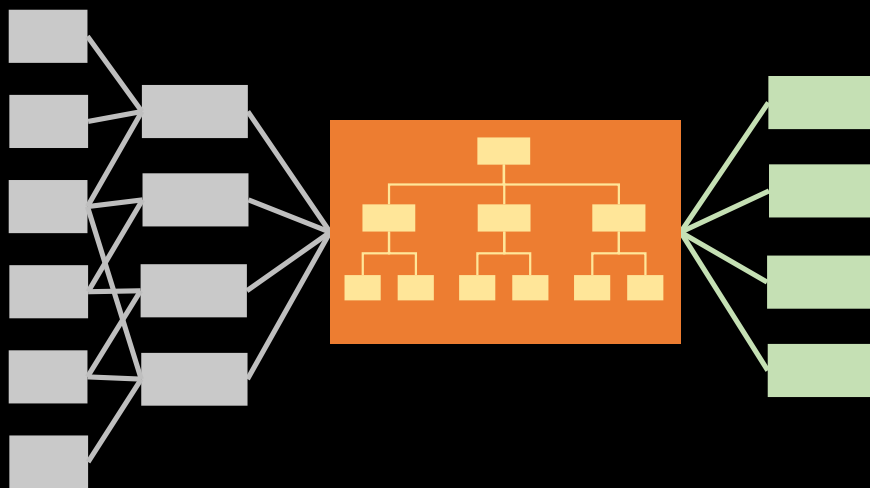
**V** **U** **C** **A**  
Volatile Uncertain Complex Ambiguous



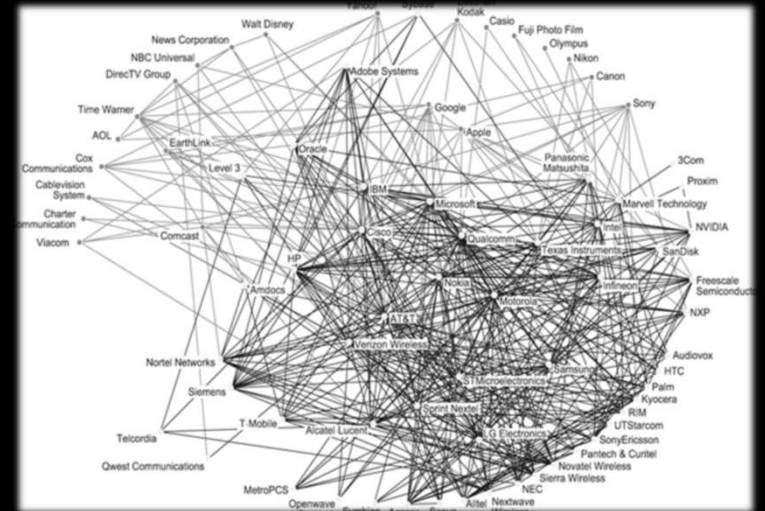
From **supply chain management...**



**...to open ecosystems**



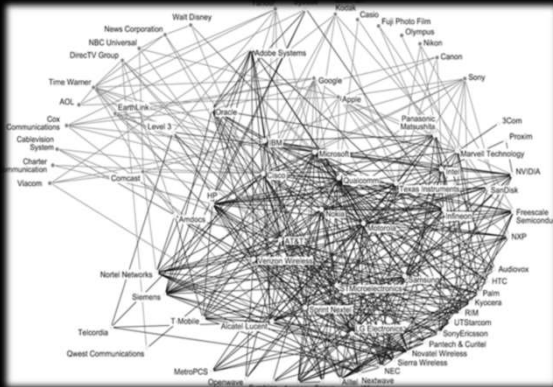
**Efficiency  
&  
Effectiveness**



**Change  
&  
Innovation**

# Value in an open ecosystem

$$\text{Own value} = \underbrace{[\text{Total value in ecosystem}]}_{\text{Value creation}} * \underbrace{[\text{Own \% value in ecosystem}]}_{\text{Value capture}}$$



- Creativity
- Diversity
- Knowledge sharing
- Diffusion of innovation
- Collaboration
- Openness



- Control
- Business Models
- Intellectual Property
- Strategies
- Competition
- Closeness

