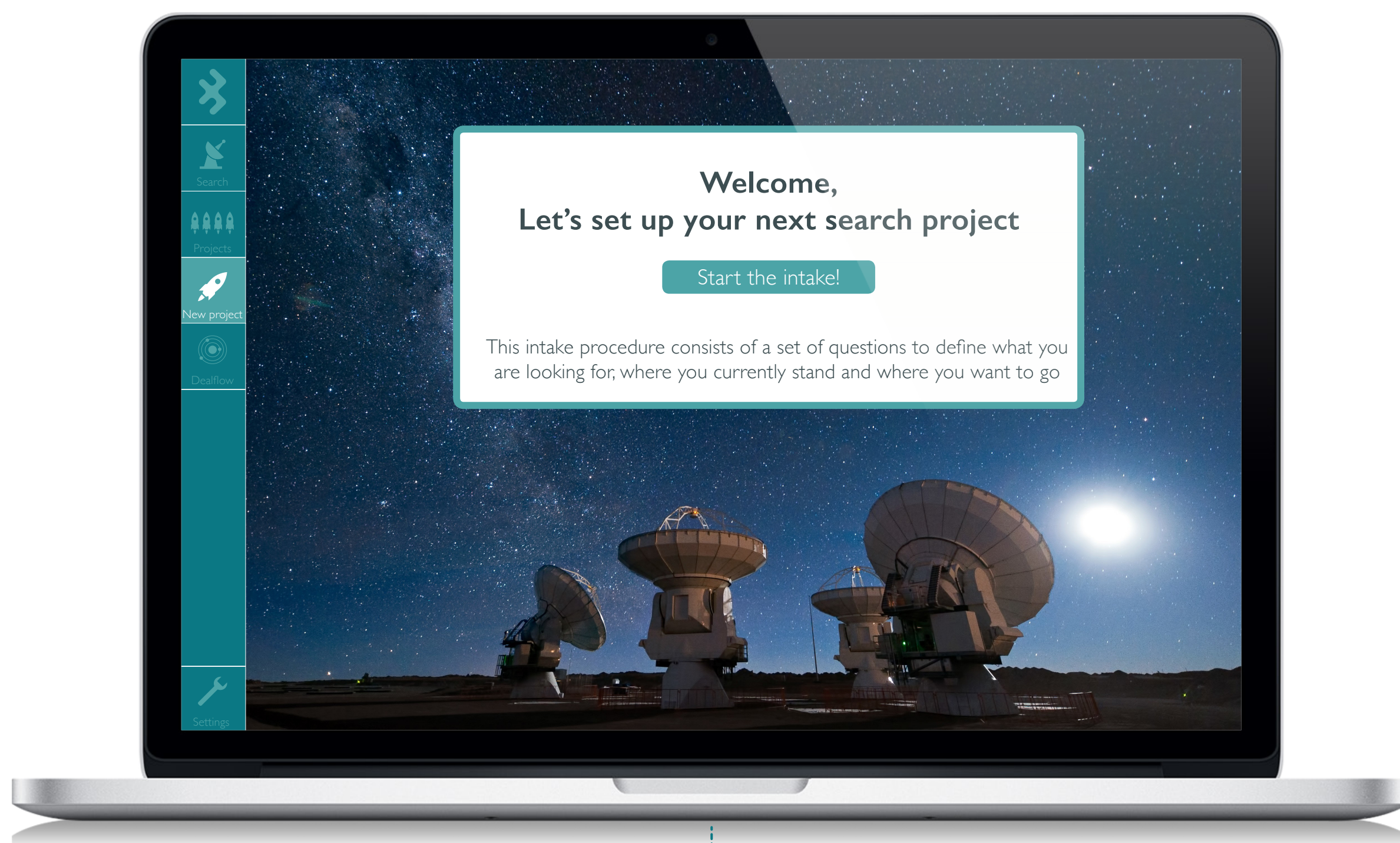


## THE OBJECTIVE

Large firms are increasingly looking at startups and scale-ups to accelerate their innovation activities. This project set out to design a platform and service model for Venture IQ, a company that uses data to help large firms find their next innovation partner.

# DATA-DRIVEN INNOVATION SCOUTING

## DESIGN OF A COLLABORATION PLATFORM FOR FINDING INNOVATIVE COMPANIES



## THE OPPORTUNITY

This thesis studies the strategic motivations for large firms to engage in partnerships with young ventures, and aims to design a service model for an intermediary that puts the needs of a large firm at the core.

## PLATFORM DESIGN

An online platform is designed where large firms are free to create and collaborate on search projects. This platform offers a novel experience of interaction with Venture IQ's search expertise. The key design feature of the platform is an **intake procedure** for new projects. The procedure consists of a series of questions that cover all the information that Venture IQ analysts need to start a search. Additionally, project information is captured in a format that allows collaborators (people from the client firm, analysts and external experts) to review and adjust the goals of a project.

