corporate
startup
stars
#OPENINNOVATION

ICC FRANCE
CHAMBRE DE COMMERCE
INTERNATIONALE
L'organisation mondiale des entreprises

OPEN INNOVATION ONLINE WORKSHOP

COPORATE START UP AWARDS 2021

MAY 26, 2021
2:00 PM

The first global edition of the Corporate Startup Stars Awards organised by Mind the bridge and ICC in 2020, awarded 50 companies, including Orange, Schneider Electric or BNP Paribas for their initiatives and results in entrepreneurship and innovation.

We wish to invite your company to take part in the second global edition of the Corporate Startup Stars Awards, this year.

The Awards will put the spotlight on business and strategic collaborations between established companies and startups, enabling the former to innovate and the latter to scale up.

Mind the Bridge

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ICC INTERNATIONAL
CHAMBER
OF COMMERCE

AGENDA

- **Overall context, strategy and goals -** *Gabriel Petrus - ICC*
- **Presentation of the opportunity -** *Emmanuelle Butaud-Stubbs, Secretary-General, ICC France*
- **French Open Innovation overview -** *Axelle Lemaire, Global Head of Terra Numerata at Roland Berger*
- *Alberto Onetti, Mind the Bridge Chairman :*
  - **Open Innovation Trends and Best Practices by Global Innovation Leaders**
  - **International Scouting: How To**
  - **Open Innovation Readiness**
  - **Presentation of Corporate Startup Stars Awards 2021 (How to apply, Deadlines, Tips, ...)**
- **Companies testimonials**
  - *Eve Hohman, Director of Open Innovation, Orange*
  - *Helene Mouly, Head of Startup Acceleration Programs and Innovation Partnerships, BNP Paribas*
  - *Jean-Sebastien Beaucamps, VP Ventures & Digital Partnerships, Sodexo*
- **Q&A**

What are the benefits for your company ?

All applicant corporates will receive an individual Benchmarking Report on their open innovation practice, prepared by Mind the Bridge including recommendations on how to improve their strategy in line with global best practices. Candidate corporates will also have an opportunity to participate in one Scaleup Summit, which are invitation-only and typically bring 70+ selected scaleups and 50+ international companies. You may also co-brand with ICC and Mind the Bridge tailored innovation services for corporates that require specialized advisory or training support.

REGISTRATION