

The Whitespace Corporate Innovation Club



Introducing The Whitespace Corporate Innovation Club

Overview: The Whitespace Corporate Innovation Club is a community of over 40 international and global corporate brands as well as NGOs and government bodies – organisations that share a passion and interest in using an open innovation approach to help create new, different experiences and revenue models. The senior representatives either have a direct remit around driving innovation on behalf of their company/organisation, or are a key contributor to it. The purpose of our community is to learn from each other – both successes and failures – and from expert guest speakers around specific topics or themes.

The Club meets bi-monthly and is always hosted by a Club member and chaired by Whitespace. The members have collectively agreed on the topics, to ensure that the discussion will be fully relevant to their needs and provide scope for sharing knowledge and learning from each other's experiences. Depending on the topic, the Club also invites external experts to present, engage and provoke an honest and open dialogue amongst all the members.

Participating members

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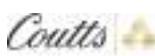
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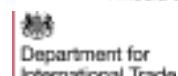
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Membership outline: This is a community led engagement, facilitated by Whitespace, to support Corporates to engage with each other, learn from each other and, potentially, collaborate with each other. The Club is by invitation only. There is no cost to participate, and no revenue model attached to the initiative. The membership profile has been deliberately designed to be diverse, with a mix of business and technical, but all at a senior level and drawn from commercial and public sectors. The Club discusses trends, challenges and opportunities around Corporate innovation in the UK. In addition, we have representation from not-for-profits and UK government agencies focused on innovation, so we can both inform policy that has an impact on innovation, and also be aware of it and how it can support members' innovation agendas.

Meeting approach: The Club meets bi-monthly and the meetings are hosted by any of the Corporate members on a voluntary basis. The meetings are always held in London and are typically held on a Thursday afternoon.

To foster an open and frank discussion, the Chatham House Rule applies, although minutes will be taken detailing actions or key insights to share. Meeting notes are shared soon after the meeting, and a more polished and edited external version is later created for members to use internally or within their own Corporate storytelling. No organisation or individual will be attributed or identified in the documentation unless agreed with them in advance.

The meetings are chaired by Whitespace. The Whitespace team typically works in partnership with the members to manage and develop the content for the agenda, with a clear focus on discussion and actionable insights. Up to the middle of 2018, the meetings will explore the themes and challenges identified in the kick-off meeting which took place in July 2017. We shall discuss these by way of guest speakers, open debates, panel sessions and other approaches, with the intention of agitating lively debate and sharing of insights from all attending.

The key areas of discussion for the group in 2018

- ✓ The technology startup challenge:
 - How to “integrate” a tech startup into a Corporate without killing it or not generating the expected ROI for the Corporate?
 - How to mitigate and manage potential brand reputation damage when working with disruptive startups?
- ✓ How to engage with technology startups as part of deal flow – both CVC and partnering?
- ✓ What are the process and people approaches to deliver an impactful internal innovation programme?
- ✓ Taking the long view on Corporate Innovation – the role we all play in supporting digital skills
- ✓ Can a Corporate really instill a culture of agility and entrepreneurial thinking – when surrounded by regulatory, legal, compliance and HR restrictions to manage risk?
- ✓ Can highly regulated industries really drive disruptive innovation rather than incremental innovation?



- ✓ Corporate Accelerators – a key strategic tool, or a marketing exercise?
- ✓ How does a Corporate truly measure the ROI of an innovation programme within a fiscal year driven view of outcomes?
- ✓ Technology innovation is typically easier for Corporates, but what are the challenges with implementing a business model innovation? How to address them?
- ✓ Blockchain – crypto currency and beyond. What is the potential application in support of Corporate innovation now and in the next five years?
- ✓ AI & ML – how are they being used by Corporates now to support innovation and how will they be used in the next five years?

What does good look like?

- ✓ Good representation across the group from private, not-for-profit and public sector bodies, and different industry verticals
- ✓ Right level of seniority to drive the right level of discussion but, where actions are taken, the ability and authority to quickly execute
- ✓ Not too formal and rigid to allow for free-flowing discussion, yet with enough structure to keep the conversation moving forwards and having a point. As much as possible the discussion should have an end in mind and could lead to actionable follow up
- ✓ Meeting outputs shared quickly afterwards for any required follow-up
- ✓ All members come with the attitude of both sharing opportunities and challenges, and also looking to help each other examine business challenges or opportunities in a different way

More details: Andrew Webber, CMO of Whitespace:
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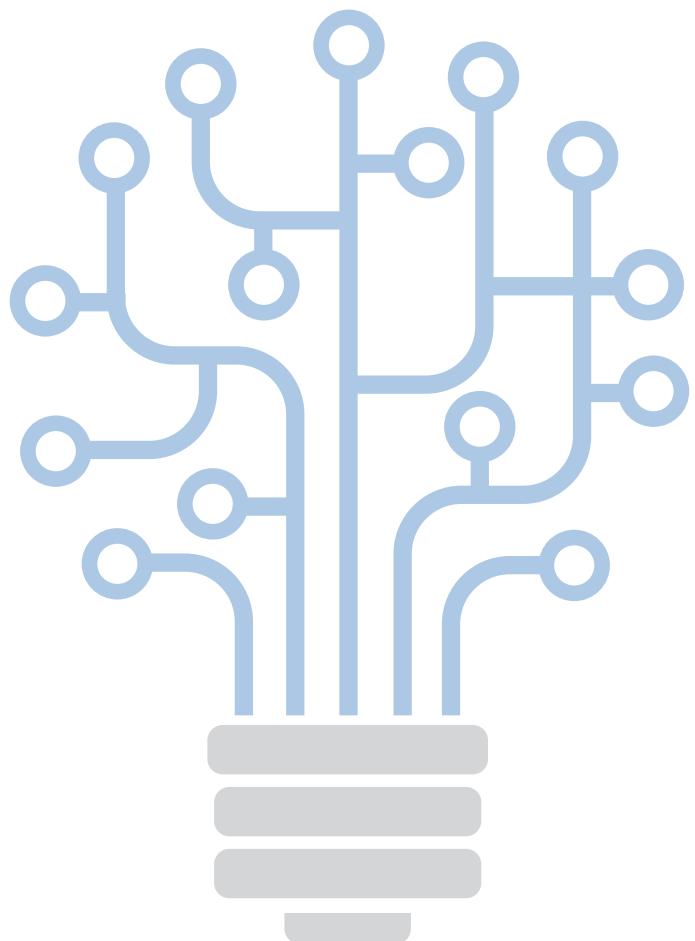
Whitespace is focused on helping high growth technology startups to build a strong and repeatable business as quickly as possible. We do this by learning from our close partnerships with startups and Corporates, and the combined experience of our founders. We identify the common areas where startups struggle or make mistakes, and we build Intelligent Cloud technology solutions to break down barriers to entry for their founders around business planning, investment raises and professional services that are needed to help mature and scale their businesses.

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