slingshot

Corporate Incubator

Unlock more ideas from within

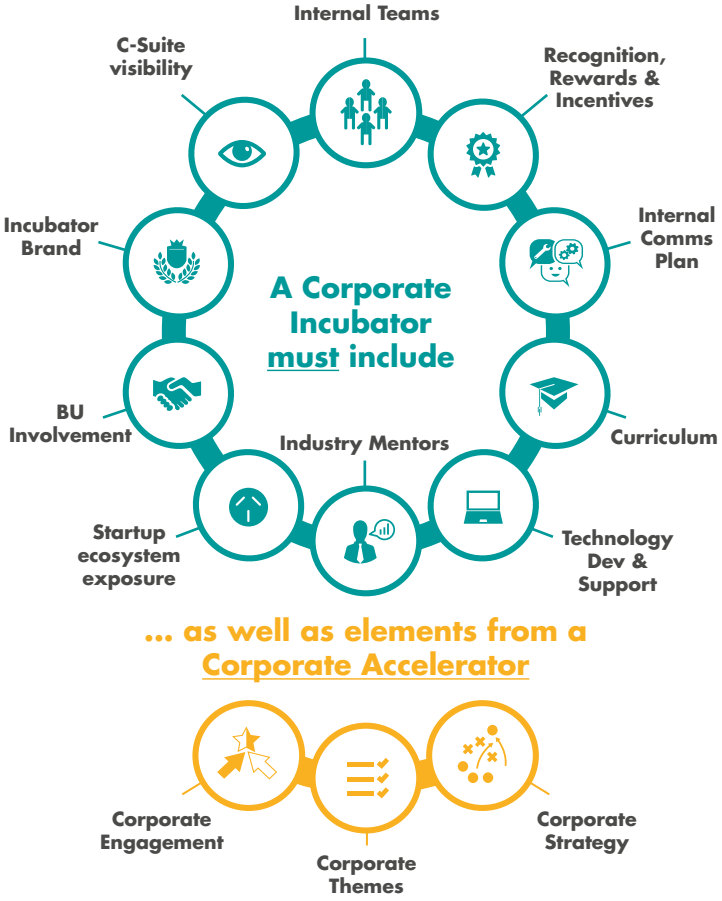
Often the best ideas come from within. However, generating and building new products and services through internal channels is slow and encumbered by process.

A **Corporate Incubator** enables an organisation's internal talent to generate innovative ideas and build game changing products and services that unlock additional revenue and drive business improvement, efficiencies and reduce costs.

A Corporate Incubator not only achieves commercial outcomes but drives deep cultural change by fostering creativity, agility and collaboration.

Slingshot provides a robust framework to source and build the best employee ideas against your organisation's strategy and provide a structured curriculum which includes content, mentors, tech support and events.

A Corporate Incubator requires internal stakeholder management and a process for incubating ideas, maintaining cultural shifts and communicating program results. Having run this process with corporates like News Corp and ING Direct, the best outcomes are reached when there is deep internal engagement and support from the leadership team.

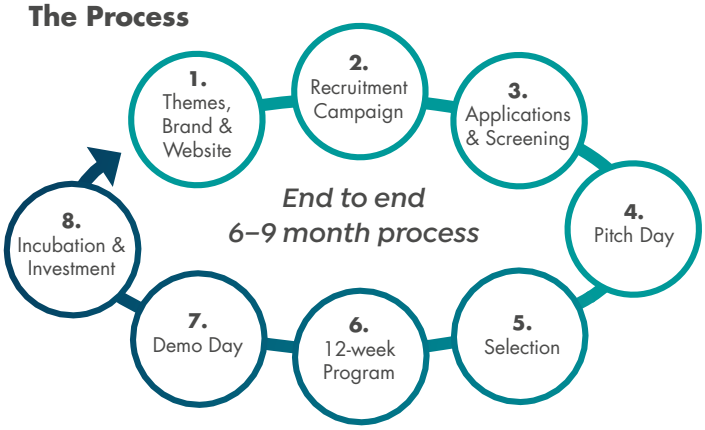


... as well as elements from a Corporate Accelerator

Who is this for?

Typically, a Corporate Incubator is commissioned by corporates whose people have deep industry and market knowledge. They are a market leader and desire to drive innovation from within. They often have an internal innovation team that need support to commercialise their own ideas. Generally, they have a lower appetite to partner with external Startups.

The Process



Outcomes and Benefits

- Provides much needed support for internal innovation teams
- Rapidly test multiple ideas
- Creates business cases for further project funding
- Good ideas don't get lost or held-up inside the business
- Tech can be built externally without clogging internal resources
- Creation of potential new revenue streams
- Improves business efficiencies
- Increases internal innovation capability
- Embeds a culture of innovation
- Deep employee engagement across departments and offices
- Learning and development for employees
- Attract and retain top talent