



Corporate Accelerator

Access to external ideas, technology and business models

The Slingshot Corporate Accelerator offers corporates a turn-key solution for those needing a comprehensive innovation strategy, proven process, deep engagement and outcomes.

A **Corporate Accelerator** brings corporates together with world-class Startups who offer disruptive ideas for the future and proven Scaleups who corporates can work with now to implement new products and services.

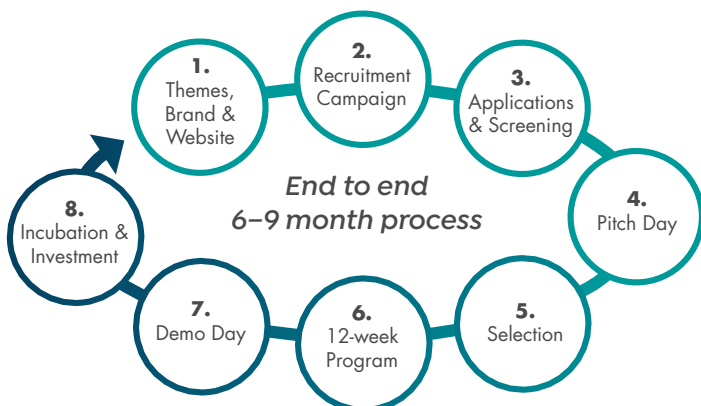
Slingshot provides a robust framework to source and recruit the right Startups and Scaleups against your organisation's strategy, provide seed investment and a structured curriculum which includes content, mentors, advisors and events.

A Corporate Accelerator requires internal stakeholder management and a process for executing commercial outcomes. Having run this process over 21 times, the best outcomes are reached when there is deep internal engagement and support from the leadership team.

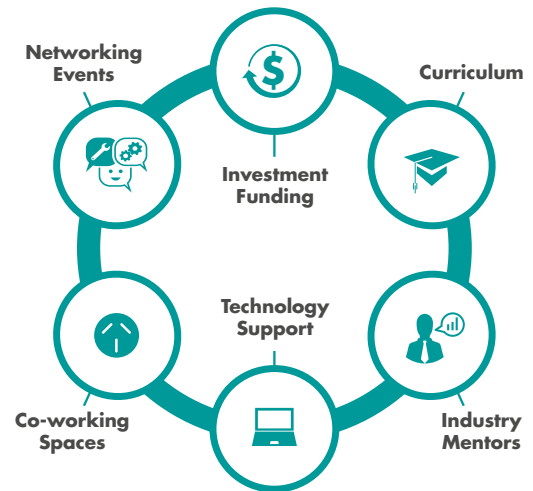
Who is this for?

Typically, a Corporate Accelerator is commissioned by corporates who desire to be the market leader and are actively working towards a longer term transformation. The ideal candidate may use an accelerator in conjunction with other innovation strategies to drive faster, more efficient commercial outcomes. They are often looking for something to jumpstart innovation.

The Process



An accelerator must include



A Corporate Accelerator also includes



Outcomes and Benefits

- Creates a recognised innovation brand
- Loudly demonstrates management's commitment to innovation
- Consolidates multiple innovation tactics under one banner
- Early access to ideas, technology and business models
- Rapidly test multiple new products and services
- Potential investment and acquisition opportunities
- Creation of new revenue streams
- Develops an internal culture of innovation
- Access to talent
- Valuable market insight and learnings
- Creates a point of difference against competitors
- Improves business efficiency