## INTAKE RESPONSES

## THE SERVICE MODEL

The intake survey captures two types of information about a project that are essential to structuring the search process. Firstly it captures what type of search it will be by uncovering the strategic motives for the client firm to embark on this search.

**Market search** - The client firm intends to gain access to new or adjacent markets to leverage their current technologies, products or services

**Technology search** - The client firm intends to gain access to novel technologies that can increase value of the firm's current market

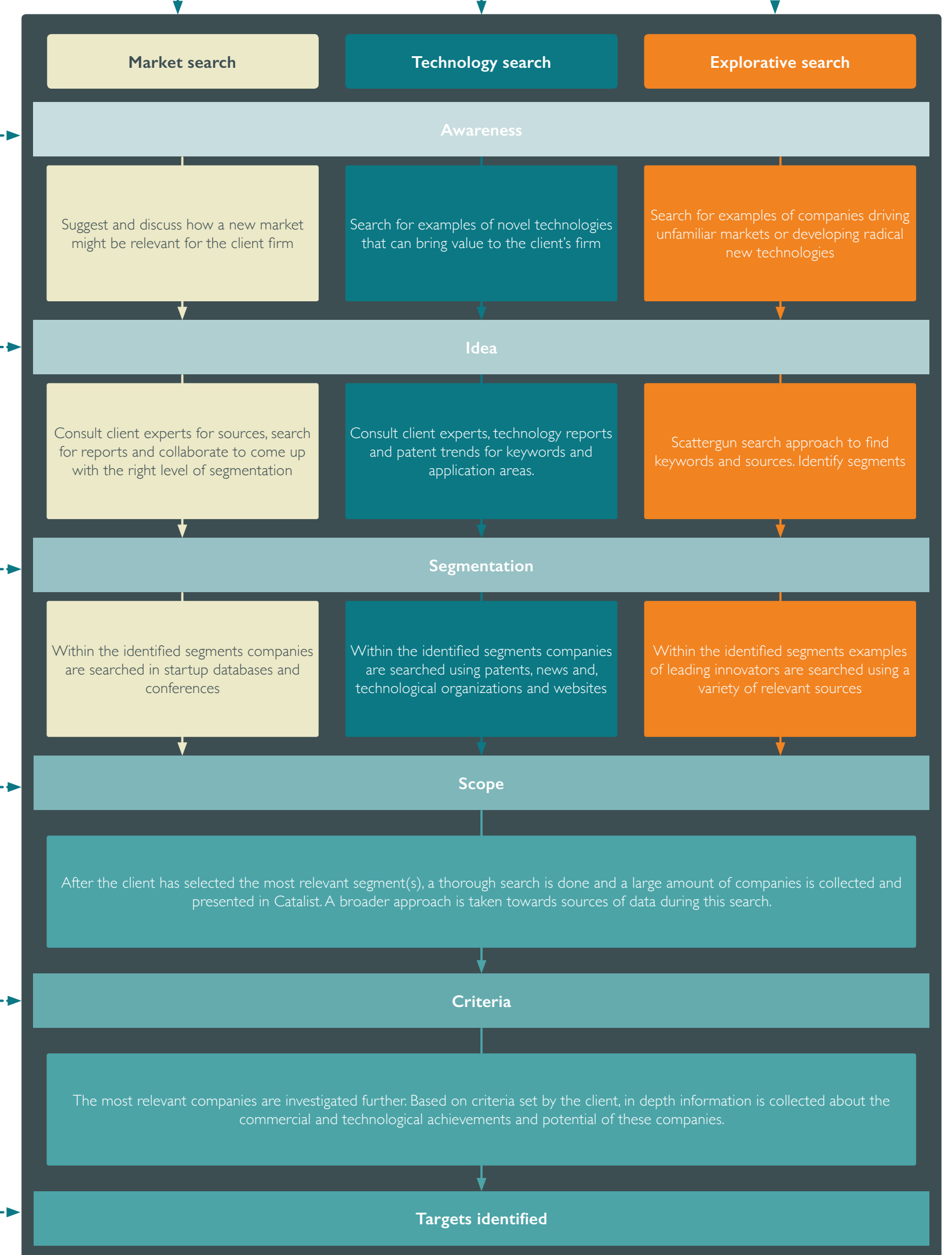
**Exploration** - The client firm intends to gain access to, or knowledge about unfamiliar markets and the technologies, products or services that are shaping them

Secondly it defines the depth of knowledge the respondent has on the topic of the search ranging from being aware of an innovation up to having identified companies that will be approached to discuss partnerships.

With these characteristics defined, Venture IQ can choose the appropriate actions from the service model and start an effective search process.

## SEARCH TYPE

## DEPTH OF KNOWLEDGE



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