**Open innovation**  
**between large and small firms**  
**as means for exploration**

# Large firms $\neq$ Startups/Scaleups

## Large firms

- +Resources
- +Processes, methods, routines
- +Legitimacy

- Are (often) bureaucratic and slow



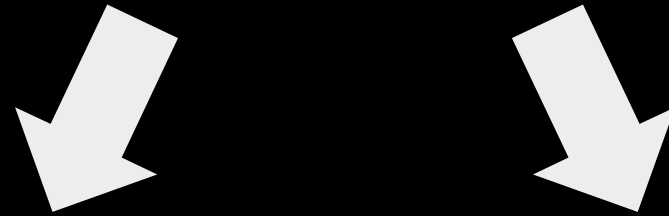
## Startups/Scaleups

- +Are (often) entrepreneurial and agile

- Not resources
- Not processes, methods, routines
- Not legitimacy

## Potential "win-win"

# Exploration with startups



**New innovation  
capabilities**



**New innovation  
outputs**



Agility – Openness – Resilience

Serendipity – Generativity – Courage

**Horizon 1 H2 H3**

Incremental – Radical – Disruptive

# Why



# How

**New innovation  
capabilities**

Agility – Openness – Resilience

Serendipity – Generativity – Courage

**New innovation  
outputs**

**H1 H2 H3**



**SCANIA**

# The transport industry is changing

In a time where decarbonisation across our entire value chain is critical, intensified by urgent climate goals, end-customer impatience, and demanding legislation, the transport industry is changing.





# It's a change that Scania wants to lead



Scania's purpose is to drive the shift towards a sustainable transport system, creating a world of mobility that is better for business, society, and the environment.



Traditional transport



Sustainable transport system

# Innovation ecosystem



Scania's own impactful innovation ecosystem is critical to move us all to a sustainable transport system.



# Venture Collaboration

The *Venture Clienting* method:

A way for corporations to venture and implement world-class solutions by becoming customers of startups and growth companies, and thereby drive business impact by direct and immediate adoption of strategically relevant products or technology.

We work with Open Innovation calls together with *CombiEnt Foundry* aimed at finding startups for close collaboration with Scania expert teams to quickly validate value through pilot projects.

Contact us: [venture.collaboration@scania.com](mailto:venture.collaboration@scania.com)



V O L V O

# Campx by volvo group

ACCELERATE TECHNOLOGY & BUSINESS INNOVATION

VOLVO

# CampX

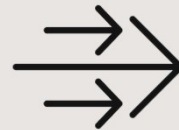
BY VOLVO GROUP

Accelerate technology and business innovation



## Incubator

Scale opportunities and grow startups  
located at Volvo



## Accelerator

Demand driven innovation by  
co-creation with external partners



## Venture Builder

Create and strengthen new  
Volvo Group business

Internal  
Domain  
expertise

Lean  
framework

Investments &  
Funding

External  
Networks

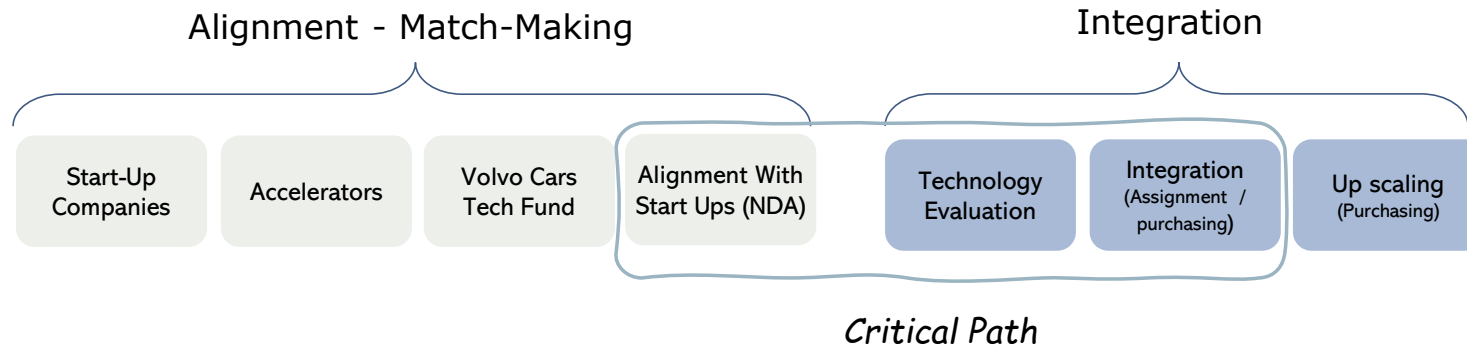
Programs

Tools

V O L V O



### Volvo Cars Start Up Collaboration:



V O L V O



## Collaborate with Start-ups:



In their perspective are we an elephant !  
**Be Supportive and Create trust**



How can technology be evaluated ?  
**Set Based and Staged approach**



Don't oversize ambitions:  
**Speed and Progress of Importance**



In or out principals:  
**OK to Fail**  
**Honest feedback !**  
**Add Learnings**

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# QUESTIONS?



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