

# Embracing Startups for Corporate Innovation – Lessons Learned

Tigre Wenrich



Corporate strategists talk the talk...

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...but don't walk the walk

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"Today's theme is 'Getting Beyond Group Think'."

Corporate strategists talk the talk...

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...but don't walk the walk

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"Today's theme is 'Getting Beyond Group Think'."

Corporate innovation is slow

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**Credibility**  
**Branding & PR**  
**Distribution**  
**Suppliers**  
**Funding**



**Speed of operation**  
**Innovative image**  
**Innovation**  
**Culture**

Source: 500 StartUps

# THE STARTUP ENGAGEMENT TOOLKIT

**HIGH COST /  
INVOLVEMENT**



**LOW COST /  
INVOLVEMENT**



Source: 500 StartUps



## OUR PRACTICES



### Coworking

We built Miami's first coworking space in 2012 called the LAB Miami in the heart of the Wynwood Art District



### Studio

A venture builder where we ideate, develop, and fund new tech businesses with motivated entrepreneurs



### Corporate Services

We support corporates' innovation strategies by connecting them with our vast network to learn about new and upcoming tech solutions.



### Events

Our events provide a bridge that connects leading startups with established corporations and investors.

# OUR EVENTS

**Annual** industry vertical conferences bringing together startups, corporates and investors:



**FUTURE  
OF TRAVEL**



**FUTURE  
OF REAL ESTATE**



**FUTURE  
OF LOGISTICS**



**Quarterly** gathering of entrepreneurs, developers, designers, and product managers allows startups to get real time feedback from a panel of experts, including corporate product marketers and successful entrepreneurs



**Monthly** fireside chat-style speaker series featuring successful local entrepreneurs sharing the secrets to their success